

GRAPHIC GUIDELINES

K9 Competition AB Trademarks: Graphical guidelines

It is important to build a strong branding and visual identity for K9 Competition.

The K9 Competition logo is a representation of the company's values, aiding in representing and reinforcing the position of the brand to the outside world.

This document outlines how the brand and logo are to be used, providing instructions to ensure no misrepresentation or misinterpretation can occur; therefore safeguarding the K9 image.

No text may be added to the K9 Competition logo, including other branding or products.

Companies or individuals may not add their title/name to the K9 Competition Logo.

In regards to social media, the K9 Competition Logo is not to be used as a profile picture, to promote products of another company/individual, or be used in anyway which suggests that the private person is a representative of K9 Competition.

Any deviations in colour, scale or publishing must be approved by K9 Competition. It

must be clear that K9 Competition is the producer of K9, K9 Horse and PCL products.

Customers must state that they are an importer, distributor or wholesaler etc of our brands. It must be without a doubt that we K9 Competition AB are the owner and producer of the brands.

K9 Competition is a globally registered trademark and therefore protected under law. The use must be in accordance with the guidelines set out in the document.

Guidelines

The logo must always remain intact and not be changed, only enlarged or reduced. This ensures that the name of the brand and product can only be graphically represented as part of the K9 Competition branding. When the scale is reduced the logo should retain a minimum width of 10mm. The original logo should always be used.

Pantone colour schemes have been provided within the examples below and should never be changed. We recommend trademarks are reproduced in colour. In cases where four-colour schemes are not available, we recommend using black and white. If other cases arise in regards to colour schemes, contact K9 Competition for recommendations on how to proceed.



Pantone färgskala #405, #375

Green	Brown
C 41	0
M 0	11,5
Y 78	38
K 0	76



Pantone färgskala #405, #306

Blue	Brown
C 75	0
M 0	11,5
Y 7	38
K 0	76

