katzkin®

AUTOMOTIVE LEATHER

Love Your Drive®

BRAND GUIDELINES

KATZKIN CORPORATE HEADQUARTERS

6868 Acco Street | Montebello, CA 90640

(323)725-1243 | www.katzkin.com

The Katzkin brand and corresponding logo are at the core of our corporate and consumer identity. The goal of this branding element is to create consistent visual recognition of the Katzkin name and to represent the company and its core values.

katzkin®

AUTOMOTIVE LEATHER

Love Your Drive®

Katzkin's logo has been registered in the United States and this registration protects its form as registered. For this reason, the logo may only be reproduced from authorized digital files. The only authorized forms of the logo are described in this booklet.
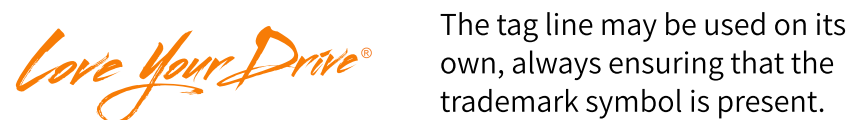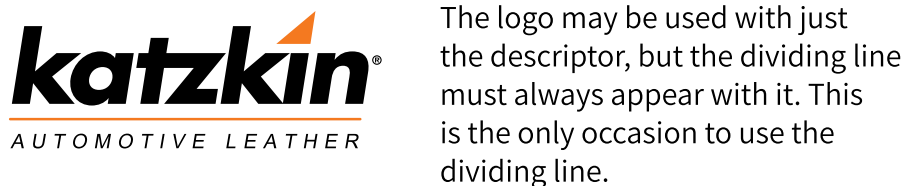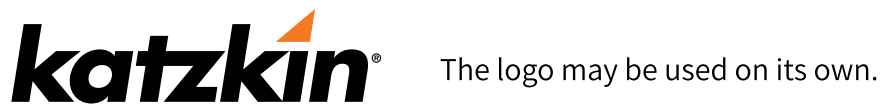
Intellectual property laws allow companies to own creativity and innovation in the same way that they can own physical property. The owner of intellectual property can control, be rewarded for, and must protect its use. Katzkin owns a number of valuable, intangible assets protected under intellectual property law, such as brand names and logos. Therefore, it is important that Katzkin protect its identifying marks. No entity may reproduce these brands, marks or logos without express consent from Katzkin Leather, Inc.

Inquiries about permission to use, or the proper use of the Katzkin family of logos, should be directed to the Katzkin Marketing Department.

PRIMARY MARK

katzkin ® ← LOGO

AUTOMOTIVE LEATHER ← DESCRIPTOR

Love Your Drive ® ← TAG LINE

Katzkin's primary mark consists of the Katzkin logo, a dividing line, a descriptor and a tag line. Wherever possible, this is the preferred representation of the Katzkin logo.

katzkin ®

The logo may be used on its own.

katzkin ®
AUTOMOTIVE LEATHER

The logo may be used with just the descriptor, but the dividing line must always appear with it. This is the only occasion to use the dividing line.

katzkin ®
Love Your Drive ®

The logo may be used with the tag line only.

Love Your Drive ®

The tag line may be used on its own, always ensuring that the trademark symbol is present.

COLORS and APPROVED VARIANTS

The Katzkin logo may only be reproduced in the color-ways shown. Katzkin orange may only be used for the triangle, dividing line and tag line; one-color orange is never permitted. No colors other than black, white and Katzkin orange may be used.

PANTONE® 151 C

CMYK: 0 / 65 / 95 / 0
RGB: 244 / 121 / 32
HEX: #f47920

katzkin ®
AUTOMOTIVE LEATHER
Love Your Drive ®

COLOR

katzkin ®
AUTOMOTIVE LEATHER
Love Your Drive ®

REVERSE ORANGE

katzkin ®
AUTOMOTIVE LEATHER
Love Your Drive ®

1-COLOR BLACK

katzkin ®
AUTOMOTIVE LEATHER
Love Your Drive ®

1-COLOR REVERSE WHITE

katzkin ®
AUTOMOTIVE LEATHER

katzkin ®
AUTOMOTIVE LEATHER

WHERE TO USE REVERSE

In all cases when using Katzkin's marks, the most important thing is that they are clear and legible. When using them in reverse on dark or photographic backgrounds, special care must be taken.
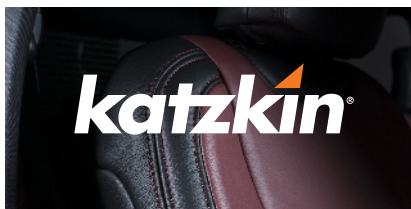
YES

Reversed on black.

