

## Graphic guidelines K9 Competition AB Trademarks

To build a strong brand in a strongly communicated visual identity builds K9 Competitions brand. It reflects the values of K9 and represents reinforces the position of communication with the outside world. The manual describes the profile and determines how the logo shall be used. It is a guide with instructions and examples to help the image of K9. The logo may be used in marketing, information. The use must be in accordance with the guidelines set out in this manual. Any deviations in colors and scales and release must be approved by K9 Competition.

### Guidelines

The logo must always be intact and should not be changed, only enlarged or reduced. This means that the name can only be graphically represented as part of the brand. When reducing the brand should the width of the logo be no less than 10 mm. Always use original logo. We recommend trademarks reproduced in color, color scale indicated below and should never be changed. See color indications. In other cases, where the four-color CMYK or R/G/B (for display) is not available, we recommend to use black in the first place. In other cases, contact K9 Competition for recommendations.



CMYK:

Yellow	Blue
C 0	C 89
M 0	M 43
Y 95	Y 0
K 0	K 0

R/G/B:

Yellow 255/242/4  
Blue 0/125/195