

A detailed wireframe rendering of a car's front wheel and suspension system, shown in a light blue color. The image highlights the intricate mesh structure of the wheel rim, spokes, and the surrounding suspension components, including the hub and control arms.

Design standard for external use

KSM Castings Group GmbH

Logo

The bicolor logo is composed of the black word mark and the blue design mark = pantone 286 C. The use of any other color including shades is not permitted.

The word and the design mark are always used in combination and never alone. In unicolor publications, the logo is used completely in black. As an alternative, the logo may also be used in white or silver color.

Application in print (true-color-printing)

Black: 100 K

Blue: Pantone 286 C

Application in print (four-color printing)

Black: 100 K

Blue: 92 C/69 M/0 Y/0 K

Application in electronic media

Black: R 0/G 0/B 0

Blue: R 0/G 85/B 160



Logo bicolor



Logo black



Permitted version: white



Permitted version: silver

Logo: Application Guidelines

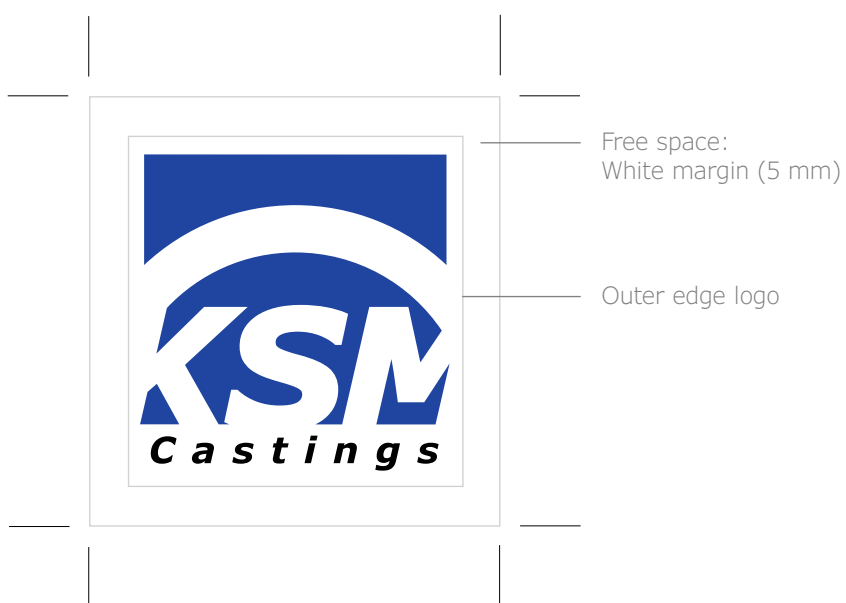
In order not to limit the independency and recognition of the logo, some determined parameters have to be considered:

1. When scaling the logo, the minimum size has to be considered (width of logo minimum 12 mm).
2. In all publications, the logo is generally placed down to the right (at flyers, brochures or else on the front page).
3. When positioning the logo, the free space has to be kept.
4. The logo may only be used with the permitted versions.
5. The format and the proportions of the logo may not be changed: Each type of turning, reflecting and distortion of the logo or its components is not permitted.
6. The logo may not be complemented with further forms.
7. In colored presentations all versions of the logo may only be used in the specified color combinations (home color). Any other color combination is not permitted.
8. For black-and-white applications the black logo may be used. A conversion in grey shades is also permitted.
9. The logo may only be used with unicolor or quiet backgrounds.
10. When used in external publications, the contrast of background and logo has to be considered.
11. The logo may not be overlaid by other design elements, as e.g. typography or illustrations.



Logo: The free space

It is compelling to keep the free space around the logo (white area). For the protection of the logo it is mandatory that it may not be touched or overlaid by other typographies or design elements. Furthermore no elements such as subtitles may be added to the logo.



Logo with free space

Kontakt:



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