



Technology for your security

Logo Guidelines

2024 | Corporate Identity for TKH Security

tkhsecurity.com

Logo Style, Typography
and Colors

- Logo
- Logo Positioning
- Logo Misuse
- Typography
- Core Palette
- Background Colors

Logo

[LOGO FILES](#)

Basic version



Additional versions



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Logo Positioning



Clear space around the TKH Security logo
x = 1/2 height and logo.



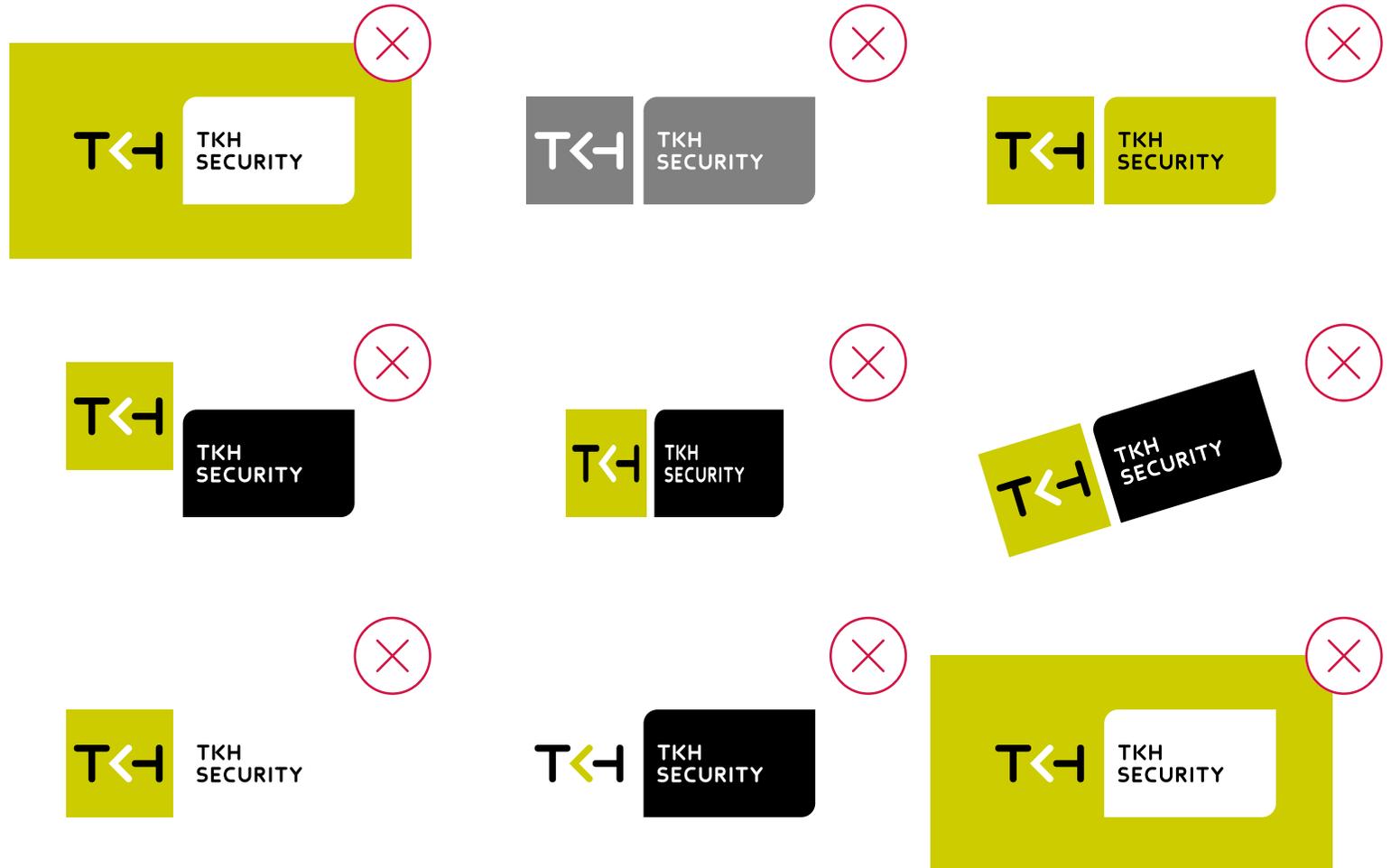
Minimum size TKH Security logo
8 mm / 23 pixel.

Maximum size TKH Security logo
The maximum size of the sign has not been specified.

