



KMAC
CONTRACTING LTD

VISUAL BRAND GUIDE

A complete guideline for working with the KMAC Contracting Ltd brand.

Created By
nine10 Incorporated

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ABOUT THIS GUIDE

WHAT IS THIS GUIDE?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

WHAT IS A BRAND?

A brand, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

THE IMPORTANCE OF CONSISTENCY

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

HOW TO USE THIS GUIDE

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in. In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

GETTING HELP

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

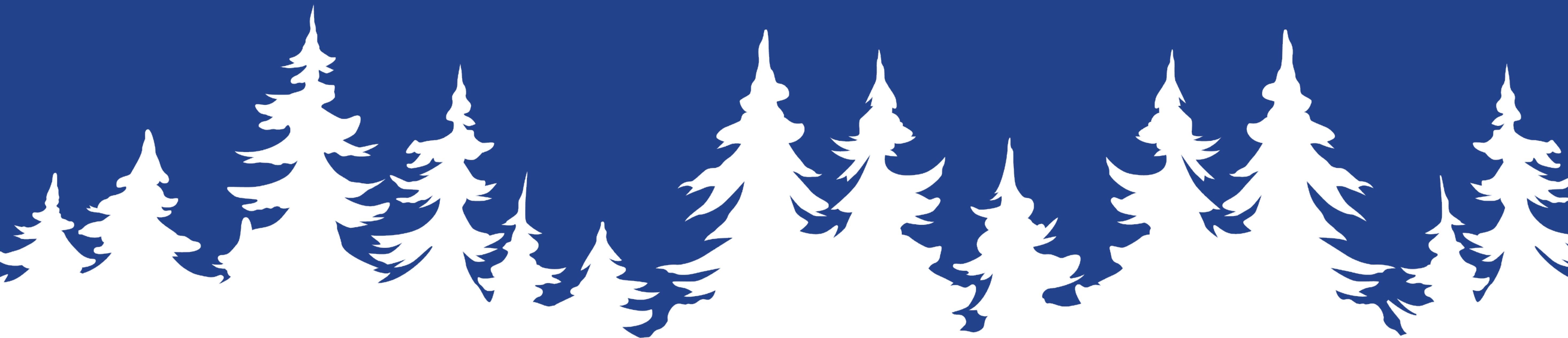
DEVIATING FROM THIS GUIDE

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.



Logo Versions & Usage



Main Logo

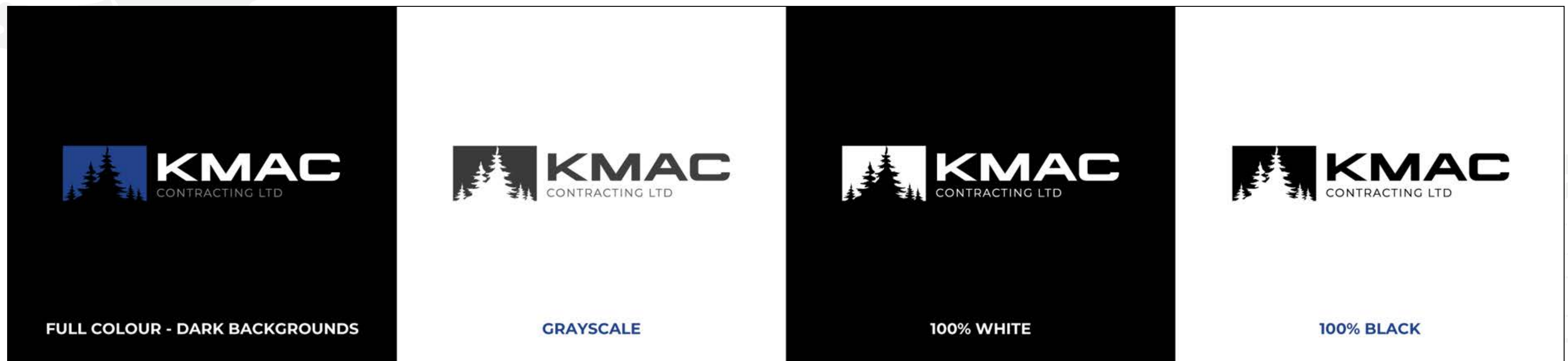
These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



