

2024 Co-op Brand Guide

To maximize your Co-op credit, please refer to the following Brand Guide.

OUR LOGOS



ENGLISH



FRENCH

The above are examples of how the Kohltech Window & Entrance Systems logo should appear on co-branded promotional material. Kohltech's logos are available from the Marketing Department and your Territory Manager.

CORRECT USE



Colours or photographs that have a density less than 20% black use our colour logo.



Use our solid black logo when applying it to photographs with density lighter than 50% black.



If your application is printing one colour or black and white and has a light background, use our solid black logo.



If your application is printing one colour or black and white and has a dark background, use our reverse logo.



If your application is printing colour but our logo is being applied to a dark background, use our reverse and blue logo.

INCORRECT USE



 SKEW



 OUTLINE



 CHANGE COLOURS



 PLACE ON ANGLE

The following are other examples of incorrect Kohltech logos on Co-op promotional items.

We encourage you to send us art proofs or examples of designs so that we can assist you in the design approval process.



The "Windows & Entrance Systems" in our logo is not capitalized.



These designs should include “Windows & Entrance Systems”.

Our logo should be aligned, with the height of Kohltech Windows & Entrance Systems being equal to the height of the K. Also, Windows & Entrance Systems should be directly underneath Kohltech.



If the background is dark or black, please use the Kohltech reverse and blue logo. Also, our logo colour should not be changed, according to our brand guidelines.

This example shows a Kohltech logo that is disproportionately smaller than the other logos featured and for the size of the promotional material.



If you have questions or concerns about the program, please contact the Marketing Department, or your Territory Manager.

The Marketing Department
902-662-3100
marketing@kohltech.com