keyweb concepts

Key Web Concepts
Brand Guidelines

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ABOUT
KEY WEB

Key Web Concepts is a comprehensive digital marketing firm dedicated to delivering websites and other marketing materials that are not only aesthetically pleasing, but also functional in order to establish brand recognition, generate leads and ultimately increase revenue for businesses nationwide.

Our Purpose

Helping businesses to better brand and market themselves in print and online.

Actions

Deliver on our purpose through content, design, development, optimization, education & support.

Brand Promise

Educate business owners about what it takes to succeed online and guide them to a positive result.

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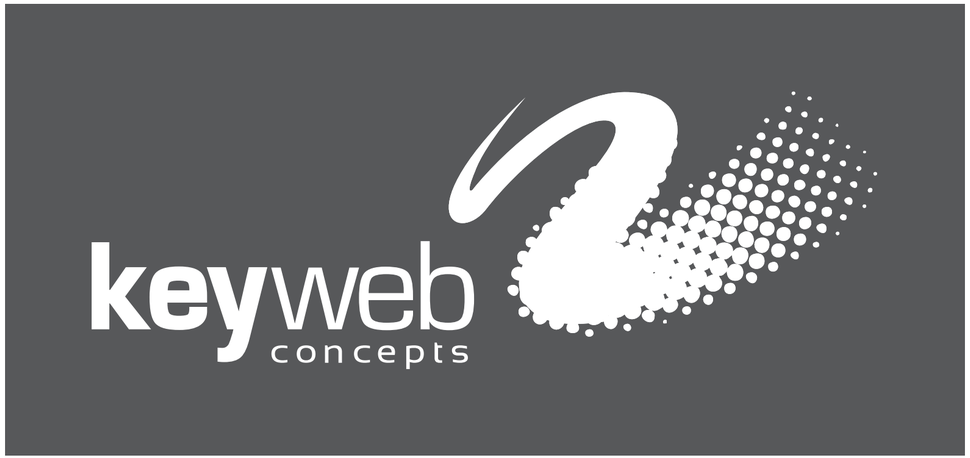
LOGO VARIATION

The Key Web logo font is Eurostile. Acceptable logo variations include vertically stacked, horizontal, icon-only and narrow horizontal (to be used sparingly when space is limited).

Proper logo usage should always include a clearance of ‘x’ on all sides, where ‘x’ is equal to the height of the ‘k’ in ‘key.’ The orientation of the logo and the placement of the icon in relation to the typography should not vary from the options displayed.

LOGO
INVERTED

For Key Web Dark Blue background, use alternate color logo (left). Use inverted logo (right) for all other dark backgrounds.



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COLOR
PRIMARY

Blue is the primary brand color for Key Web Concepts. We use two shades of blue in our logo, office and other branding materials.

Key Web Blue
CMYK: 92, 57, 9, 0
RGB: 20, 110, 232
HEX: #146EE8
Pantone 307C

Key Web Dark Blue
CMYK: 100, 82, 44, 45
RGB: 0, 25, 79
HEX: #00194F
Pantone 7463C

COLOR
SUPPORT

In addition to our primary colors, the following colors may be used in moderation as supplements to strategically support our brand identity. Tints and shades of these colors, as well as solid black and white, are also acceptable for use.

Light Blue
CMYK: 93, 31, 0, 16
RGB: 13, 147, 214
HEX: #0D93D6

Orange
CMYK: 0, 22, 60, 4
RGB: 243, 188, 97
HEX: #F3BC61

Pink-Red
CMYK: 0, 45, 52, 8
RGB: 234, 127, 111
HEX: #EA7F6F

Grey
CMYK: 1, 0, 0, 17
RGB: 208, 210, 211
HEX: #D0D2D3

Green
CMYK: 60, 0, 30, 19
RGB: 81, 206, 143
HEX: #51CE8F

Turquoise
CMYK: 38, 3, 0, 18
RGB: 127, 200, 207
HEX: #7FC8CF

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TYPE
FONT FAMILY

We use the Montserrat font family for our brand. Montserrat Bold should be used for headings and titles, Montserrat Regular should be used for paragraph text, and Montserrat Light should be used for captions and/or small text areas, when possible.

Montserrat is a free typeface, but if not available or in need of an alternate typeface, please use Proxima Nova as a substitute.

The font we use is Montserrat.

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z a b c d e f g

h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! ? . , ; ‘ “

Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 ! ? . , ; ‘ “

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 ! ? . , ; ‘ “

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 ! ? . , ; ‘ “

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