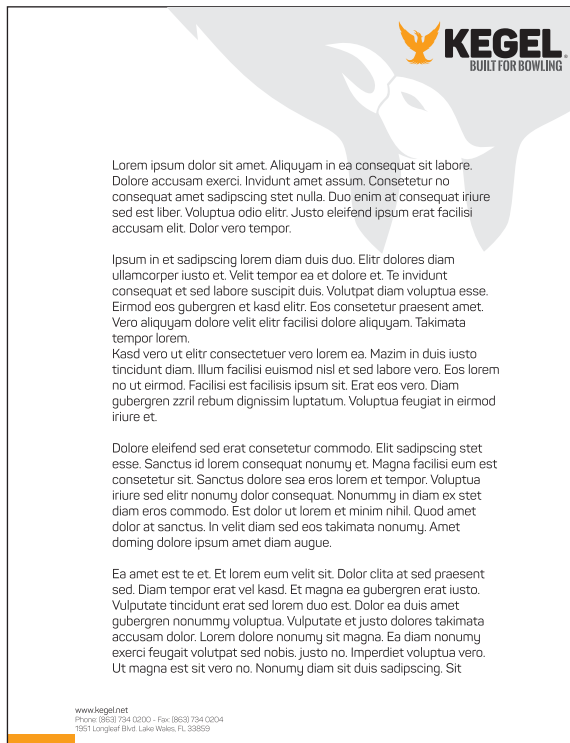


# KEGEL BRAND GUIDELINES

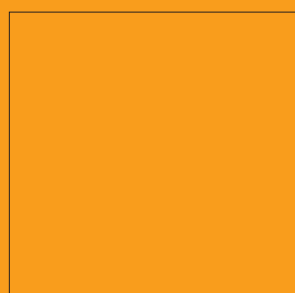


STATIONERY

PROPER USAGE SCENARIOS



## BRAND COLORS



CMYK: 0, 45, 100, 0  
 RGB: 250, 157, 28  
 PANTONE C: 1375 C  
 PANTONE U: 130 U  
 HEX: #f99d1c



CMYK: 0, 100, 100, 40  
 RGB: 158, 10, 15  
 HEX: #9e0b0f



CMYK: 0, 60, 100, 0  
 RGB: 245, 130, 32  
 HEX: #f58220



CMYK: 0, 0, 0, 80  
 RGB: 88, 89, 91  
 HEX: #58595b



CMYK: 0, 0, 0, 40  
 RGB: 167, 169, 172  
 HEX: #a7a9ac



CMYK: 0, 0, 0, 20  
 RGB: 209, 211, 212  
 HEX: #d1d3d4



CMYK: 0, 0, 0, 10  
 RGB: 230, 231, 232  
 HEX: #e6e7e8

## CORPORATE TYPOGRAPHY

**PANTON BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

**PANTON HEAVY**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

**PANTON BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

**PANTON SEMI BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

**PANTON**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

**PANTON LIGHT**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

**PANTON THIN**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**

### SLOGAN

**OSWALD STENCIL**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### FOR OFFICE DOCUMENTS

**CALIBRI**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()-= \_+<>?;:,"'**