Kron
TECHNOLOGIES

Logo Usage Guidelines

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Color palette

Our primary color is electric blue.
Black complements this as a secondary color.
Black should be used mostly as a background
for text and sometimes for items like small icons.
Where versatility needs to be added, for example
pages in a catalog or to differentiate parts of a website,
energetic yellow should be used as the third color.

Kron Electric Blue

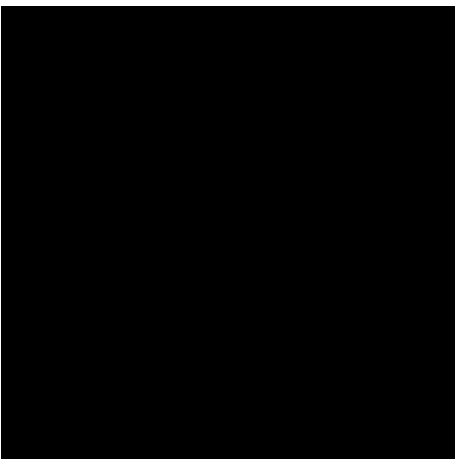### Web / Digital

RGB

R: 21
G: 99
B: 255

#1563FF
Pantone 2727 C

Printed Media / Magazine / Catalogue

CMYK

C: 85
M: 58
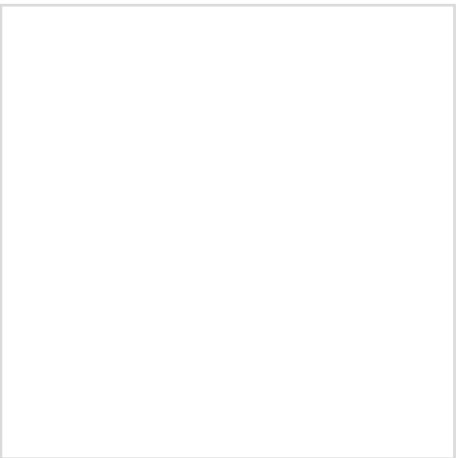Y: 0
K: 0

#2D6CB5
Pantone 104-7 C

Black
#000000

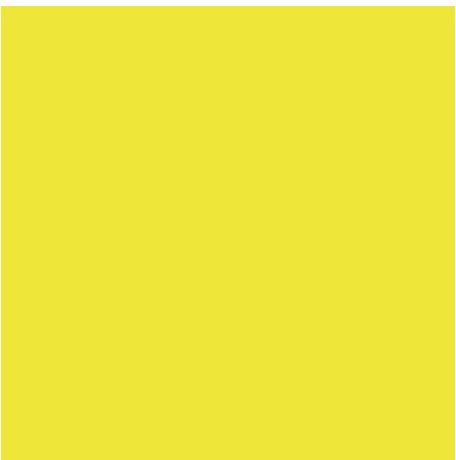R: 0   C: 100
G: 0   M: 100
B: 0   Y: 100
            K: 100

White
#FFFFFF

R: 255   C: 0
G: 255   M: 0
B: 255   Y: 0
            K: 0

Energetic Yellow
#E2E735

R: 226   C: 16
G: 231   M: 0
B: 53   Y: 90
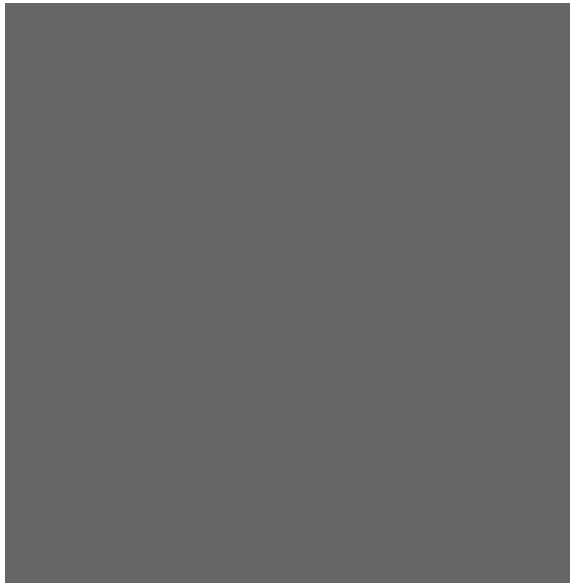   K: 0

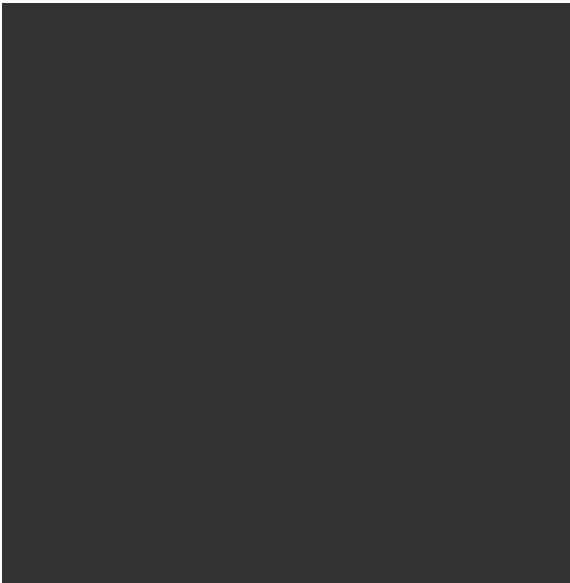Pantone 387 C

Primary Auxiliary Colors

Primary auxiliary colors, prepared to enrich the use of primary colors, reflect the technological spirit of the Kron Technologies brand, while allowing creativity and innovation in designs depending on the application area.

