

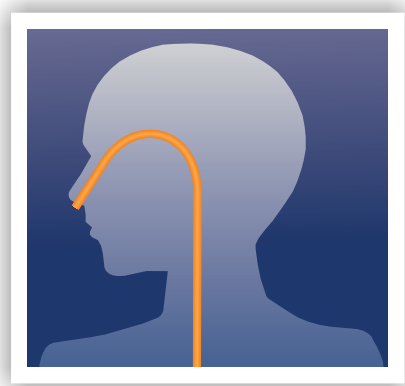
The K-E Diet

IDENTITY STYLE GUIDE

Logo and Logotype Representation

THE "The K-E Diet" LOGO AND LOGOTYPE MAY ONLY BE REPRODUCED IN THE COLORS LISTED BELOW. IF THE SPECIFIED COLORS ARE NOT AVAILABLE, THE BLACK AND WHITE TRANSLATION MAY BE USED. SEE SECTION BLACK AND WHITE REPRESENTATION FOR DETAILS.

THE POSITIVE REPRESENTATION OF THE LOGO IS RECOMMENDED FOR MOST APPLICATIONS.



The K-E Diet™



Color Information

PMS: Pantone Blue 534 C
CMYK: C: 100 M: 88 Y: 28 K: 19
RGB: R: 52 G: 68 B:114



Light Color Information

PMS: Pantone Blue 5285 C
CMYK: C: 60 M: 53 Y: 17 K: 11
RGB: R: 113 G: 115 B:151



Dark Color Information

PMS: Pantone Blue 534 C
CMYK: C: 100 M: 88 Y: 28 K: 19
RGB: R: 52 G: 68 B:114



Light Color Information

PMS: Pantone Gray 5455 C
CMYK: C: 0 M: 0 Y: 0 K: 20
RGB: R: 210 G: 211 B:213



Dark Color Information

PMS: Pantone Blue 653 C
CMYK: C: 60 M: 40 Y: 0 K: 40
RGB: R: 82 G: 101 B:140



Light Color Information

PMS: Pantone Orange 150 C
CMYK: C: 0 M: 40 Y: 80 K: 0
RGB: R: 250 G: 169 B:84



Dark Color Information

PMS: Pantone Orange 1575 C
CMYK: C: 0 M: 60 Y: 100 K: 0
RGB: R: 82 G: 101 B:140

Black and White Representation



The K-E Diet™



Color Information

PMS: Pantone Black
CMYK: C: 0 M: 0 Y: 0 K: 100
RGB: R: 0 G: 0 B:0



Light Color Information

PMS: Pantone Black 30%
CMYK: C: 0 M: 0 Y: 0 K: 30
RGB: R: 189 G: 191 B:193



Dark Color Information

PMS: Pantone Black 100%
CMYK: C: 0 M: 0 Y: 0 K: 100
RGB: R: 0 G: 0 B:0



Light Color Information

PMS: Pantone Black 20%
CMYK: C: 0 M: 0 Y: 0 K: 20
RGB: R: 210 G: 211 B:213



Dark Color Information

PMS: Pantone Black 70%
CMYK: C: 0 M: 0 Y: 0 K: 70
RGB: R: 114 G: 115 B:118



Light Color Information

PMS: Pantone Black 10%
CMYK: C: 0 M: 0 Y: 0 K: 10
RGB: R: 250 G: 169 B:84



Dark Color Information

PMS: Pantone Black 100%
CMYK: C: 0 M: 0 Y: 0 K: 100
RGB: R: 0 G: 0 B:0

Typefaces

THE "The K-E Diet" TYPEFACES REPRESENTED BELOW, MAY ONLY BE REPRODUCED IN THE PROPER ARRANGEMENT ILLUSTRATED IN THE LOGO AND LOGOTYPE REPRESENTATION.

FUTURA LTCN BT

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

STANDARDS OF REPRODUCTION

COMPLIANCE WITH THE FOLLOWING STANDARDS WILL ENDURE QUALITY REPRODUCTION AND MAXIMUM VISUAL IMPACT. THE LOGO MASTER FILES MUST BE USED AS SUPPLIED AND SHOULD NOT BE MANIPULATED OR ALTERED. THE LOGO SHOULD NOT BE SCANNED INTO YOUR COMPUTER FROM A HARD COPY. PRINTERS SHOULD ONLY BE SUPPLIED THE LOGO IN THE FORM OF A HIGH-RESOLUTION MASTER ELECTRONIC FILE.

Identity and Style guide created by:

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