MAIN LOGO

LOGO COLOUR VERSIONS



Alternate Logo

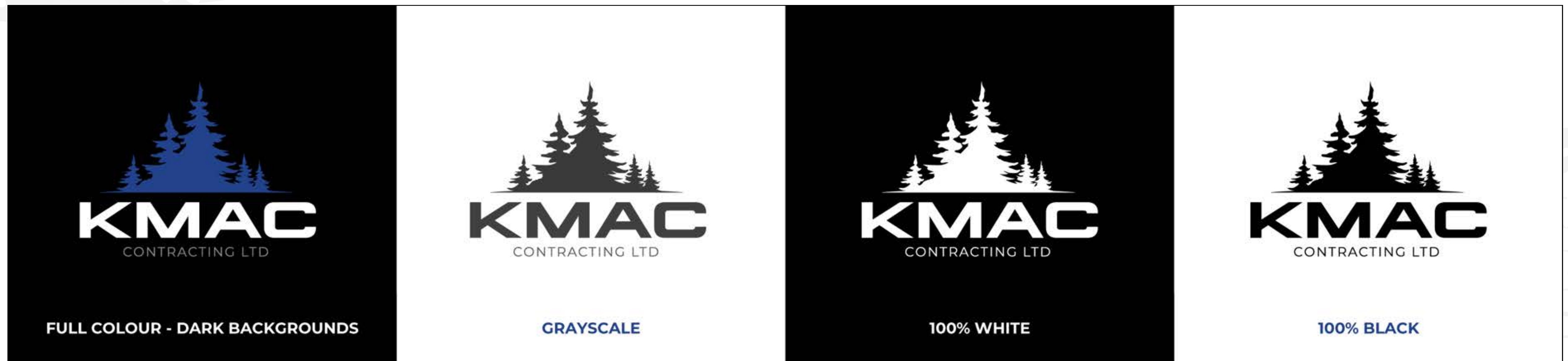
These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



SECONDARY LOGO

LOGO COLOUR VERSIONS



Isolated Icon

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



ISOLATED ICON

LOGO COLOUR VERSIONS



FITTING, SIZING, SPACING

FITTING & SPACING

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be $\frac{1}{4}$ the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo).



SIZING

The logo should never be displayed smaller than 0.5" high in print, and no smaller than 150 x 45 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.





