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Logo Misuse



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Typography

We use two families of fonts in visual communication
Open Sans and DM Sans

DM Sans Regular / *Italic*

DM Sans Bold / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*

Open Sans Light / *Italic*

Open Sans Regular / *Italic*

Open Sans SemiBold / *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
prstuvwxyz0123456789@#%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
oóprstuvwxyz0123456789@#%&*

Font in e-mail communication

Arial

Arial Regular / *Italic*
Arial Bold / *Italic*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUWXYZabcdefghijklmnopqrstuvwxyz012345
6789@#%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUWXYZabcdefghijklmnopqrstuvwxyz012345
6789@#%&*

Texts should have a 140% line height. Formula: [font-size] × 1,4 = line height.

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Typography – Style Breakdown

H1

DM Sans Bold, 34 pkt/140%

Title of document

H2

DM Sans Bold, 24 pkt/140%

Subtitle/Chapter title

H3

DM Sans Regular, 18 pkt/140%

Intro/notes/introduction

Hero Body

Open Sans Semibold, Regular
14 pkt/140%

Highlighted elements/paragraph titles

Body

Open Sans Semibold, Light
9 pkt/140%

Basic text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Bulletd texts

- › Lorem ipsum dolor sit amet
- › Lorem ipsum dolor sit amet

Quote

DM Sans Regular, 14 pkt/140%

“Lorem ipsum dolor sit amet”

Attribution

Open Sans Semibold, Light
8 pkt/140%

Additional information/**First name Surname**
Position

Links

[inter-text link](#)

[tkhsecurity.com](#)

[SECOND LEVEL LINK](#)

Footnotes

Open Sans Regular, 6,5 pkt/140%

Notes, reference to other texts, additional information

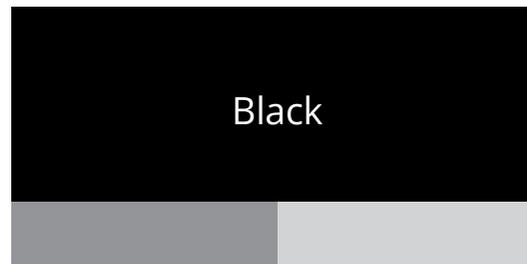
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Core Palette



CMYK **C 22 M 0 Y 100 K 8**
RGB **R 204 G 204 B 0**
HEX **#CCCC00**
Pantone 390 C

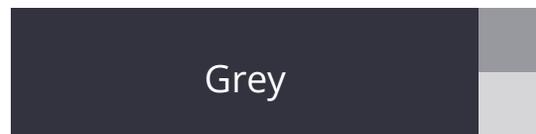


CMYK **C 0 M 0 Y 0 K 100**
RGB **R 0 G 0 B 0**
HEX **#000000**
Pantone Black C



CMYK **C 0 M 0 Y 0 K 0**
RGB **R 255 G 255 B 255**
HEX **#FFFFFF**

Text Colors



CMYK **C 0 M 0 Y 0 K 90**
RGB **R 50 G 51 B 62**
HEX **#32333E**
Pantone 433 C

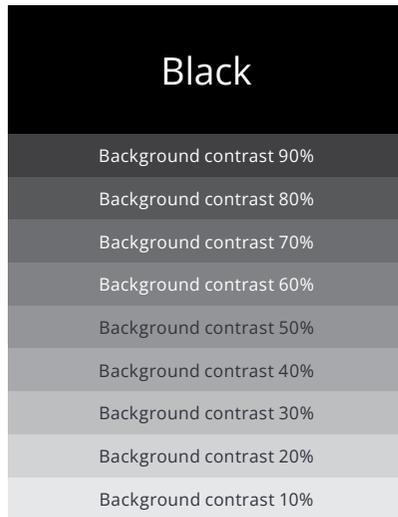


CMYK **C 0 M 0 Y 0 K 50**
RGB **R 128 G 133 B 149**
HEX **#808595**
Pantone 430 C

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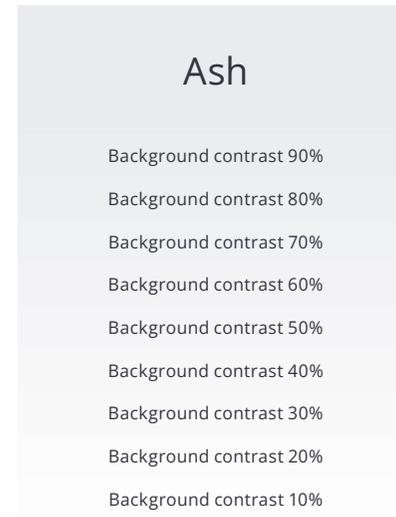
Background Colors



CMYK **C 0 M 0 Y 0 K 100**
RGB **R 0 G 0 B 0**
HEX **#000000**
Pantone Black C



CMYK **C 22 M 0 Y 100 K 8**
RGB **R 204 G 204 B 0**
HEX **#CCCC00**
Pantone 390 C



CMYK **C 0 M 0 Y 0 K 10**
RGB **R 232 G 235 B 238**
HEX **#EAEBEE**
Pantone 427 C



White



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