



DrKris.Life

Brand Guidelines

PRIMARY LOGO

FULL COLOR



BLACK VERSION



WHITE VERSION

HORIZONTAL LOGO OPTIONS

PRIMARY
FULL COLOR



BLACK VERSION



WHITE VERSION

SECONDARY
FULL COLOR



BLACK VERSION



WHITE VERSION

APPLICATION ICONS

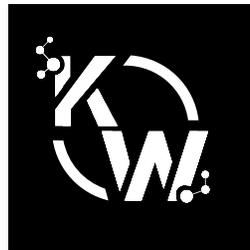


FAVICONS



16 x16

LOGO ICONS



BRAND FONTS

Poppins
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Download Link:

<https://fontsfree.net/poppins-medium-font-download.html>

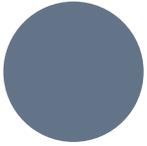
Poppins
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

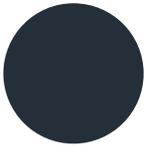
Download Link:

<https://fontsfree.net/poppins-semibold-font-download.html>

PRIMARY COLORS



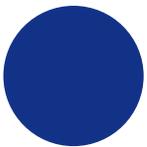
Slate Gray
Hex # 5e748c
RGB: 94, 116, 140
CMYK: 33, 17, 0, 45



Gunmetal
Hex # 22303a
RGB: 34, 48, 58
CMYK: 41, 17, 0, 77



Oxford Blue
Hex # 002244
RGB: 0, 34, 68
CMYK: 100, 50, 0, 73



Egyptian Blue
Hex # 00338d
RGB: 0, 51, 141
CMYK: 100, 64, 0, 45

SECONDARY COLORS



Black
Hex # 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100



Spanish Gray
Hex # 869397
RGB: 134, 147, 151
CMYK: 11, 3, 0, 41



White
Hex # ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

BACKGROUND TEXTURE



LOGO SPACING

When using Dr.KrisLife logo, a minimum of the height and width of 1 letter "K" of space should be implemented around the edges of logo as shown below.



PROPER LOGO SPACING



IMPROPER LOGO SPACING



IMPROPER LOGO USAGE

Correct and consistent use of the Dr.KimLife logo will establish and maintain the strength of the brand.

- Components must not be reconfigured.
- Never alter or distort the logo with graphic elements.
- Do not use unapproved colors or alter the color usage.
- Logo proportions must not be altered.

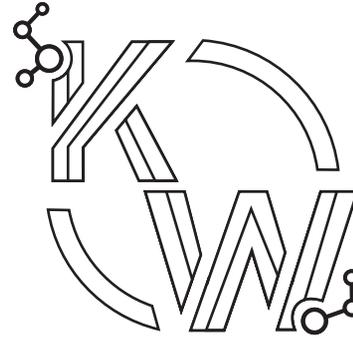
Some examples of incorrect usage are shown on the right.



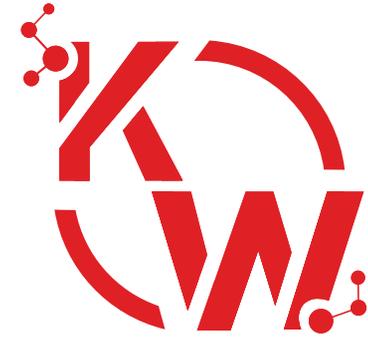
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