Proper Logo Usage

HOW TO USE OUR LOGO

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

 	 	 	 	
CORRECT USAGE DO NOT STRETCH DO NOT SQUISH DO NOT ROTATE				
 	 	 	 	 
DO NOT RECOLOUR DO NOT ADD GRADIENTS		DO NOT CHANGE FONTS DO NOT MODIFY		DO NOT ADD SHADOWS



Logo File Formats

FILE FORMAT CHART

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

● Ideal Format

● Alternative / Sometimes Required



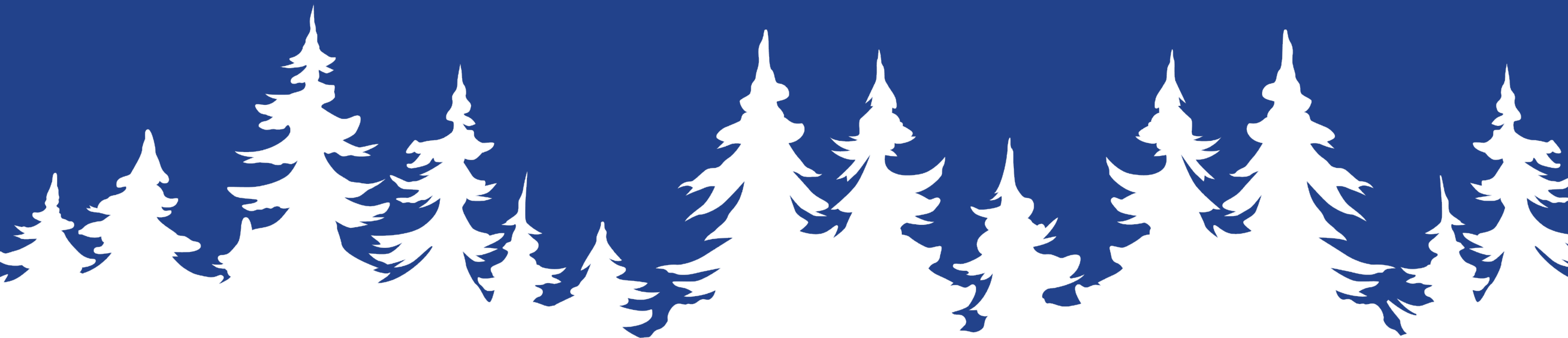




KMAC

CONTRACTING LTD

Brand Colors



Colour Palette

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

Main Colours



Forge Blue

CMYK: 99-86-13-2
RGB: 34-66-139
Hex: #22428B
Pantone



Obsidian Night

CMYK: 71-71-51-47
RGB: 61-54-67
Hex: #3D3643
Pantone



Steel Slate

CMYK: 72-56-43-20
RGB: 79-93-107
Hex: #4F5D6B
Pantone

Secondary Colours



Onyx Alloy

CMYK: 48-39-40-4
RGB: 138-140-139
Hex: #8A8C8B
Pantone

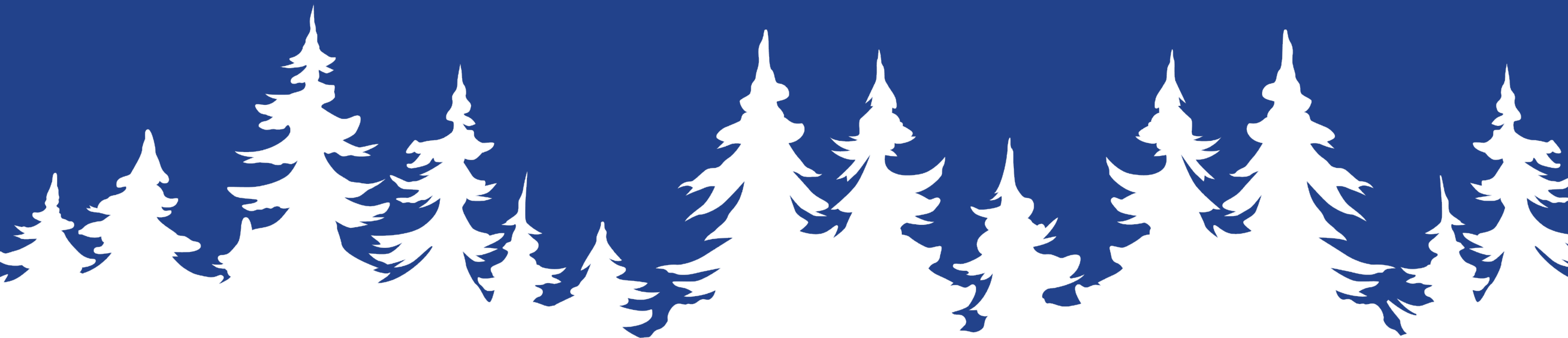


White

CMYK: 0-0-0-0
RGB: 255-255-255
Hex: #FFFFFF
Pantone



Brand Typography



Heading Font

Aa

MBF Moonlander

Our brand uses a specific font for headings in print and online. **MBF Moonlander** is used for headings. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Only use the font in the weight that is specified.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

