



Brand Guidelines

Version 1.1 December 2022



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LOGOS

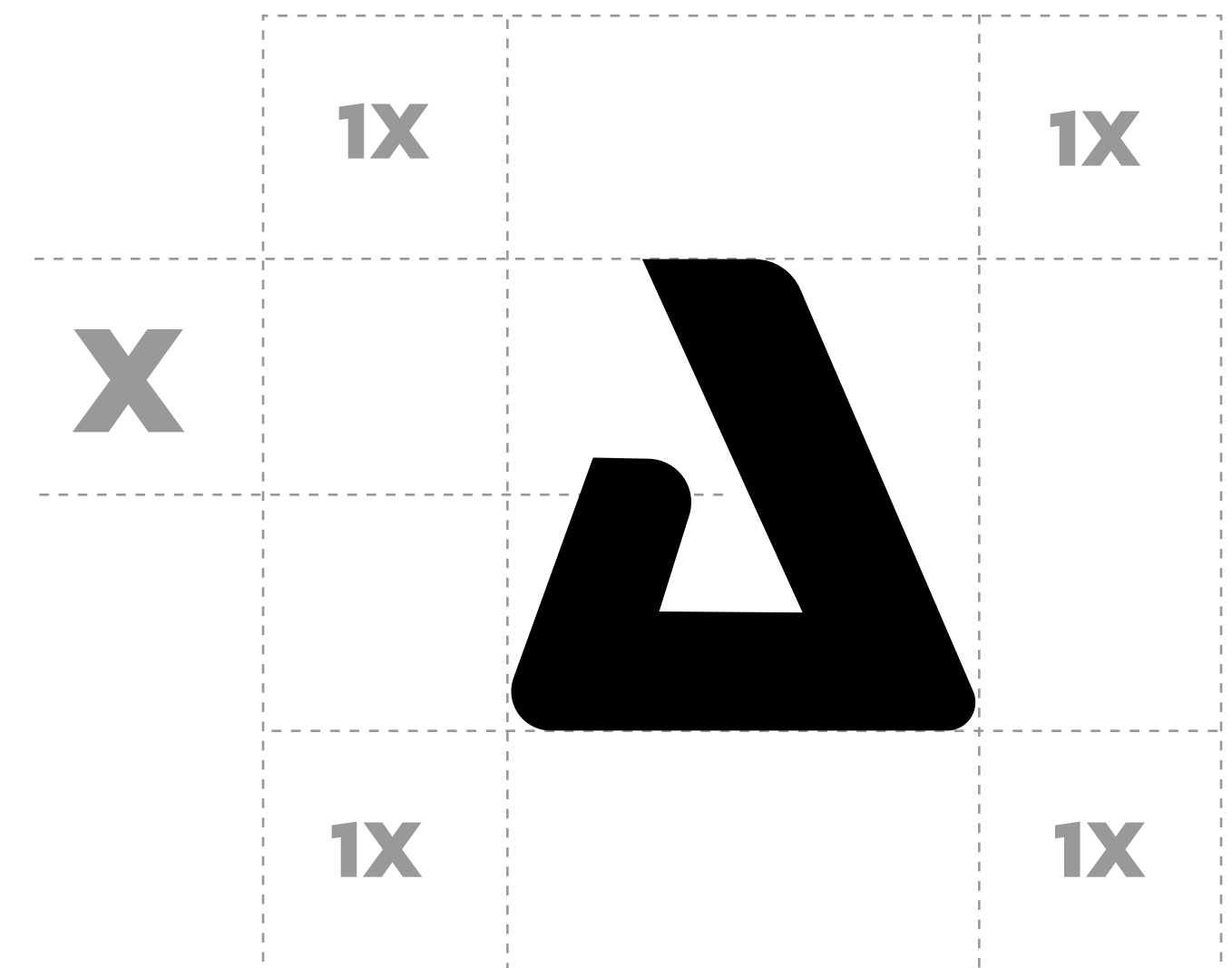
