

**KINEMATIC**  
COMPANY

# Brand Guide

# WHO WE ARE

The Kinematic Company is a brand built by and for innovators. We make innovative products for dignified professionals to solve problems in the simplest of ways. With that mission in mind, it is critical for our visual identity to match our values.

Our logo, typography, and color palette carry the sleekness and minimalism that represents our identity as an organization. Our Kinematic Blue is the same shade used on the American flag, representative of all of our products being American-made. The aesthetic of Kinematic reads as dynamic and bold, evoking power and innovation in our industry, yet with the subtlety and simplicity of our products.

These guidelines allow us to uphold the brand we have so carefully crafted, and can be honored by being respected by our customers and constituents alike.

# LOGOS

Our logo is simple yet impactful, with our famous legacy frame on full display. The frame is the symbolism that started it all, and will live on as the iconic symbol of Kinematic's innovation for years to come. Inspired by a book opening, the frame represents our story unfolding.

## VERTICAL:

The vertical logo is the default and must be used whenever either logo will fit comfortably.



## HORIZONTAL:

Horizontal logo must be used in all headers and letterhead for space maximization, and on templates that are "wide" rectangles.



# TYPOGRAPHY

PRIMARY FONT:  
Brandon Grotesque Family

TITLE FRONT:  
**Brandon Grotesque Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910

SUBTITLE:  
Brandon Grotesque Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910

The official font of the Kinematic Company is the Brandon Grotesque family, available on all Adobe platforms. The font is simple but strong, and possesses a stark contrast between the lower and upper cases, making it ideal for both plain text and headings.

On all website pages and official Kinematic informational sheets or flyers, Brandon Grotesque must be used. Helvetica will be used for all press releases, legal documents, internal memos, and other documents requiring a more neutral and non-distracting font.

# COLOR PALLETE

Kinematic's official colors are blue, white, and gray. These colors are meant to be utilized against a dark background whenever possible.

In the event of a dark background, such as our website, white must be used for the logo. Body text must be white or gray. Blue is utilized for design and visual graphics.

In the event of a white background, such as this branding guide, legal, or official Kinematic documents, black must be used for the logo. Body text must be black or gray. Blue is utilized for design and visual graphics.

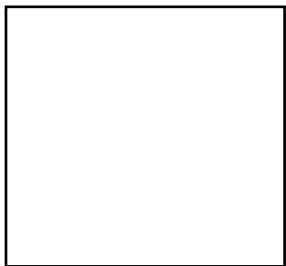
## OFFICIAL KINEMATIC COLORS:



**RGB:** 4 30 66  
**HEX/HTML:** 041E42  
**CMYK:** 100 72 0 73



**RGB:** 73 73 73  
**HEX/HTML:** 494949  
**CMYK:** 66 59 58 40



**RGB:** 255 255 255  
**HEX/HTML:** FFFFFFFF  
**CMYK:** 0 0 0 0



**RGB:** 188 188 188  
**HEX/HTML:** BCBBCB  
**CMYK:** 27 21 22 0

## ACCENT COLORS:



**RGB:** 0 0 0 **HEX/HTML:** 000000 **CMYK:** 0 0 0 100



**RGB:** 193 0 22 **HEX/HTML:** C10016 **CMYK:** 0 100 96 6

As the “ER” in our flagship product, SidelinER®, got its start as Crimson Tide Red, Kinematic maintains red as an accent color. Kinematic Red is to be utilized in our SidelinER® logos, whenever possible in future product logos, and for additional color vibrancy in graphics.