**01 02 03 04 05 06 07 08 09
!@#\$%^&*()[]**



Sub-Heading Font

Aa

Montserrat Semi-bold

Our brand uses a specific font for sub-headings in print and online. **Montserrat Semi-bold** is used for subheadings. It's usually displayed in a smaller font size than the headings and a larger font than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

!@#\$%^&*()[]



Body Font

Aa

Montserrat Regular

Our brand uses a specific font for sub-headings in print and online. **Montserrat Regular** is used for subheadings. It's usually displayed in a smaller font size than the headings and a larger font than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww
Xx Yy Zz

01 02 03 04 05 06 07 08 09

!@#\$%^&*()[]



Alternate Fonts

USING OUR FONTS

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

Aa

Orbitron Bold
Sub-heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & () []

Aa

Poppins Semi-bold
Sub-heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & () []

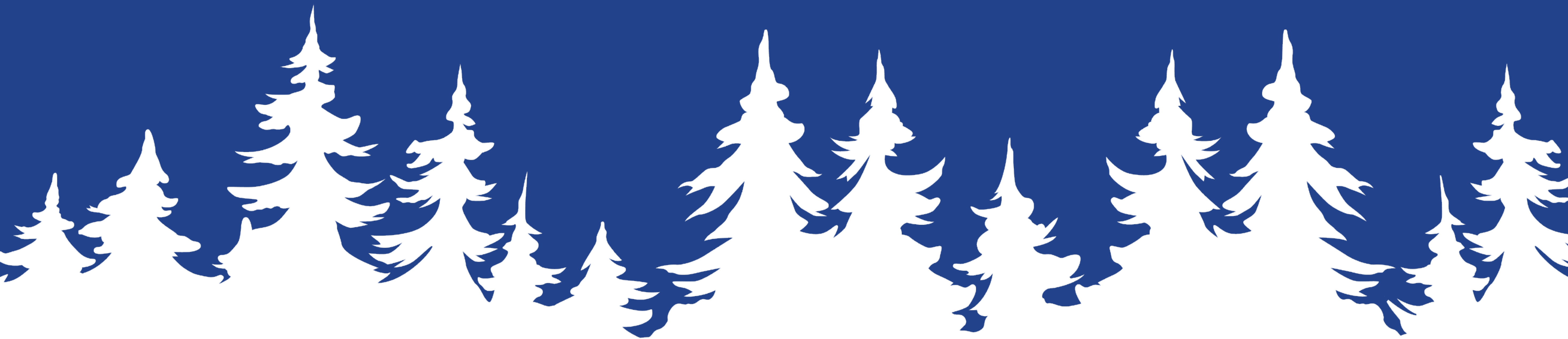
Aa

Poppins Regular
Body Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & () []



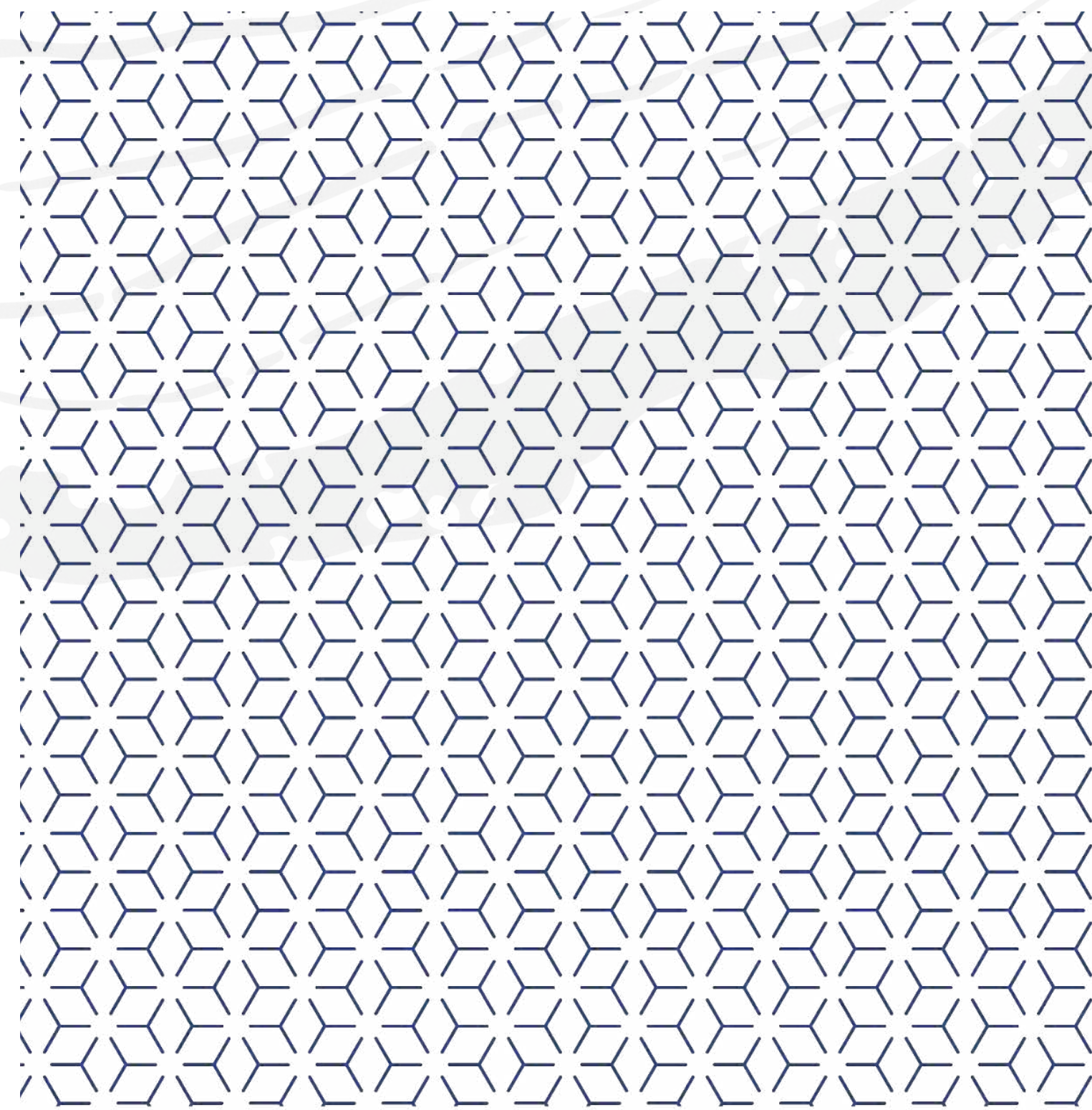
Brand Assets



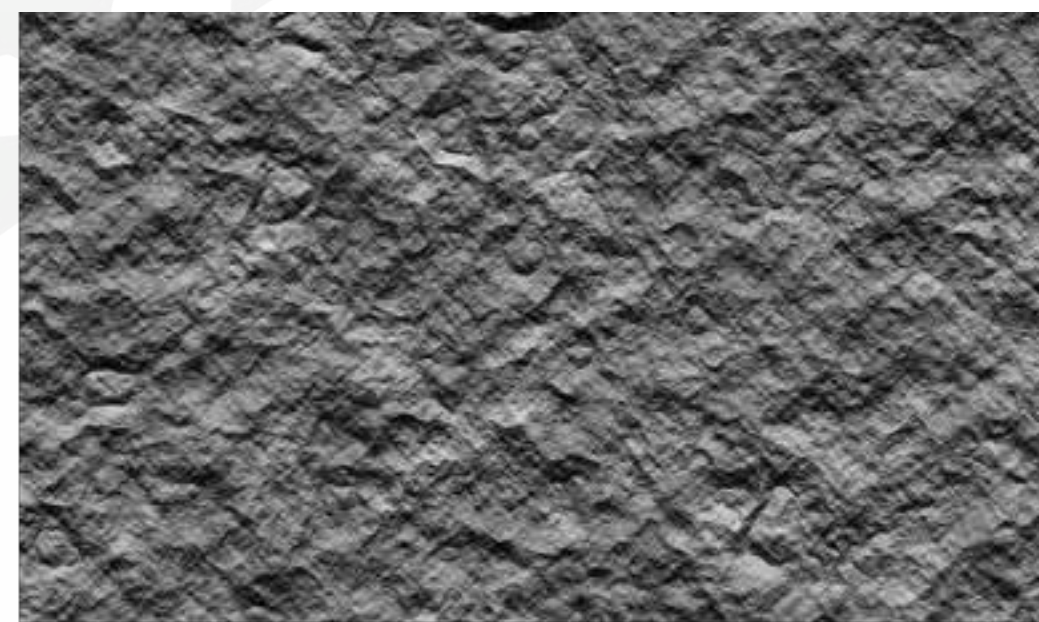
Backgrounds

PATTERN/TEXTURE

This pattern has been created using the nature as an inspiration from the main colour palettes. In addition to being used in marketing materials, this assets could be used as background for taking photos at the construction site. There are the following textures we can make use of.