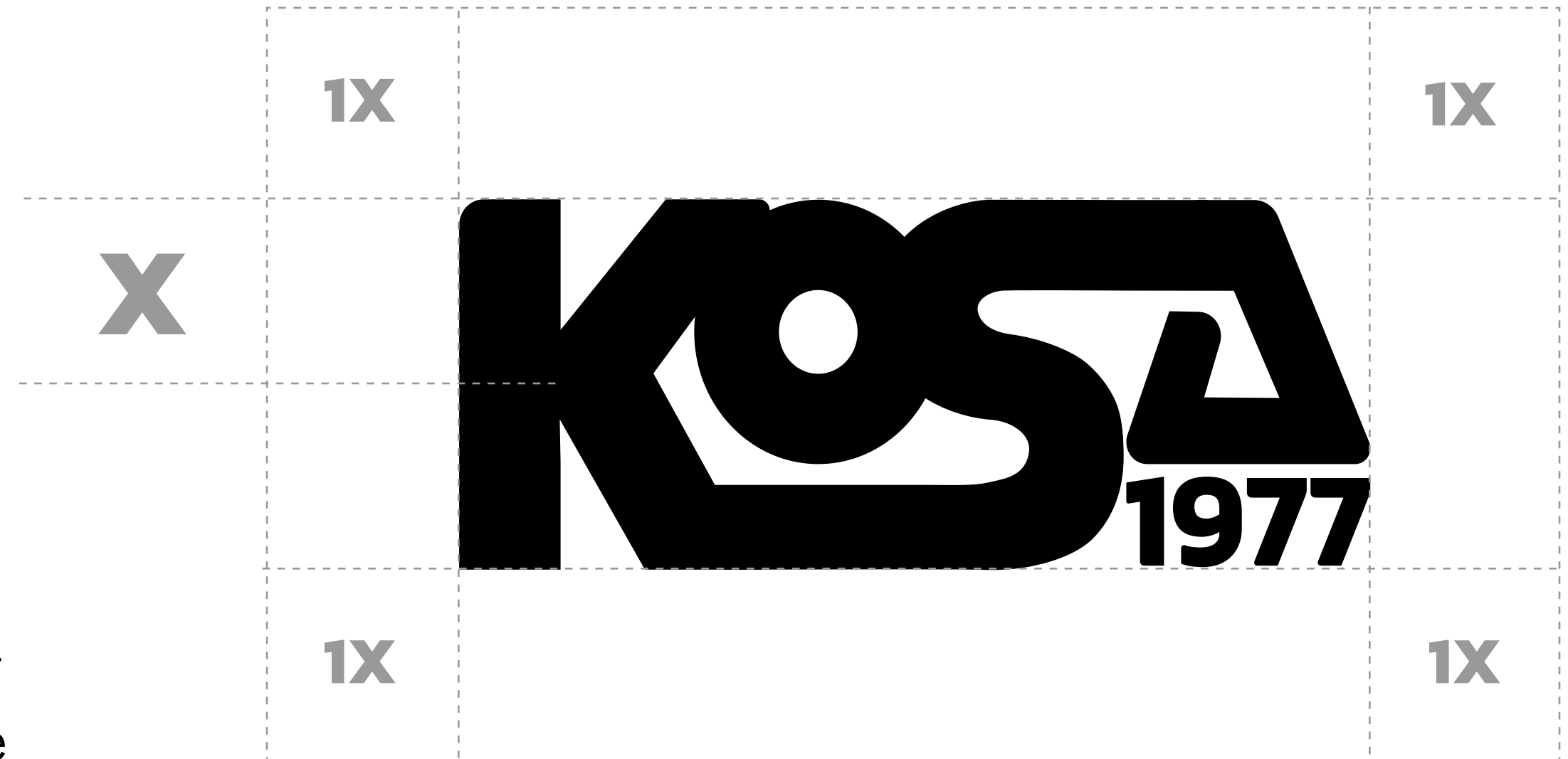
Our logo is a representation of the KOSA Brand and it is not allowed in any way, shape or form to change the look of the logo and icon.

