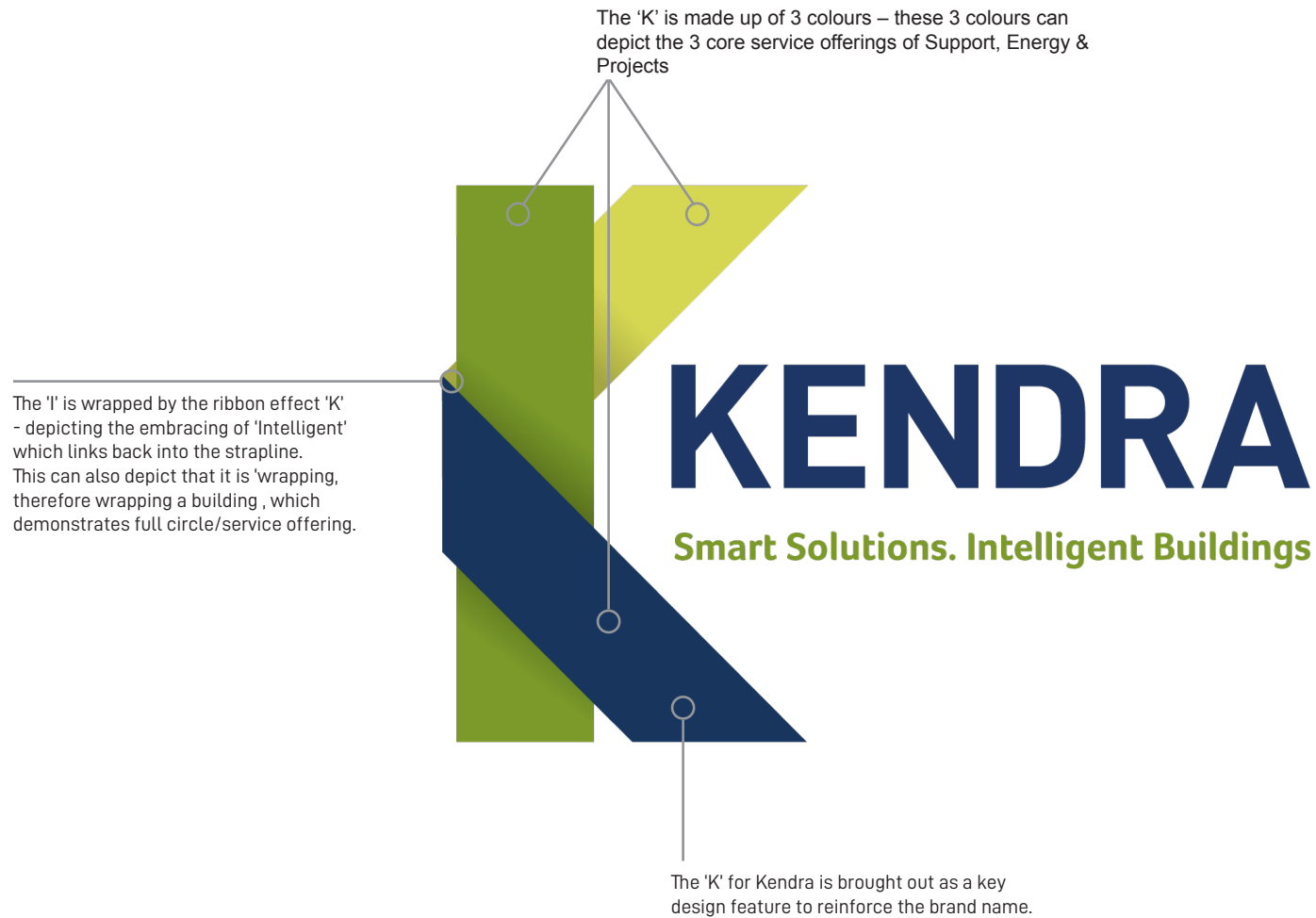
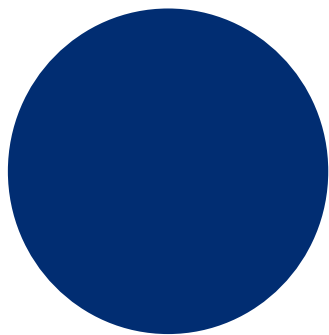




BRANDING GUIDELINES 2021

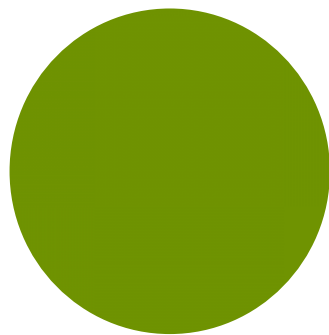
LOGO





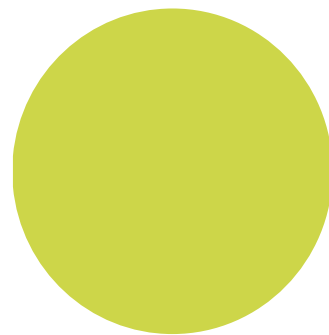
Pantone 288C

C: 100	R: 32
M: 85	G: 54
Y: 33	B: 100
K: 17	



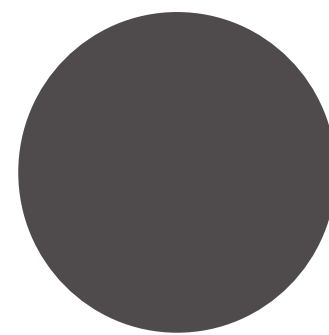
Pantone 377C

C: 59	R: 122
M: 21	G: 154
Y: 100	B: 43
K: 5	



Pantone 584C

C: 23	R: 214
M: 4	G: 215
Y: 78	B: 82
K: 0	



80% Black

C: 0	R: 87
M: 0	G: 87
Y: 0	B: 86
K: 80	

Din Bold

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Din Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Foco Bold

