



Logo Usage Guidelines

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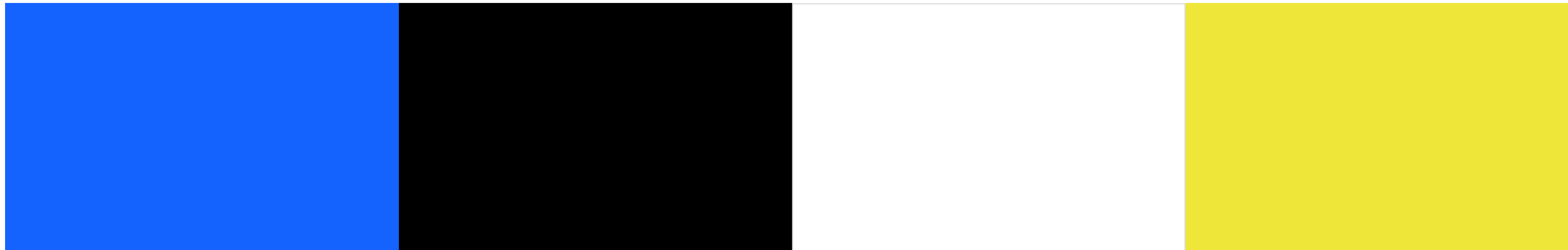
Color palette

Our primary color is electric blue.

Black complements this as a secondary color.

Black should be used mostly as a background for text and sometimes for items like small icons.

Where versatility needs to be added, for example pages in a catalog or to differentiate parts of a website, energetic yellow should be used as the third color.



