

Kyle Croasmun Works

IDENTITY STANDARDS

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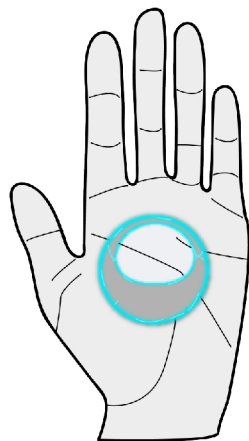
Signature

What does 'Kyle Croasmun Works' signature stands for?

This signature represents the work, dedication and commitment to graphic excellence.

This signatures purpose is to manifest an identity for graphics artists whom seem to self-express the identity and work commitment to whom the signature is applied.

The signature can also be interpreted as to 'holding one's opportunity'. To show that hard work can lead to fruitful results.



Kyle Croasmun
Works

Typography

The type of typography permitted to use in conjunction with the 'Kyle Croasmun Works' signature.

The below are examples and Type face's included are a part of the library allowed for the signatures use.

High Tower Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

High Tower Text Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Franklin Gothic Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Franklin Gothic Book Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Signature colors

These are the colors that are permitted to use with this signature.

The colors provided are to signify relaxing and respectful tones.

Other colors that maybe used in conjunction with this signature will be provided in the 'applying the signature' page.

Any further augmentation to the signature must go through our respective channels.



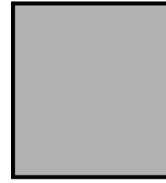
R-72
G-251
B-255

#48FBFF



R-239
G-240
B-244

#EFF0F4



R-178
G-178
B-178

#B2B2B2



C- 47%
M- 0%
Y- 11%
K- 0%



C- 4%
M- 3%
Y- 2%
K- 0%



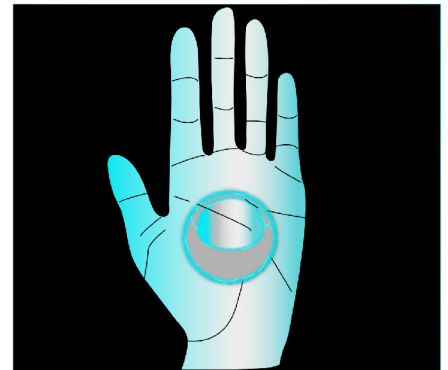
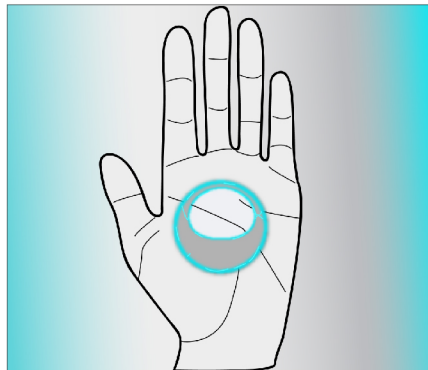
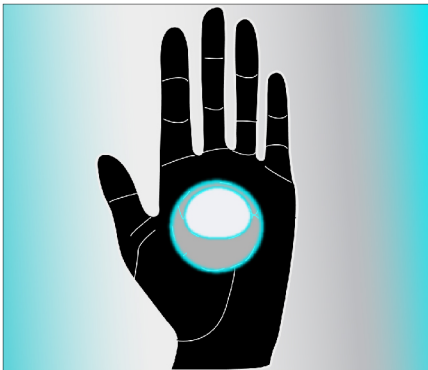
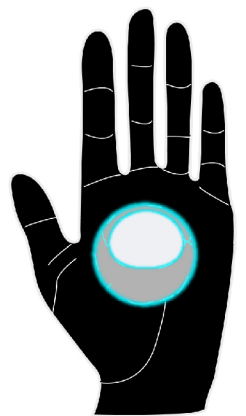
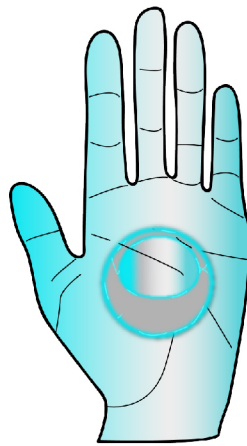
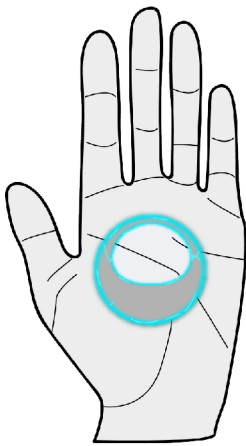
C- 31%
M- 25%
Y- 25%
K- 0%