Background Pattern



Natural Rock



Concrete Finish



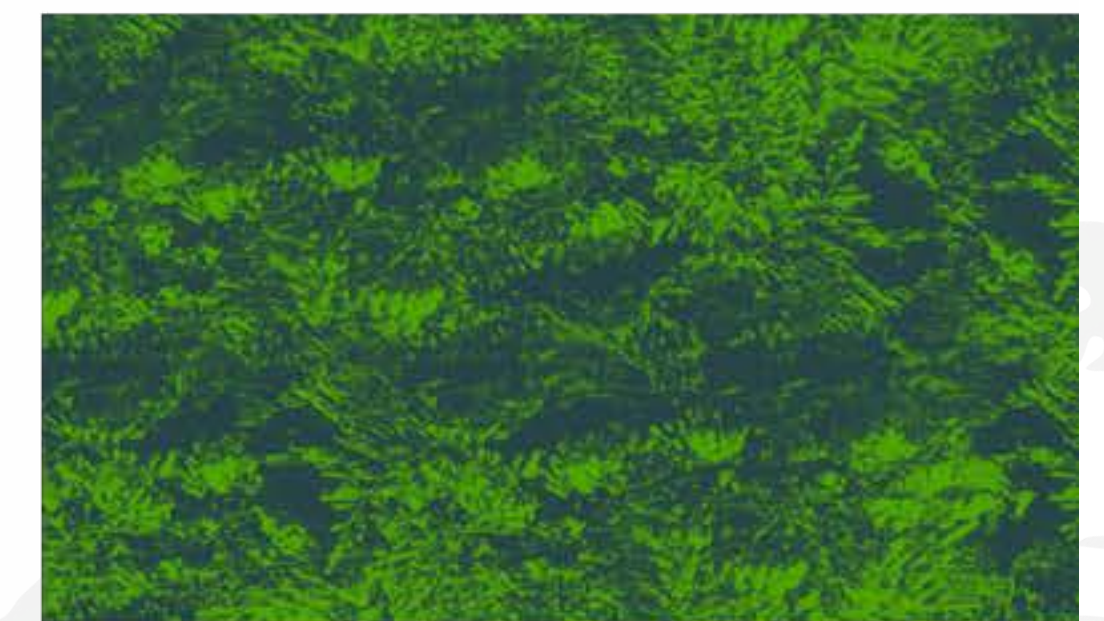
Metal Finish



Tree Trunk Texture



Tree Trunk Texture



Trees Texture



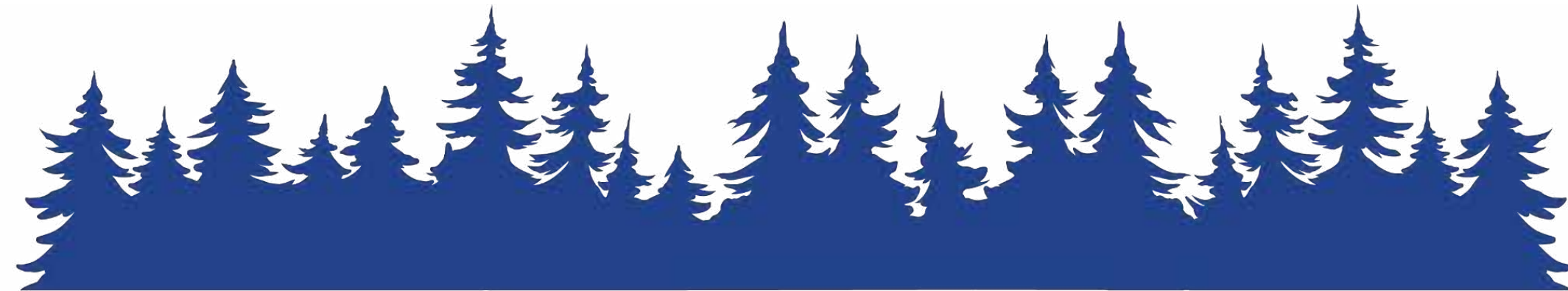
Decorative Elements

LINE ART OF CONIFEROUS TREES

Our decorative elements are based around the motif of Coniferous trees. These natural elements are a combination of modernistic and traditional approach making it unique to the construction industry.



Coniferous Trees Silhouette



Coniferous Trees Silhouette



Wood Grain Texture Pattern



Wood Grain Texture Pattern



Wood Trunk Texture Elements

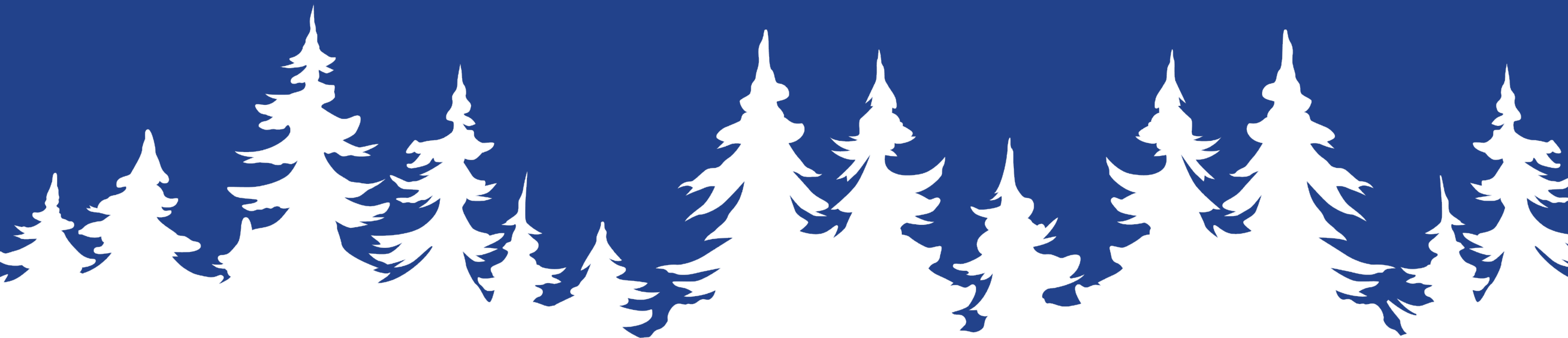


Coniferous Trees Elements





Brand Photography



Photography Rules

CUSTOM PHOTOGRAPHY

Whenever possible invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

Do not use stock images to represent a “real” part of our business. Pictures of our staff, our community, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

IMAGE QUALITY

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

TECHNICAL QUALITY

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos. Never scale up a photo to fit - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

STOCK PHOTOGRAPHY

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- Guideline #1 - Look for images that accurately represent the technical processes and equipment involved in construction industry such as logs, trucks, dozers and other equipment.
- Guideline #2 - Select high-quality images that are well-lit and in focus are essential in creating a professional and credible brand image.
- Guideline #3 - Choose images that are consistent in style and tone to maintain a cohesive brand image across different marketing channels.
- Guideline #4 - Consider editing the images or combining them with custom graphics or text to create a more unique visual representation of your brand.