Sky Blue
#73A1FF

Gray
#666666

Dark Gray
#333333

Light Gray
#999999

Light Yellow
#F3F5AE

Shadow Blue
#1C2B9D

Secondary Auxiliary Colors

Secondary auxiliary colors, which are designed to be used in areas where the application of primary auxiliary colors is limited, reflects Kron Technologies' dynamic and solution-oriented approach.

#E2E735

#E8EC5D

#EEF186

#F3F5AE

#F9FAD7

Secondary Auxiliary Colors

Secondary auxiliary colors, which are designed to be used in areas where the application of primary auxiliary colors is limited, reflects Kron Technologies' dynamic and solution-oriented approach.

#2C75FF

#2767E1

#035196

(CMYK only)
#2D6CB5

#536778

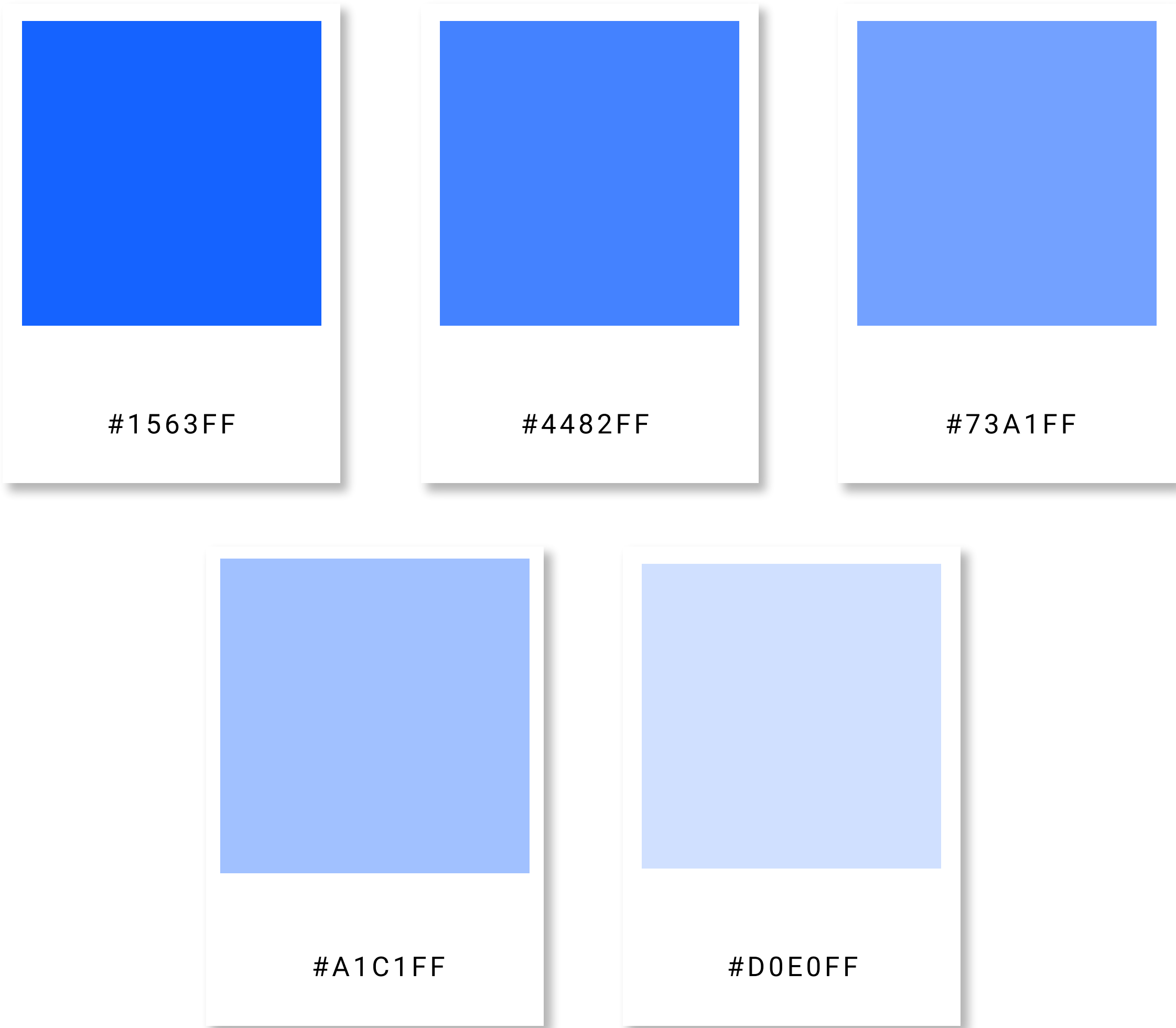#111E2F

Secondary Auxiliary Colors

Secondary auxiliary colors, which are designed to be used in
areas where the application of primary auxiliary colors is limited,
reflects Kron Technologies' dynamic and solution-oriented approach.

