

KNOLOGY®

Logo Style Guide

This manual should be viewed as an evolving document. Pages or sections can be added, deleted, or replaced as the needs of the program changes or better ideas for implementing the graphic identity are presented.

Questions, comments, assistance or information requests regarding the graphic identity should be addressed to Crystal Emineth.

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Branding Name Knology Broadband

This manual provides rules and guidelines for implementation of the graphic identity program. It is an information resource but does not provide all the answers to graphic communications problems. These guidelines should be used to solve identification problems through sound design principles, effective communication practices, and consistency with the identity program as whole.



Primary logo



The logo may also be used in black.

When “reversing out” the Knology logo from a color background, only white is permitted.

In order to maximize the brand value that we can create with the Knology Identity, it is important that we maintain a consistent use of the logo. Some of the basic standards that we should follow:

1. The Knology logo is a one color mark.

The official color for the Knology logo
PMS 1807 (Burgundy)

The web-safe color is **#990000 (Burgundy)**

Here are the RGB break down:
R= 153, G= 0, B= 0 for burgundy

Here are the CMYK break down:
Cyan= 0
Magenta= 91
Yellow= 94
Black= 30

2. The logo can be used on a background. To ensure legibility, the logo may not be reproduced below 2.0” or 100x100 pixels for both print and web materials. The logo can be use on an image background as a white or black color mark. It should not be condensed, and stretched. It should not have a drop shadow.



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The logo on difference colors background



The Knology logo must never be altered in any way. Other visual elements and text may never be added to the logo. The logo should never be placed in any shape or border and only the specified colors are to be used in their reproduction.

Artwork

High and low resolution versions of the Knology logo are available on the shared drive at H:\Logos 2005.

Web Display

When the Knology logo is used on another company's Web site, the logo must be linked to www.knology.com.

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Incorrect Logo Uses

The Knology logo should never be stretched out of proportion



The Knology logo should not be used with outdated tag lines



Old or outdated logo's should not be used under any circumstances. Existing outdated logo's should be replaced.



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Guide to Ordering Letterhead, Envelopes, Business Cards

Knology has designated Communicorp, Inc. as the official source for letterhead, envelopes and business cards.

Order and create via the web at <http://knology.communicorp-inc.com>.

When you visit the site for the first time, follow the bullet points on the home page to create your personal Username and Password.

Your Username and Password will give you access to "Printed Material", as well as "Knology Gear". If you enter the website without a valid Username and Password, you will only have access to "Knology Gear".