



Kessler

DIGITAL GUIDELINES
& CORPORATE IDENTITY

WHY WE HAVE GUIDELINES

We aspire to build Kesseler into one of the UK's most admired and desired kitchen brands.

We want Kesseler to not only be known for unique and high quality kitchens but also for our values, methodology, innovation and corporate persona.

With the passion and attention that we put into every detail of our products, we should convey in our corporate identity and its consistency across all applications, formats and media.

This should filter through every element of our business, from the top down.

Directorial decisions, sales, marketing, production and administration should all follow the same guidelines, tone and ethos.

THE LOGO

The correct Kessler logo must be applied to all communication materials, press releases and used across all marketing events.

When appearing on official documents the logo should always be centre aligned.

The Kessler logo should be reproduced against institutional colour palette backgrounds which are the inverse colour to the logo itself.

The negative logo should be used against Black & Dark Grey. The positive logo should be used against Light Grey and White.



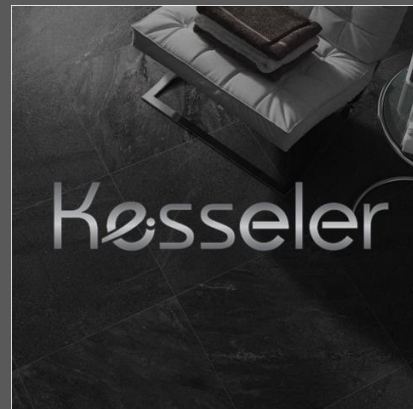
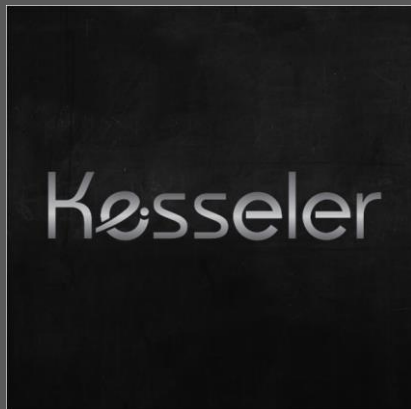
LOGO USAGE

In the instances in which the use of the Kessler logo on the institutional coloured backgrounds is not feasible (for example, on co-branded materials), its application on other backgrounds is warranted.

In these cases, excellent readability must nonetheless be ensured, using the positive logo against light backgrounds and, conversely, the negative logo against dark backgrounds.

The logo may be implemented on photographic backgrounds, when these ensure optimal readability. The correct version of the logo should be applied to sections of the image that provide an adequate level of contrast.

Backgrounds should feature even, regular textures, to avoid placing the logo upon irregular patterns that may compromise clarity and readability. Approval should be granted from Kessler HQ prior to application.



BRAND COLOURS & COLOUR PALETTE

The Kessler colour palette is clean, simple and generally monochrome, allowing the logo and backgrounds to work harmoniously with each other across a wide variety of mediums. Logo store font is Eurostyle Extended #2 which is available for download from the Dealer Hub.

BLACK

R 0 – G 0 – B 0
#000000

DARK GREY

R 38 – G 38 – B 38
#262626

LIGHT

R 187 – G 188 – B 188
#B6B6B6

WHITE

R 255 – G 255 – B 255
#FFFFFF

FONTS & TYPOGRAPHY

To ensure that all Kessler communications are consistent we use a family of primary fonts.

These are:

- **Signage:** Eurostyle Extended #2
- **Titles:** Cinzel
- **Paragraphs:** Univers Condensed Light

Applying the correct weights and sizes will help to give a unified look across all applications.

A B C D E F G H I J K L M N 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 n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ; ' "

Social Media

These guidelines cover the correct usage of logos, profile pictures and cover photos on various social media platforms for Kessler and Official Kessler Dealer sites.

PROFILE PICTURES



Cover photos are to be assigned by Kessler UK and will be consistent across all platforms and all Dealer Sites.

Email Signatures

Branding when emailing clients, suppliers and our dealer network partners ensures a consistent flow of imagery and corporate identity.

Typography

Font: Avenir Next LT Pro

Font size: 11

Colour: Black (New emails & replies)

KESSELER UK

Kind Regards,

Name Surname | Job Title

Kessler

Prospect Close, Lowmoor Road Business Park, Nottingham, NG17 7LF

Tel : 01623 720900

Web : www.kessler.co.uk

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OFFICIAL KESSELER DEALER

Kind Regards,

Name Surname | Job Title

Kessler
KITCHENS WITHAM

Showroom address, city, county, postcode

Tel : 01234 567890

Web : kessler.co.uk/showroomlocation

GUIDELINES FOR
EXTERNAL SHOWROOM SIGNAGE

Signage should be clear, concise and simple.

Signage should contain the Kessler logo, building number and either telephone number or web address.

Unacceptable additions include:

- Full postal address
- Dealer's own-branding (if applicable)
- Social media icons
- Mention of bathrooms, bedrooms, etc.

Køsseler

The Kessler logo is a registered trademark and should be used within brand guidelines.

All external signage – and all other uses of the Kessler logo - must be approved & signed off by Kessler HQ prior to application.

Signage should contain the official Kessler dealer logo in one of two acceptable formats, depending on text length for the location:





The Kesseler logo will be supplied for use for signage in several file formats including:

- .ai - Adobe Illustrator
- .eps - Adobe Photoshop or Adobe Illustrator
- .png – all image software

Regarding colour palette, the logo should be black, white, light grey or brushed metal on an inverse colour background, e.g., white text on black background.

The subsequent text for signage uses the font **Eurostyle Extended Two** which can be found in the font pack on the Dealer Hub.

Kessler