Examples & Editing

STOCK PHOTO EXAMPLES

To effectively utilize stock photography for your construction industry brand, search for images that accurately represent the technical aspects and equipment involved in construction processes, such as engineers working on machinery, inspecting building materials, and utilizing specialized tools. High-quality, well-lit, and focused images are crucial for creating a credible and professional brand image. Ensure consistency in style and tone across your chosen images to maintain a cohesive visual identity. Remember that stock images are not exclusive, so consider customizing them with unique graphics or text to create a more distinctive representation of your brand.



Layout Guidelines



Creating Layouts

HOW TO USE THE VISUAL IDENTITY ELEMENTS

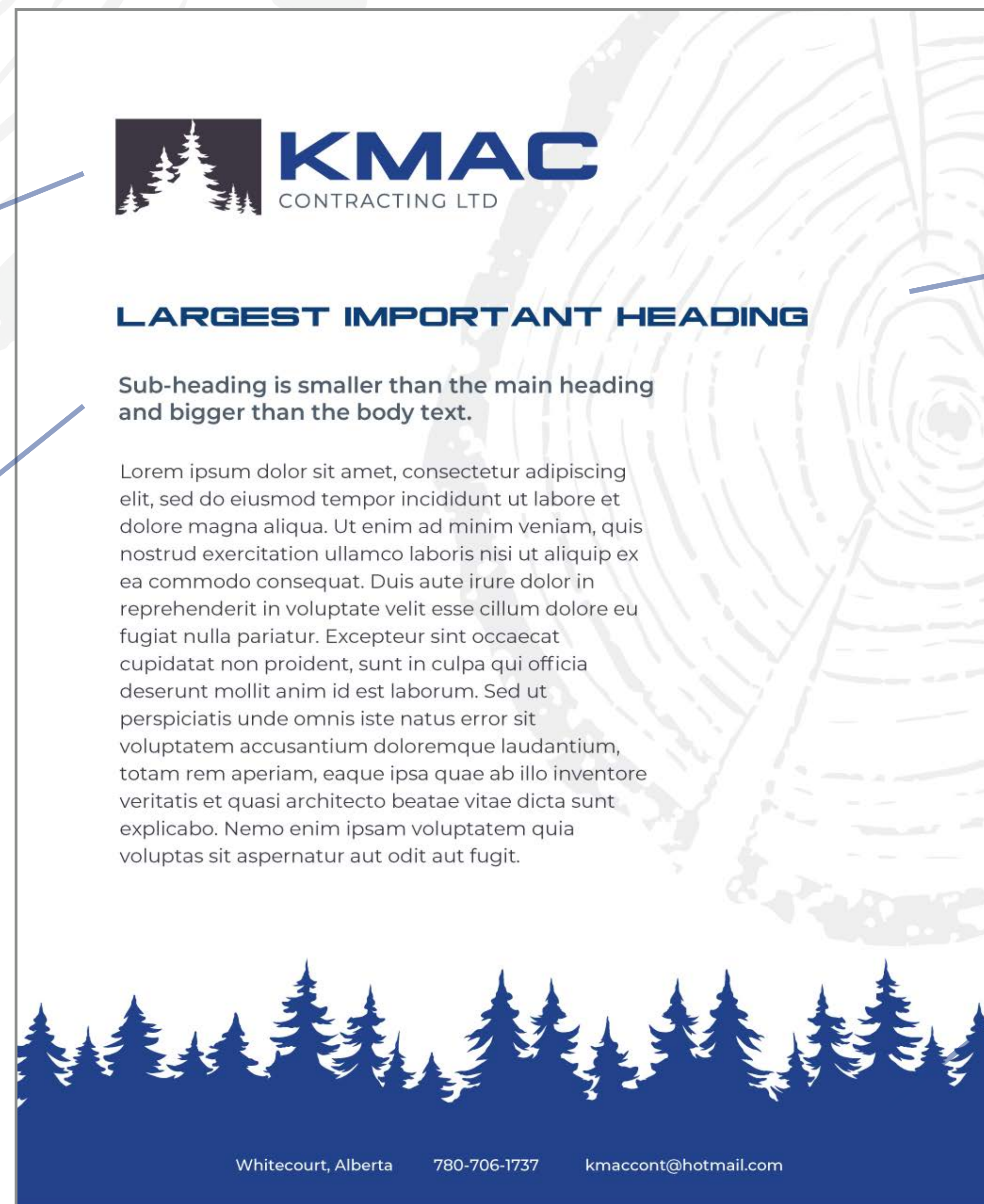
When creating marketing materials using the KMAC Contracting Ltd. brand, follow these guidelines to ensure consistency.

USING OUR LOGO

The logo should always be clearly visible. Use the correct logo versions according to the background it's placed on.

USING OUR FONTS

Follow the font guidelines outlined on page 14-16. Primarily the text should be left aligned. Headings should be in all caps and sub-headings can be in sentence case.