Kron Electric Blue

#1563FF
RGB 21-99-255
CMYK 81-62-0-0
Pantone 2727 C

Black

#000000
RGB 0-0-0
CMYK 100-100-100-100

White

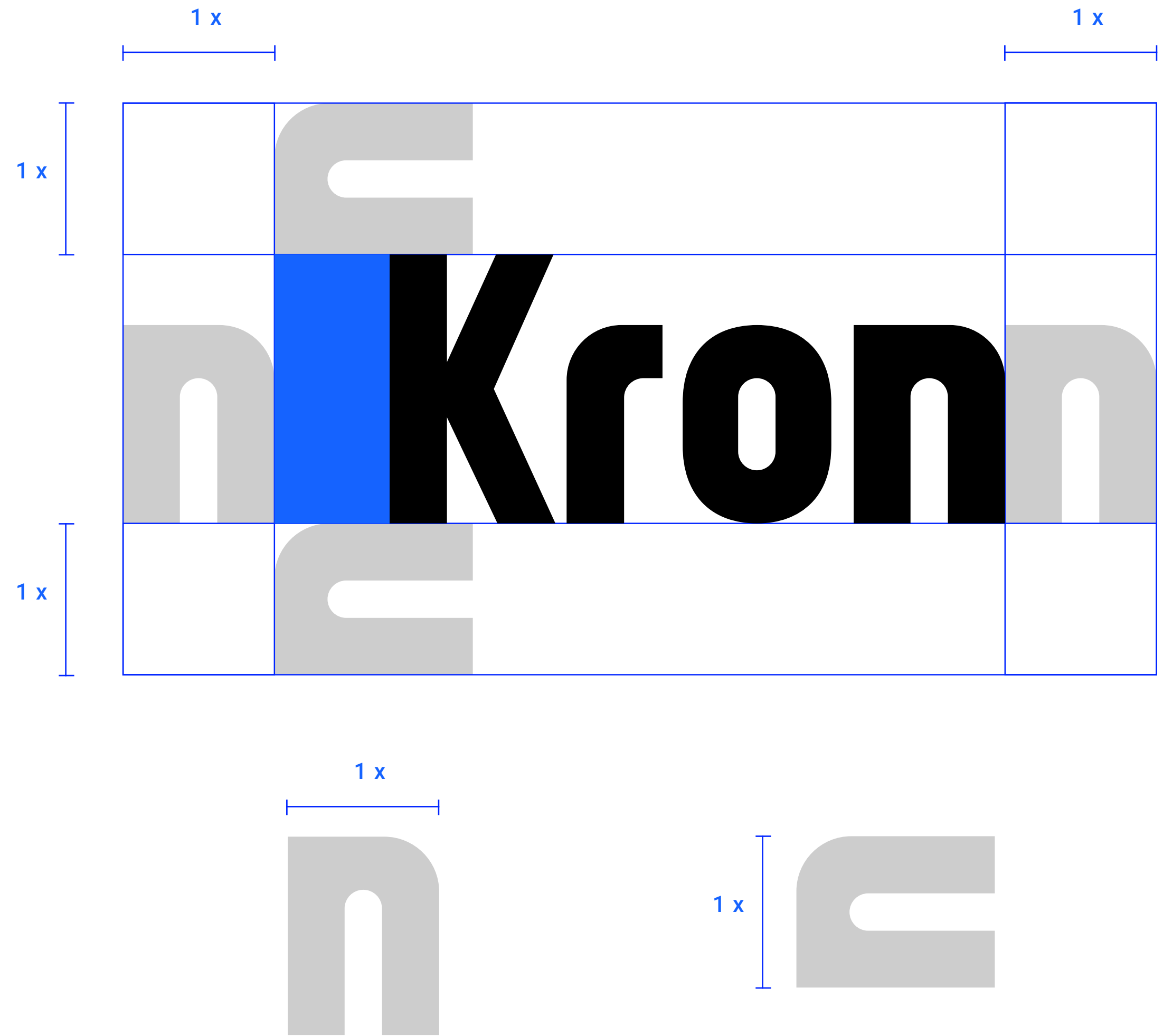
#FFFFFF
RGB 255-255-255
CMYK 0-0-0-0

Energetic Yellow

#E2E735
RGB 226-231-53
CMYK 16-0-90-0
Pantone 387 C

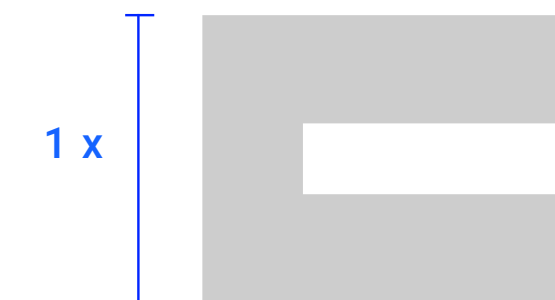
Logo spacing

The safety area around the logo should be protected when Kron logo used in a page layout, banners, websites and in various application areas. The short edge of the letter “n” of the Kron logo should always be used as 1x unit.



Motto spacing

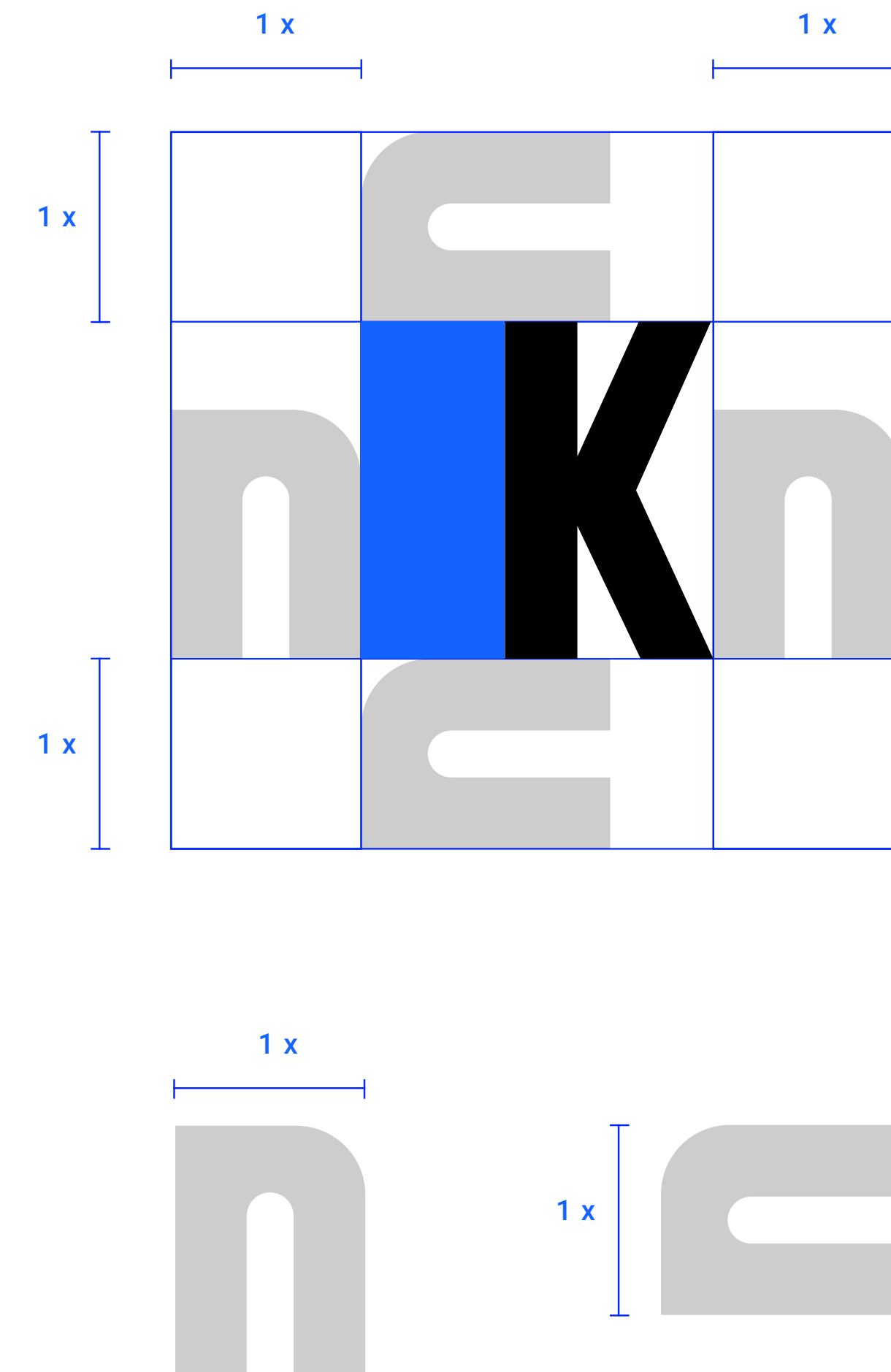
The safety area around the logo and motto should be protected when Kron (including motto) logo used in a page layout, banners, websites and in various application areas. The space between motto and logo should not be changed. The short edge of the letter “n” of the Kron logo should always be used as 1x unit.



