IDENTITY LOGO

"K" ICON
The separated line and greater than symbol work together to form the letter "K" which represents "Kristi", the owner, founder and CEO of KDean.

K‹DEAN

GREATER THAN SYMBOL
Designed to be leveraged as a graphic element and a subconscious iconic reminder that KDean brand provides more than others in their industry (We're not just recruiters, we're so much more.)

IDENTITY LOGO | color options

KDEAN

Primary Color Option
salmon + midnight blue

KDEAN

Secondary Color Option
teal + midnight blue

KDEAN

Primary Color Knockout
salmon + tan
*(only used on backgrounds that are
75% dark or more)*

KDEAN

Primary Black Option
100% black

KDEAN

Primary White Knockout
100% white
*(only used on backgrounds that are
50% dark or more)*

KDEAN

Tertiary Color Option 1
salmon + midnight blue

KDEAN

Tertiary Color Option 2
teal + midnight blue

KDEAN

Tertiary Color Knockout
salmon + tan
*(only used on backgrounds that are
75% dark or more)*

IDENTITY LOGO | size and spacing

The minimum size for the KDean logo is 1" wide.

Using the "D" in Dean as reference, the following padding (open space) should be placed around the KDean logo.
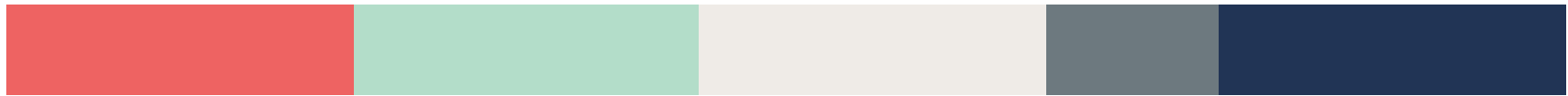
Logo padding.

This is example text to show the proper amount of padding.
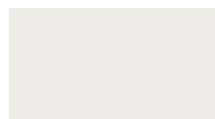
IDENTITY color palette

PRIMARY

SALMON
CMYK: 1, 76, 56, 0
RGB: 238, 99, 98
WEB: ee6362

MIDNIGHT BLUE
CMYK: 94, 81, 40, 34
RGB: 33, 52, 85
WEB: 213455

TEAL
CMYK: 30, 0, 25, 0
RGB: 178, 221, 201
WEB: b2ddc9

CREAM
CMYK: 5, 5, 7, 0
RGB: 239, 235, 230
WEB: efebe6

SECONDARY

COOL GRAY
CMYK: 60, 44, 42, 10
RGB: 109, 121, 127
WEB: 6d797f

COLOR USAGE
It is important to not overuse color throughout creative executions. KDean is a brand that should attract multiple audiences and genders from numerous age ranges. As such, white space and clarity in design is of paramount importance. Be cautious not to use excessive amounts of the above colors as it may detract or begin to segment audience types unintentionally. Rather, color should be used as an element to add depth and appeal to creative and not detract from the overarching messaging and/or overall intention of the communication.

IDENTITY FONTS | headline copy

Arvo (regular).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Arvo (bold).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Arvo (italic).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&()_+={}|":?><[]\;'/.,*

Arvo (bold italic).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Download this font from Google Fonts HERE.

IDENTITY FONTS | body copy

Open Sans (light).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (light italics).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&()_+={}|":?><[]\;'/.,*

Open Sans (regular).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (italics).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&()_+={}|":?><[]\;'/.,*

Open Sans (semi-bold).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (semi-bold italic).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (bold).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (bold italic).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (extra bold).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Open Sans (extra bold italic).

ABCDEFGHIJKLMNOPQRSTUV

1234567890 !@#$%^&*()_+={}|":?><[]\;'/.,

Download this font from Google Fonts HERE.

IDENTITY GRAPHICS

GREATER THAN SYMBOL
The greater than symbol is a primary graphic element for the KDean brand. This symbol can be used to graphically represent strength, performance, speed and power for the brand. Brand colors should be used whenever representing this icon outside the KDean logo.

"K" ICON
The K icon is a secondary graphic element for the KDean brand. It should be used to represent the name of the brand or bring focus to Kristi (the owner, founder and CEO of the brand). Brand colors should be used whenever representing this icon outside the KDean logo.

IDENTITY GRAPHICS | in use examples

GREATER THAN SYMBOL
Examples of the greater than symbol in use graphically. Note, the graphic can be duplicated to express attributes such as speed of momentum, but the graphic must never be turned or flipped in a way that does not communicate the greater than symbol. It must always be shown in a way that clearly represents the greater than symbol.

"K" ICON
Examples of the K Icon in use graphically. Note, the graphic can be used in conjunction with other graphic elements such as lines in the cases below, but the "K" symbol must never be turned, flipped or manipulated in any way. It must always be shown in a way that clearly represents the letter "K".