Applying the signature

Applying the signature can be done in a multitude of ways.

On this page we will present the following scenarios in which we find the application of the signature to be acceptable.

Below will include signatures which have been approved.



Incorrect signature uses

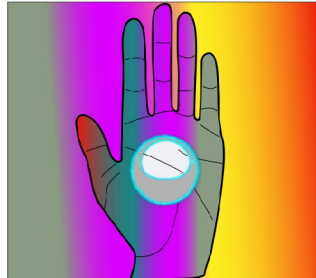
Applying the signature can be done in a multitude of ways.

On this page we will present the following scenarios in which we find the application of the signature to be **NOT** acceptable.

Below will include signatures which will not approved and why.



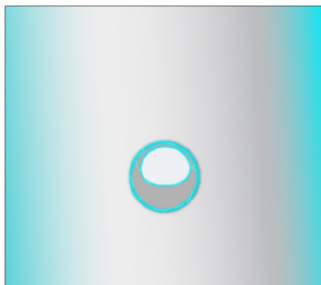
Signature cannot be obstructed by text.



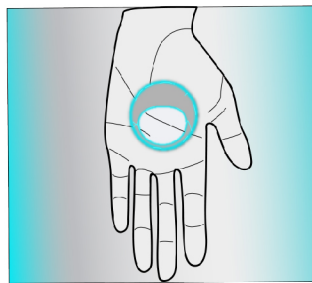
That Signature must maintain appropriate coloring and presentation.



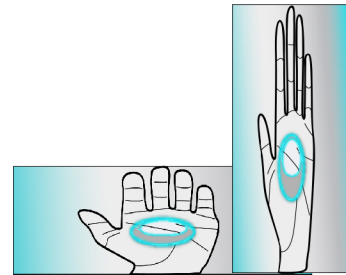
Unapproved texturing of the signature in which the texture is deemed harmful to the brand



A Signature must include all elements, both the hand and the ring.



The signatures positioning must be maintained at an up-turned vertical positioning, additional rotation/transformation are prohibited.

