

# KFE BRANDING

Design by Red Door Designs

## Brand Vibes

TRUSTWORTHY  
EXPERT / EXPERIENCED  
PROFESSIONAL  
GROWTH  
STRATEGIC

EASE  
CONFIDENCE  
EMPOWERED  
PERSONAL TOUCH  
APPROACHABLE

## PRIMARY LOGO



## REVERSED OUT OF DARK BACKGROUND



## ALTERNATE MARK



## MEANING BEHIND THE MARK

### Arrows:

Arrows are powerful symbols that, facing right, signify forward momentum toward a brave new direction.

They also represent:

- intense focus and aim
- power and purpose
- a strategic plan
- protection from harm
- The arrow's tip is its business end, the most potent part. It's also the part that will last the longest.
- The arrow is a guided missile, one that can travel a long distance and still hit its mark. All it takes is one well-aimed arrow, after all, to do the job done.



### Colors:

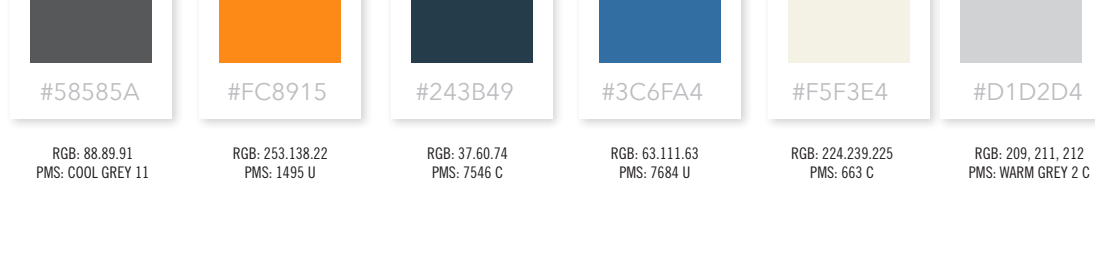
- Midnight blue represents confidence, power, trust and authority, as well as intelligence and stability
- Orange represents enthusiasm, success, determination, strength and endurance.

### Lettering:

The letter treatment in all caps bold portrays a sense of confidence, strength and respect.

- Viewers take a second look at the K turned backwards which helps the mark become memorable and recognizable at a glance.
- K shape naturally creates a visually pleasing nook for the "arrow to fit inside."

## PALETTE



## PHOTOGRAPHY STYLING



## SWAG



## FONTS

(CONFIDENT & EXPERT COMBINED WITH TIMELESS & APPROACHABLE)

### RALEWAY BOLD (HEADLINES)

ABCDEFGHIJKLMON  
OPQRSTUVWXYZ  
1234567890

### Adobe Caslon (body)

abcdefghijklmnop  
opqrstuvwxyz  
1234567890

## STATIONERY



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EMAIL SIGNATURE



FACEBOOK AVATAR



FACEBOOK HEADER

## BUSINESS CARDS