IDENTITY IMAGERY | color treatments

When/where appropriate, KDean's primary color palette can be used as a photo "Soft Light" filter for imagery. This should be done wisely and in a way that shows consistency and simplicity in execution. Do not use multiple color overlays on the same image and do not overwhelm creative executions with multiple filtered images. The purpose of this treatment is to provide connection to the imagery with KDean's communications and the KDean brand.
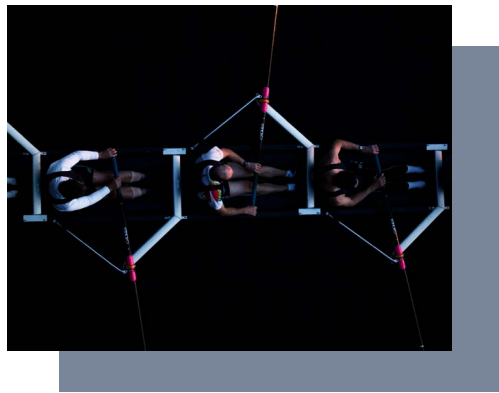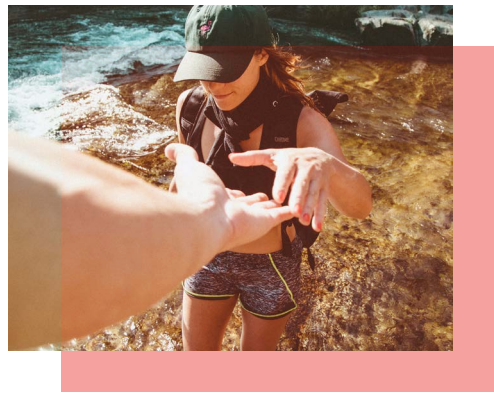
Placed over imagery as a "Soft Light" filter.

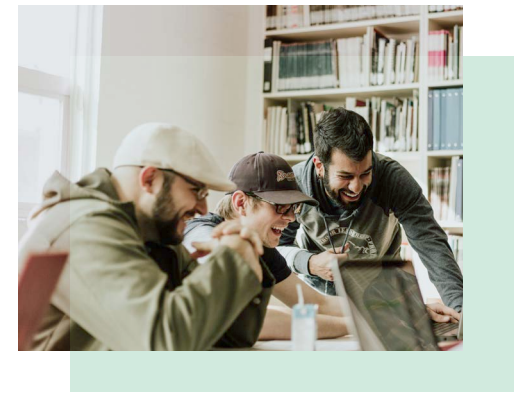Placed over imagery as a "Soft Light" filter.

Placed over imagery as a "Soft Light" filter.

60%

60%

60%

100%

100%

100%

Note: Do not exceed 60% opacity when applying a photo filter.
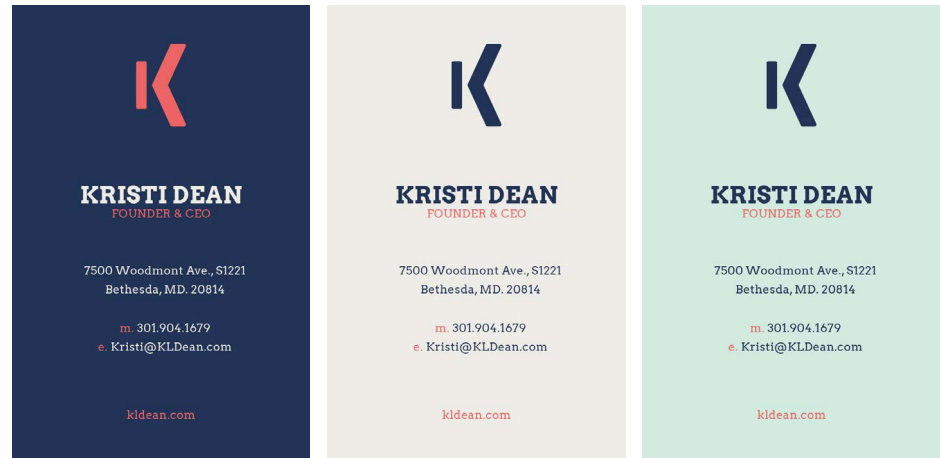This will ensure consistent pass-through of color from the original photo.

IDENTITY CREATIVE EXAMPLES | business cards

The following are creative examples that leverage the tactics outlined within this guidelines document.

front options

K DEAN

Kristi Dean
FOUNDER & CEO

7500 Woodmont Ave., S1221
Bethesda, MD. 20814

m. 301.904.1679
e. Kristi@KLDean.com

kldean.com

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FOUNDER & CEO

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K DEAN

front options

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So much more than just a recruiter.
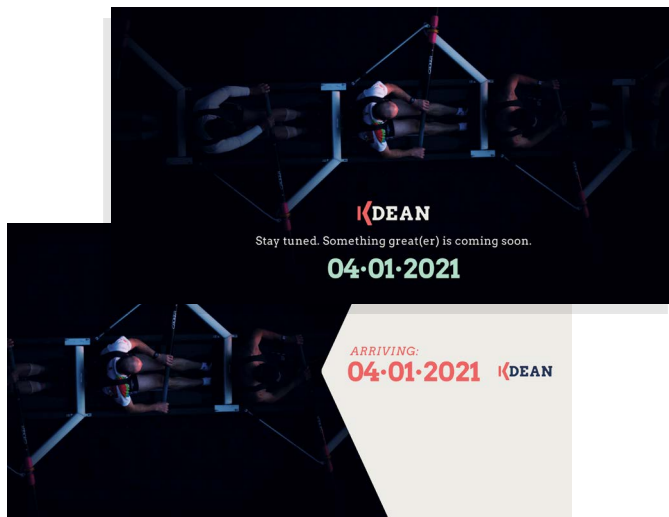
kldean.com

back

K DEAN
Greater than the rest.

kldean.com

back

IDENTITY CREATIVE EXAMPLES | digital ads

The following are creative examples that leverage the
tactics outlined within this guidelines document.

KDEAN

Thank you.