



KENDRA

Smart Solutions. Intelligent Buildings

BRANDING GUIDELINES 2021

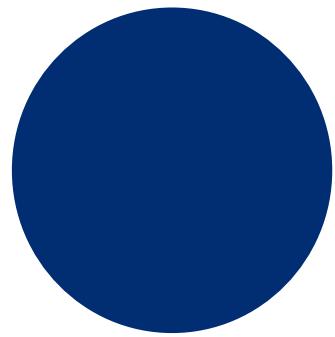
LOGO

The 'I' is wrapped by the ribbon effect 'K'
- depicting the embracing of 'Intelligent'
which links back into the strapline.
This can also depict that it is 'wrapping,
therefore wrapping a building , which
demonstrates full circle/service offering.

The 'K' is made up of 3 colours – these 3 colours can
depict the 3 core service offerings of Support, Energy &
Projects

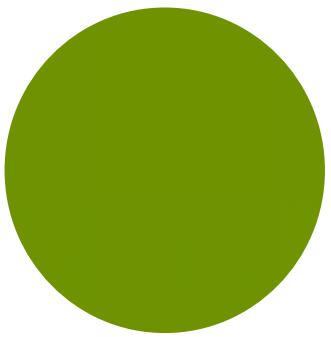


The 'K' for Kendra is brought out as a key
design feature to reinforce the brand name.



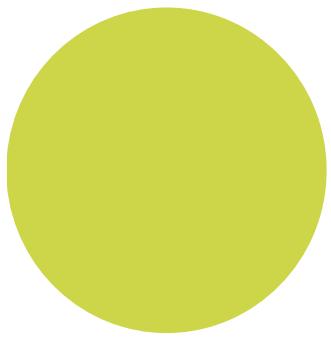
Pantone 288C

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



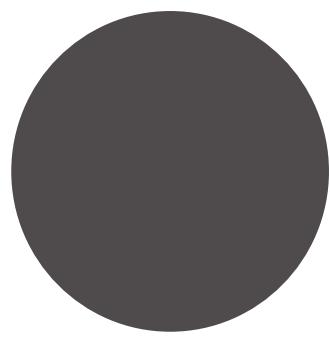
Pantone 377C

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

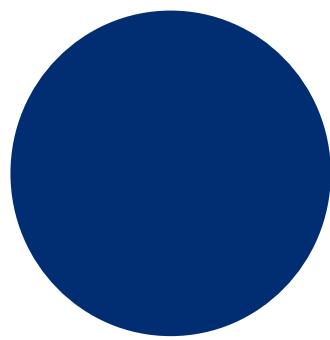
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Foco Regular

Aa

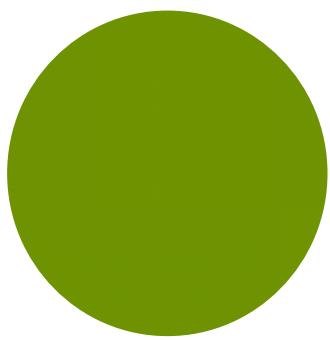
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Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

DIGITAL



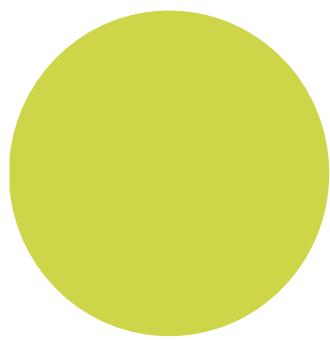
Pantone 288C

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K: 17



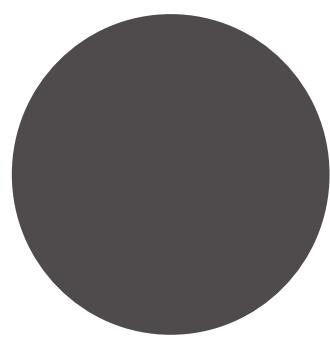
Pantone 377C

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Y: 78 B: 82
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80% Black

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

Titles and Headings

Arial Bold

Aa

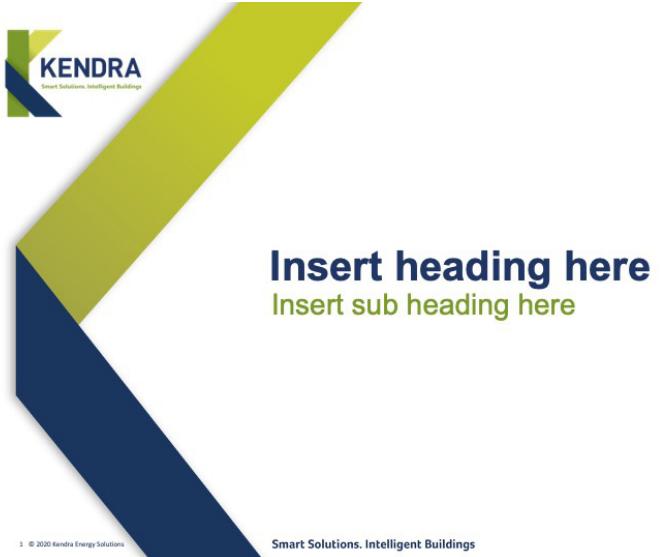
**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

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**



KENDRA
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Insert heading here
Insert sub heading here

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KENDRA
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Insert header here
Insert sub-head here

Lore 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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Insert header here

Insert sub-head here

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

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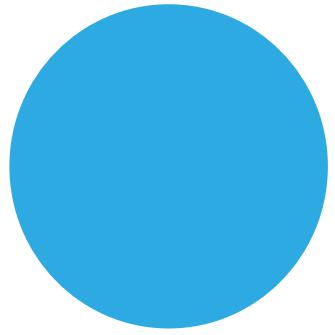
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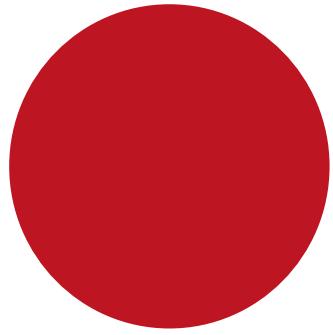






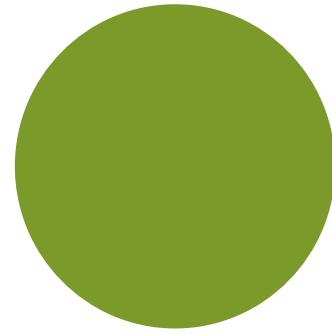
Support

R: 45
G: 170
B: 225



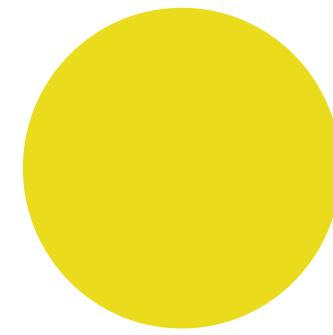
Project

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