

KOR<sup>®</sup>  
PROTECTION  
SYSTEM

**KOR<sup>®</sup>**

# Official Brand Logo Guidelines

**URS**  
VACUUM  
RIGIDIZING  
STRUCTURE

**MADE IN USA**

# KOR® Official Logos, Brand Assets & Media Resources.

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The KOR logo is the defining expression of the brand, engineered to reflect protection, precision and performance at the highest level. Each approved logo variation has been carefully developed to ensure clarity, consistency, and visual impact across a wide range of applications and environments. Using the correct logo is essential to maintaining the integrity of the KOR brand and ensuring it is represented accurately in all communications.

The official KOR logos provided on this page are approved for press, partners, and media use. These assets are optimized for both digital and print applications and should be used as supplied, without modification. Please download the appropriate logo files below and refer to these versions whenever representing the KOR brand.



# KOR® Official Brand Logo Guidelines.

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This is the official and current KOR® logo. The primary KOR logo and associated branding assets must not be altered in any way. The size of the logo lockup may be adjusted as required by the layout, provided the proportions are maintained. The official KOR logo may only be used as outlined in these guidelines. Use of the KOR logo without prior written permission from KOR is not permitted.

## CLEARANCE

Clear space around the KOR Logotype is important to adhere to. No other type or graphic elements may breach the defined clear space.

For the KOR Logotype clear space, “K”, is determined by the thickness of the letter forms of the Logotype.



# KOR® Official Brand Logo Colors.

These brand colors are for all aspects of the KOR, brand logo and marketing materials.

The primary color palette is Pantone Orange 021, Black and White. Use only these colors when using the KOR brand identity, to create a cohesive and consistent brand look and feel.



**021 PANTONE**

C 0%    R 255%  
M 75%    G 85%  
Y 100%    B 0%  
K 0%

HEX: **ORANGE**



**BLACK**

C 0%    R 0%  
M 0%    G 0%  
Y 0%    B 0%  
K 100%

HEX: **000000**



# KOR® Brand Logo

## DO NOT'S

In order to preserve its status as a trademark and build a strong, consistent brand identity, do not alter or incorrectly or inappropriately use the brandmark.

These examples demonstrate several, but not all incorrect uses of the logo.

### DO NOT

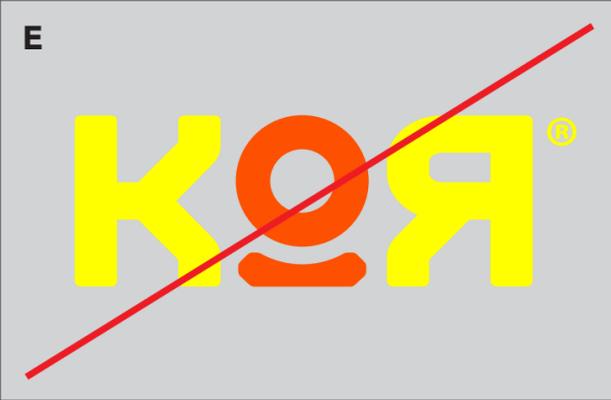
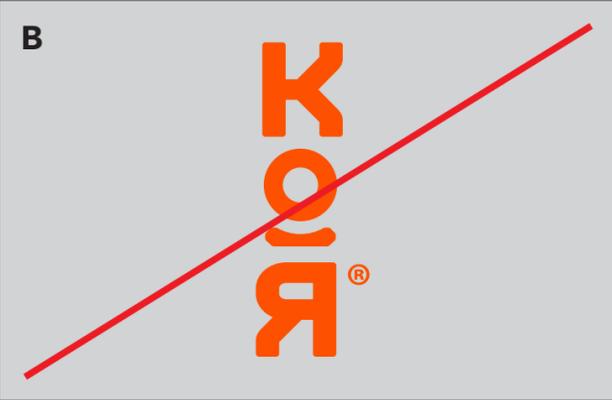
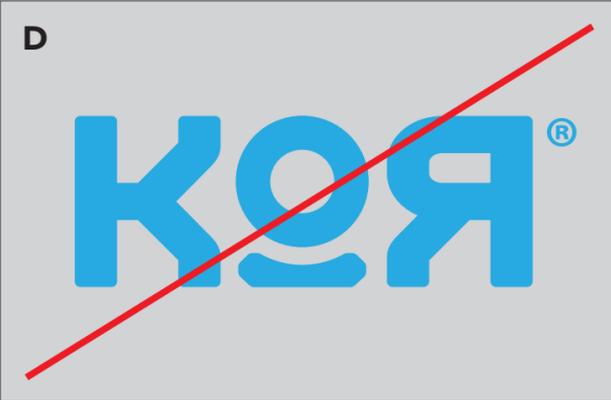
A. Do not alter or adjust any elements of the lock-up of the KOR logo in anyway.

B. Do not stack the logotype.

C. Do not change the angle of the KOR brand logo.

D-E. Do not use different color or color combinations for each logo element.

F. Do not warp, compress, elongate or add any effects to the KOR logotype.



# KOR® Official Brand Logo Lock Ups.

These KOR brand logo lock ups can be used in addition to the Individual KOR brand logo. As with the KOR brand logo, they too may not be altered in any way, other than as shown here.

In order to preserve its status as a trademark and build a strong, consistent brand identity, do not alter or incorrectly or inappropriately use the brandmark.

## KOR LEAVE AN IMPRESSION BRAND LOGO LOCK UP



## KOR LEAVE AN IMPRESSION & VRS BRAND LOGO LOCK UP



These examples demonstrate several, but not all incorrect uses of the logo.



# KOR® Primary Brand Colors.

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These brand colors are for all aspects of the KOR, brand marketing materials.

The primary color palette is Pantone Orange 021 and Black and four colors make up the secondary color palette for the KOR brand. Use these colors when developing marketing and packaging to create a cohesive and consistent brand look and feel.

## PANTONE 021

---

C **0%**      R **255%**  
M **75%**     G **85%**  
Y **100%**    B **0%**  
K **0%**

---

HEX: **ORANGE**

## BLACK

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C **0%**      R **0%**  
M **0%**      G **0%**  
Y **0%**      B **0%**  
K **100%**

---

HEX: **000000**

## WHITE

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C **0%**      R **255%**  
M **0%**      G **255%**  
Y **0%**      B **255%**  
K **0%**

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HEX: **FFFFFF**

### **Terms of Use of KOR® Brands**

All KOR® trademarks, logos, designs, and brand assets are the exclusive property of KOR. Use of any KOR brand asset constitutes acceptance of these Terms of Use.

KOR brand assets may be used only as expressly permitted and strictly in accordance with the KOR Brand and Trademark Guidelines.

Any use must not imply sponsorship, endorsement, or partnership with KOR without prior written authorization.

You may not alter, distort, animate, recolor, obscure, or otherwise modify KOR trademarks, nor may you use them in any misleading, defamatory, or unlawful manner.

You are prohibited from registering or claiming any KOR trademark, or any confusingly similar mark, as a trademark, domain name, social media handle, or business identifier.

All goodwill arising from the use of KOR brand assets inures exclusively to KOR. KOR reserves the right to revoke permission to use its brand assets at any time, at its sole discretion.

Except for the limited rights expressly granted herein, no other rights are conveyed. All brand assets are provided “as is,” without warranties of any kind, express or implied. These Terms are governed by the laws of the State of Arizona, and any disputes shall be resolved exclusively in the state or federal courts located in Arizona.



## CONTACT INFORMATION

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### QUESTIONS

To request information not provided in the brand guidelines, please contact our marketing department.

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Infinite Missions

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