- Our logo may be used in two colors- black or white.
- Our icon may be used in any of our brand colors.

Clearspace

The logo and the icon have a clear space equal to half the height of the icon. This space must be kept free of all other graphical and visual elements.

[DOWNLOAD LOGO AND ICON](#)



Headings:

KANIT BOLD

Body:

Futura Light

**Lets put our mission
statement here to
demonstrate the look
and use of our selected
and agreed upon font.**

KANIT BOLD

Lets put our vision statement here to demonstrate the look and use of our selected and agreed upon font.
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Brand Colors

Feel free to use any of the shades in order to create more dynamic content.

NIGHT RIDER

Hex: #2C2C2C
RGB: 44 44 44
CMYK: 0 0 0 83
PMS: BLACK C

WHITE SMOKE

Hex: #F1F1F1
RGB: 241 241 241
CMYK: 0 0 0 5
PMS: WHITE

CASAL BLUE

Hex: #3F5A60
RGB: 63 90 96
CMYK: 34 6 0 62
PMS: 7545 C

CERISE

Hex: #DE3163
RGB: 222 49 99
CMYK: 0 78 55 13
PMS: 191 C

#667c80
102 124 128

#8C9CA0
140 156 160

#B1BCBF
177 188 191

#D9DEDF
217 222 223

#E55A82
229 90 130

#EB83A1
235 131 161

#F2ADC1
242 173 193

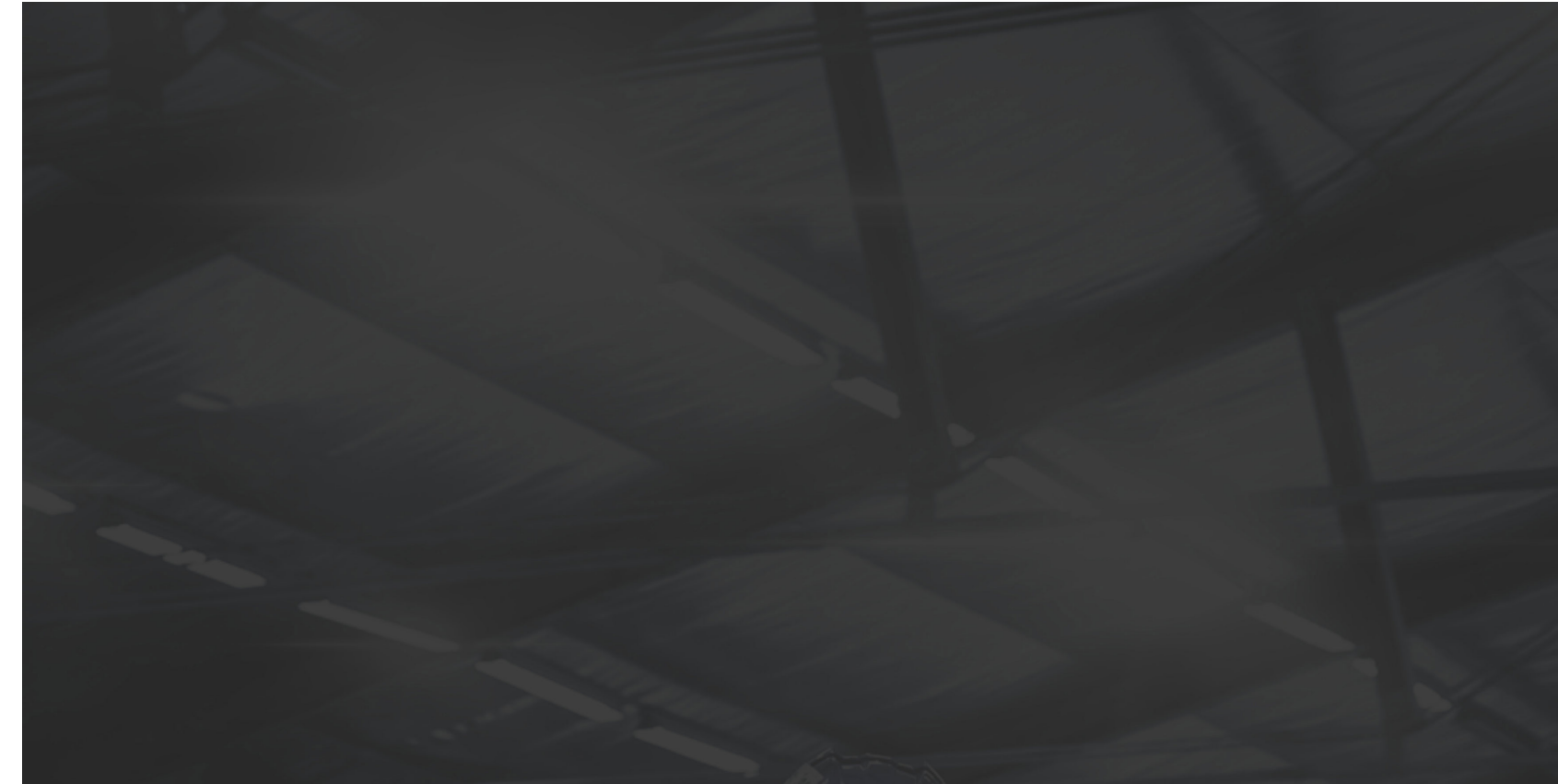
#F8D6E0
248 214 224



Bandyplayer

To be used for:

- Social Media Content
- Special Collections
- Stationery and digital files



Background

To be used for:

- Printed materials
- Digital files
- Social Media Content

Labels

For inside use on clothes
Black with white logo
Futura Font for text

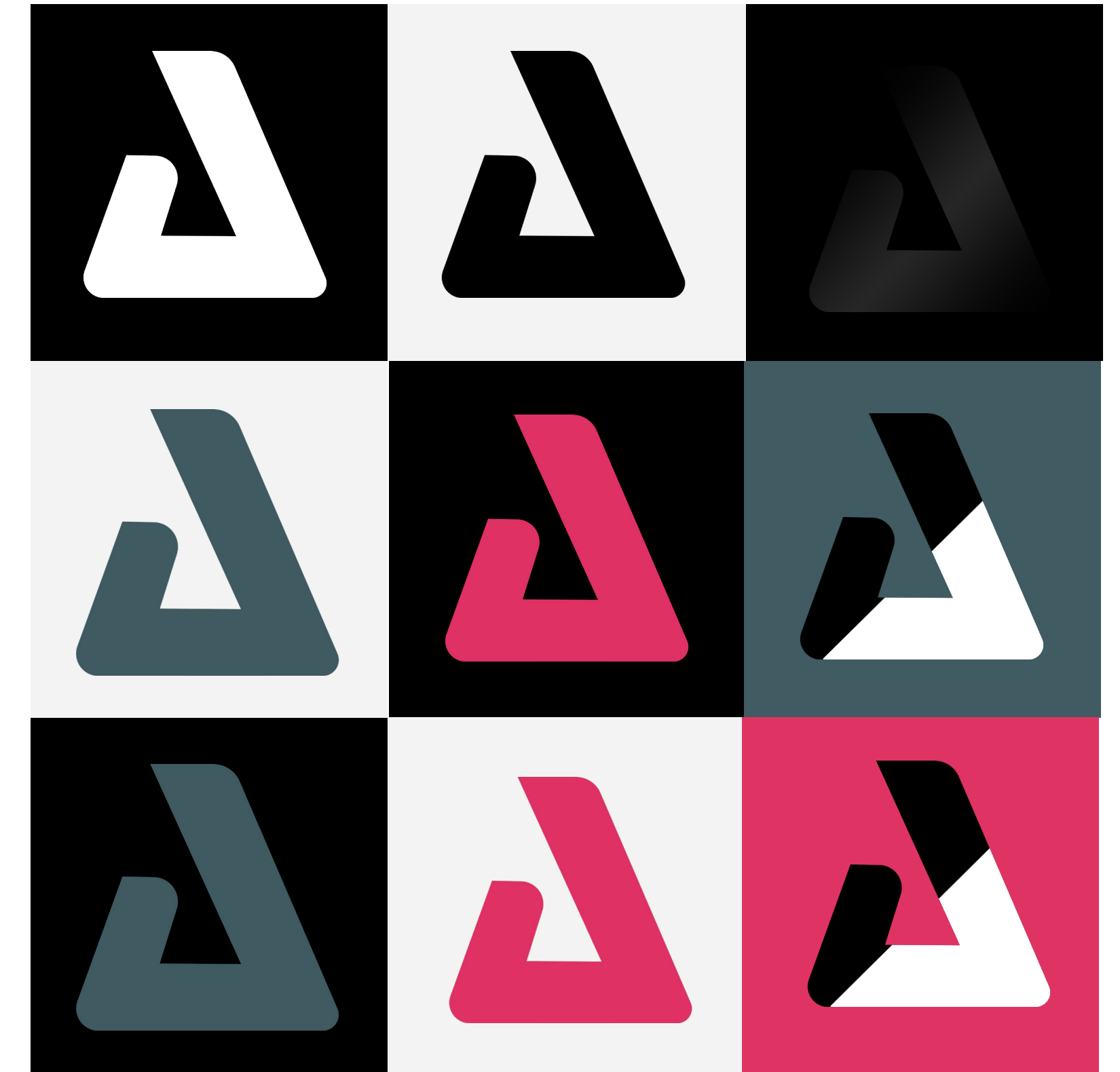


KOSA
1977

EUR/USA M MEX 28

General Guidelines for Logo on clothes

- Never more than 2 logos on each garment.
- KOSA Classic Logo is to be sized between 3-5cm in width.
- KOSA Icon is to be sized between 2+3cm in width



The icon may be used in the following color combinations:

Logo on shirts



Logo on pants



Logo on Sublimation

- Left chest or collar
- Black or white logo.



Content for Advertising