Reversed on gray.

Reversed on 4-color image. Any background like this must be simple or dark enough so that the logo may communicate without distraction.

NO

Background color clashes with the orange triangle.

Background color is too light to see the logo clearly.

Background is too complex to see the logo clearly. 4-color images must be consistent in value and relatively monochromatic.

LAYOUT and AREA OF ISOLATION

The primary mark should always appear stacked and flush left to right. Where vertical space is limited, the mark and descriptor may be used horizontally, but in this usage the tag line is always omitted.

When using the Katzkin marks, always allow space between the logo and other elements in any graphic layout. This **AREA OF ISOLATION** is equal to the height of the letter "N" in the logo (the X height).

LOGO INTEGRITY

Maintaining the integrity and consistent use of the Katzkin logo is of vital importance to the image of the company. There are many ways the logo should NOT be used, and some examples of those appear below. Under no circumstances should the logo be used as shown. Whatever graphic layout you may be designing, the layout itself must be altered to accommodate the logo; the logo must not be modified to accommodate the layout.

Never use the logo
without the triangle.

Never distort the logo or
use incorrect proportions

Never use incorrect colors.

Never use the dividing line
without the descriptor.

Never attempt to recreate the
descriptor or tag line. Always use
the approved Primary Mark.

Never use the logo or tag line
without the trademarks.

Never use a drop shadow.

Never modify the logo in any
way from its original form.

Never place the logo behind
text or graphics.

Never use parts of the logo.

Never append another name
or text to the logo.

Never use the logo as a
repeated pattern.

Never enclose the logo inside
another shape.

Never use the logo within
any copy or text.

KATZKIN ICON or "BUG"

The Katzkin "bug" is simply a segment of the Katzkin logo that can be used to represent the company as an icon. Guidelines pertaining to the color and where to use reverse are the same as those applied to the primary mark. This branding element should only appear on its own and should never be used in proximity to the primary mark. It is never used with the descriptor or tag line.

SECONDARY MARKS

In addition to the primary mark, Katzkin also retains the intellectual property rights to several secondary marks. These marks are used in more specific circumstances. Information about each secondary mark, as well as permission to use them, is available only by special request of the Marketing Department.

FONTS

In order to maintain strong image consistency for the Katzkin brand, you should only use the fonts below in any Katzkin-authorized communications. These fonts are available for download from the Marketing Department.

For headlines and single line slogans

FUTURA FONT FAMILY

FUTURA NORMAL
FUTURA MEDIUM
FUTURA BOLD

For body copy and headlines used in association with body copy

ASSISTANT FONT FAMILY

Assistant Light
Assistant Normal
Assistant Semi-Bold
Assistant Bold
Assistant Extra-Bold

KEEP US CURRENT

Your permitted use of Katzkin's marks and logos must be current, always reflecting our latest updates. When changes are made, we will communicate those changes as quickly as possible, and it then becomes your responsibility to remove any older or out-of-date iterations of those logos.

RESOURCES ARE JUST A CLICK AWAY

At Katzkin, our working relationships are the key to our success. We want to ensure that our company is represented in a consistent and meaningful way to all our customers, and that's why we provide a dedicated website for resources that we update regularly. Please consult **www.katzkintoolbox.com** to find everything you need to help drive sales and educate customers about our products. You'll also find the most current information on logo usage.

All these resources are also available in a convenient mobile app, making it easier than ever to access the most comprehensive set of sales tools in the industry. You can download it for free at your app store.

GET IT FREE

Download on the App Store

amazon apps Available at amazon

ANDROID APP ON Google play