Monogram spacing

The safety area around the monogram should be protected when Kron monogram used in a page layout, banners, websites and in various application areas.

The short edge of the letter “n” of the Kron logo should always be used as 1x unit.



Kron logo

The logo consists of a white square followed by the word "Kron" in a bold, black, sans-serif font. The white square is positioned to the left of the letter "K".

Kron

The logo consists of a blue square followed by the word "Kron" in a bold, black, sans-serif font. The blue square is positioned to the left of the letter "K".

Kron

Kron logo colors over dark and light backgrounds

Positive and negative versions of Kron logo should be used in very limited special cases. These logos are not an alternative for brand communication activities. This should only be preferred when there is a restrictive situation to print from the printer or if it is used side by side with other brand logos where logos applied in positive and negative as a whole.

The image shows the word "Kron" in a bold, sans-serif font. The letter "K" is white, and the letters "ron" are a light grey. The entire logo is set against a solid black background.The image shows the word "Kron" in a bold, sans-serif font. The letter "K" is black, and the letters "ron" are a dark grey. The entire logo is set against a solid white background.

Kron logo colors over reversed and colored backgrounds

The use on colored ground should be used at the specified rates. It should be preferred to use on 50% white and electric blue background, 25% on black and energetic yellow background.



50%



50%



25%



25%

Krontech logo



Krontech

The image shows the Krontech logo on a solid blue background. The logo consists of a white square icon followed by the word "Krontech" in a bold, black, sans-serif font.

Krontech

The image shows the Krontech logo on a white background. The logo consists of a blue square icon followed by the word "Krontech" in a bold, black, sans-serif font.

Krontech logo colors over dark and light backgrounds

Positive and negative versions of Krontech logo should be used in very limited special cases. These logos are not an alternative for brand communication activities.

This should only be preferred when there is a restrictive situation to print from the printer or if it is used side by side with other brand logos where logos applied in positive and negative as a whole.

The image shows the Krontech logo on a dark background. The logo consists of a square icon on the left, which is white with a light gray shadow to its right. To the right of the icon, the word "Krontech" is written in a bold, sans-serif font. The letters are light gray with a white shadow to their right, creating a 3D effect.The image shows the Krontech logo on a light background. The logo consists of a square icon on the left, which is dark gray with a white shadow to its right. To the right of the icon, the word "Krontech" is written in a bold, sans-serif font. The letters are dark gray with a white shadow to their right, creating a 3D effect.

Krontech logo colors over reversed and colored backgrounds

The use on colored ground should be used at the specified rates. It should be preferred to use on 50% white and electric blue background, 25% on black and energetic yellow background.



Krontech

50%



Krontech

50%



Krontech

25%



Krontech

25%

Kron product logos

Single Connect **Kron**

Single Monitor **Kron**

Quality Assurance **Kron**

Marta AAA **Kron**

CG Logger **Kron**

Secure Cloud Wi-Fi **Kron**

Single Connect **Kron**

Single Monitor **Kron**

Quality Assurance **Kron**

Marta AAA **Kron**

CG Logger **Kron**

Secure Cloud Wi-Fi **Kron**



Please contact us for any questions you may have about the use of Kron corporate colors and logos.

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