

# KING SHOCKS Logo Guidelines

---

Standard Brand Logo



Black and White Brand Logo



Standard Brand Logo on White Background



White and Black Inverted Logo on White Background



White border around logo must be present at all times in all background colors except on a white background and when logo is inverted to black.

## KING BLUE

#	005CB8
RGB	0 - 92 - 184
CMYK	100 - 62 - 7 - 0



## Specific Brand Logo Guidelines

---

- Do not alter any part of the Brand Logo
- Do not alter the proportions of the Brand Logo
- Do not add any graphic elements to the Brand Log
- Do not enlarge or reduce the size of elements independently
- Do not alter the positioning of elements
- Only use specified brand colors
- Do not combine colors
- Do not use gradations
- Do not enlarge or reduce the size of elements independently