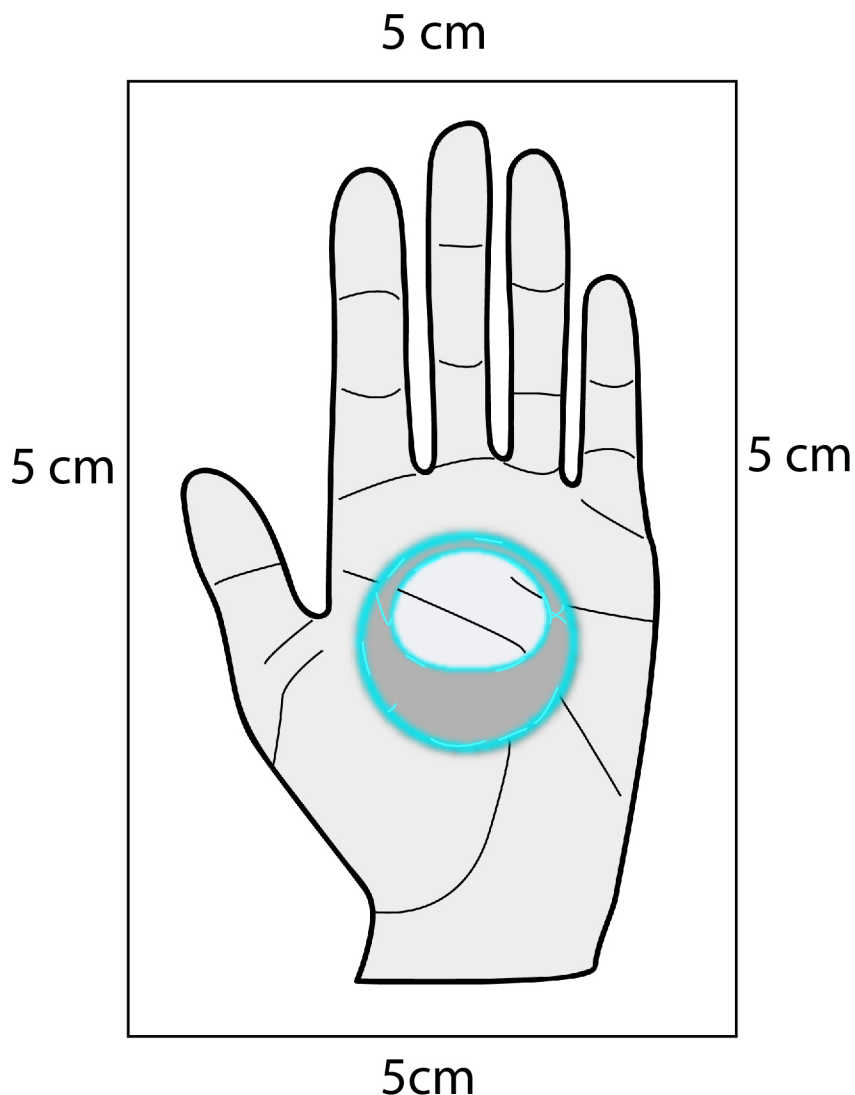


The signature cannot be squashed nor stretched.

Printed material

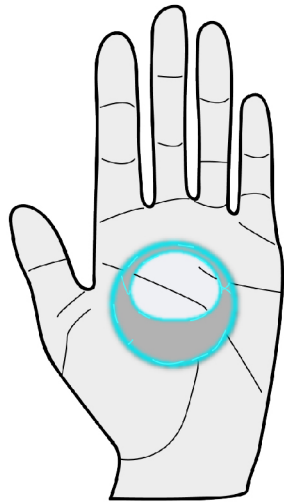
This page is to notify viewers about the proximity in which content must be kept apart from the signature to maintain its image and integrity.

The minimum boundary is 5 centimeters on all sides of the logo, with the exemption, if the signature was in a corner of a web site or page, in that scenario the edge of the logo may end at the off boundaries.



Paper stocks

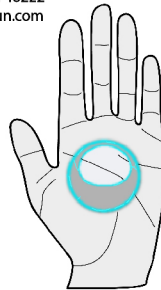
The following is the applied to a head letter, envelope and business card.



Kyle Croasmun
Works

IDENTITY STANDARDS

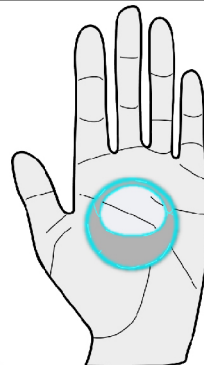
Kyle Croasmun Works
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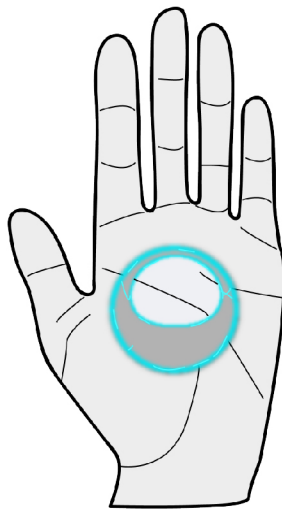
Dimensions

Letterhead size 8.5 x 11 inches

Envelope size 9 x 5 inches

Business Card size 3.75 x 2.25 inches

Contact information



Kyle Croasmun
Works

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