USING DECORATIVE GRAPHICS

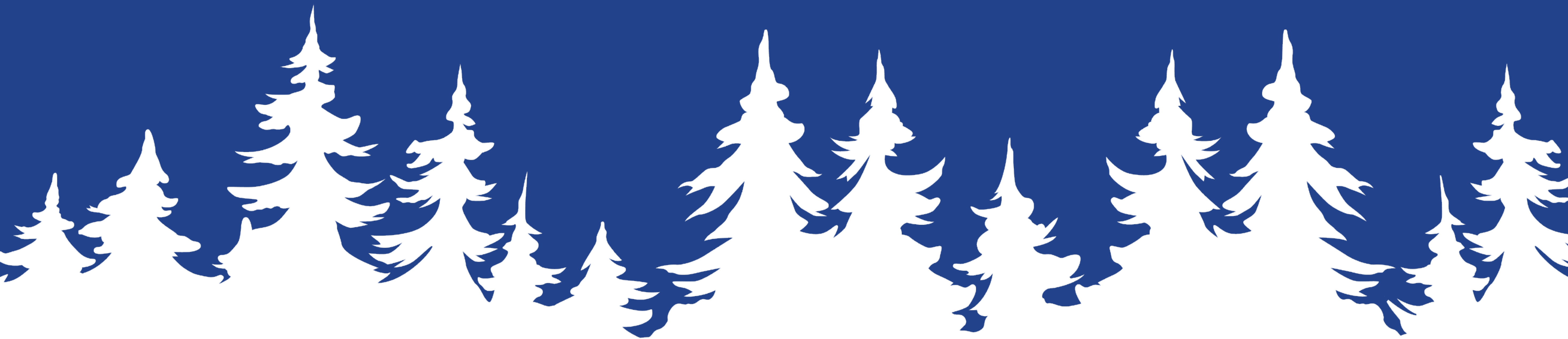
The natural elements can be used in a variety of ways. The line elements can be used to fill whitespace. The frames can be placed over the nature textures (see Canva templates for example).

USING BACKGROUNDS

Use the Coniferous tree illustrations either as a footnote or a full background.



Brand Templates



BUSINESS CARDS

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. Include additional details about any added printing treatments here (i.e. spot UV).



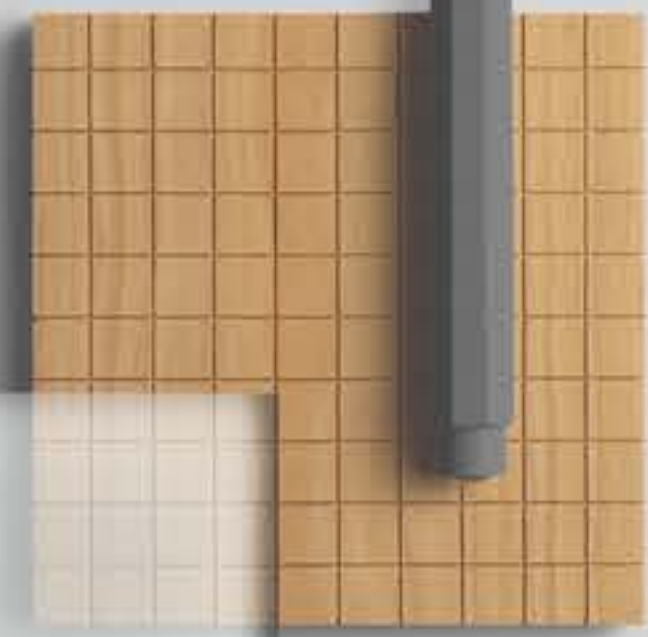
Letterhead & Envelope

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be used, refer to the alternative fonts on pg 18.





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PO Box 1531 Stn Main
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T7S 1P4



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem quia doloremque neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

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...platem
...d quia
...ptatem
...h ipsum
...ia non
...dolo
...ad minima
...enim ad
...corporis
...suscipit
...quis
...consequatur?
...Quis
...esse quam
...nihil molestiae
...consequatur,
...vel illum
...qui dolorem
...eum fugiat
...quo voluptas
...nulla pariatur

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KMAC
CONTRACTING LTD

KEVIN MACPHEE
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Canva Templates

SOCIAL MEDIA

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.



FOR SUPPORT RELATED TO THE GUIDE OR THE
ACCOMPANYING TEMPLATES, CONTACT:

nine10

NINE10 INCORPORATED

Phone: 780-539-1755

Email: support@nine10.ca

Web: nine10.ca

We encourage you to contact us if you have any questions
about our guide or need further help with a brand project.

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