Aa

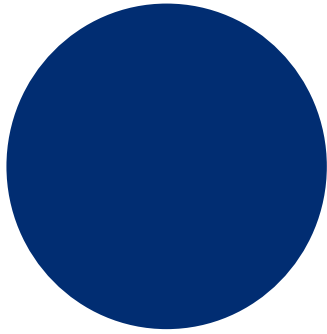
**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Foco Regular

Aa

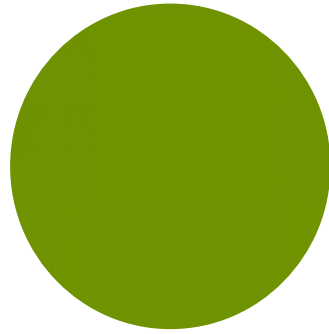
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Jj Kk Ll Mm Nn Oo Pp Qq Rr
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DIGITAL



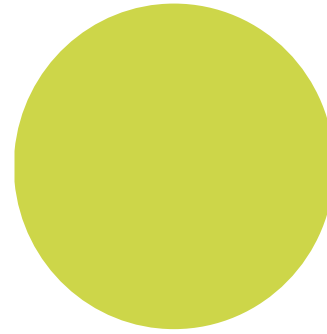
Pantone 288C

C: 100	R: 32
M: 85	G: 54
Y: 33	B: 100
K: 17	



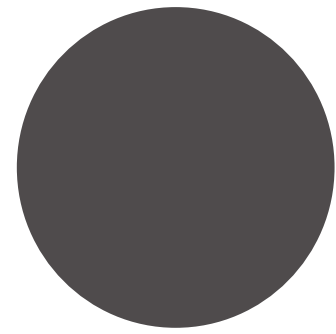
Pantone 377C

C: 59	R: 122
M: 21	G: 154
Y: 100	B: 43
K: 5	



Pantone 584C

C: 23	R: 214
M: 4	G: 215
Y: 78	B: 82
K: 0	



80% Black

C: 0	R: 87
M: 0	G: 87
Y: 0	B: 86
K: 80	

Titles and Headings

Arial Bold

Aa

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Body Text

Arial Regular

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



Insert heading here

Insert sub heading here

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Smart Solutions. Intelligent Buildings



Insert header here

Insert sub-head here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

- Consequat duis aute irure dolor
- Reprehenderit in voluptate
- Velit esse cillum dolore eu fugiat nulla pariatur
- Excepteur sint occaecat cupidatat non proident

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Smart Solutions. Intelligent Buildings



Insert header here

Insert sub-head here

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- Excepteur sint occaecat cupidatat

Insert sub-head here

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- Consequat duis aute irure dolor
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- Velit esse cillum dolore eu fugiat
- Excepteur sint occaecat cupidatat

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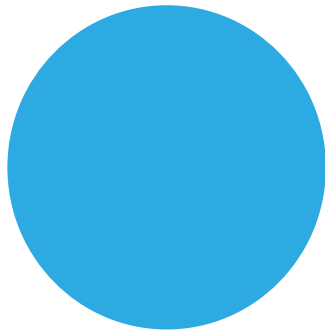
Smart Solutions. Intelligent Buildings




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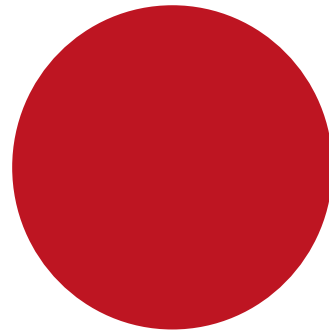






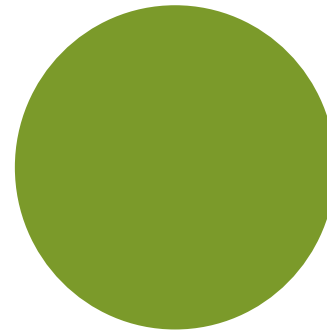
Support

R: 45
G: 170
B: 225



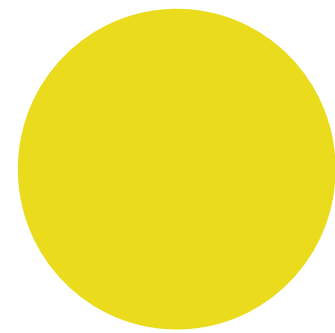
Project

R: 190
G: 21
B: 34



Energy

R: 123
G: 154
B: 42



Health

R: 234
G: 220
B: 28

TONE

The tone of voice at Kendra is:

Professional

Chatty

Friendly

Personable

Hashtags to use:

#TeamKendra #TransformingEnergyEfficiency