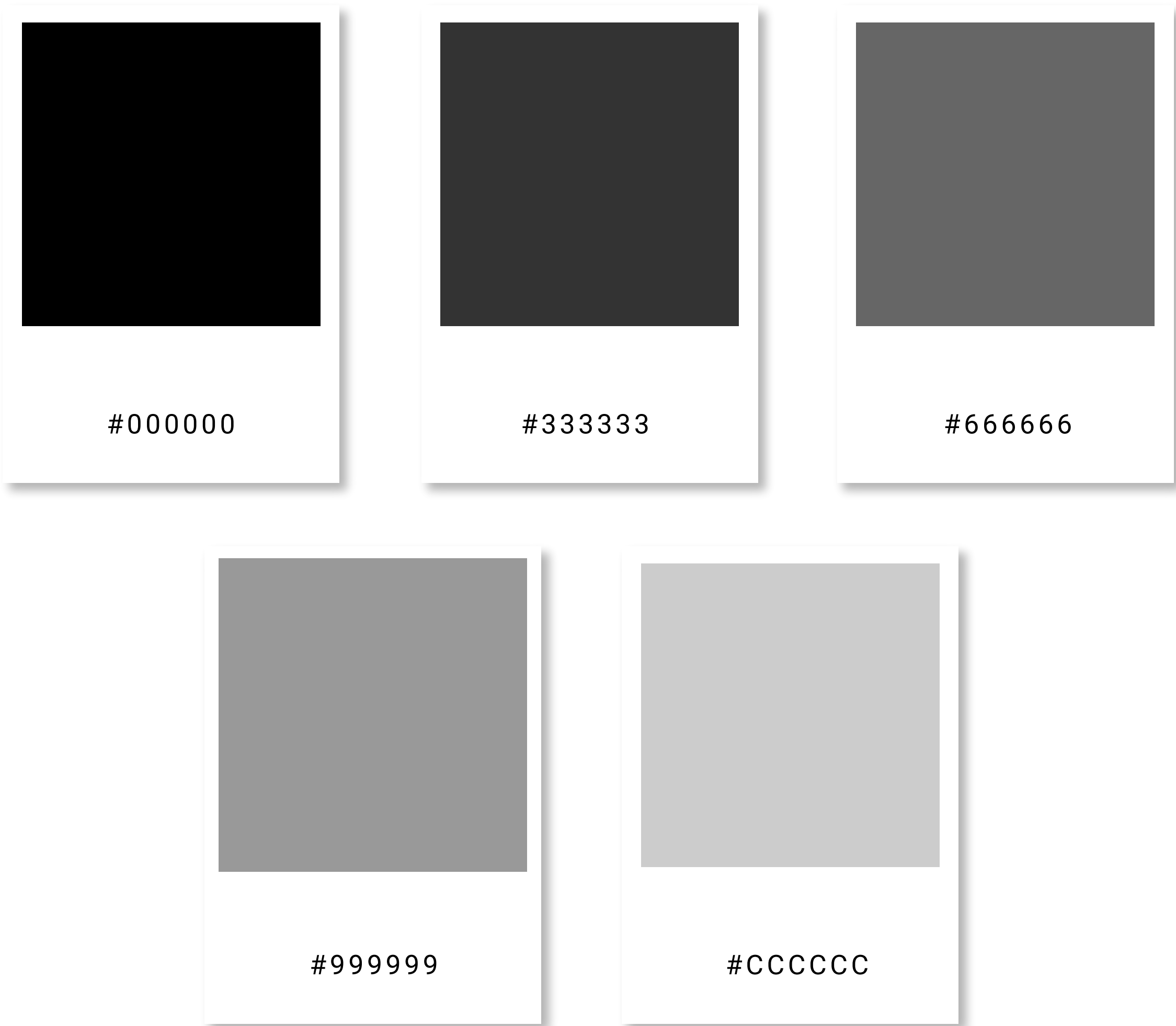#1563FF

#4482FF

#73A1FF

#A1C1FF

#D0E0FF

Secondary Auxiliary Colors

Secondary auxiliary colors, which are designed to be used in areas where the application of primary auxiliary colors is limited, reflects Kron Technologies' dynamic and solution-oriented approach.

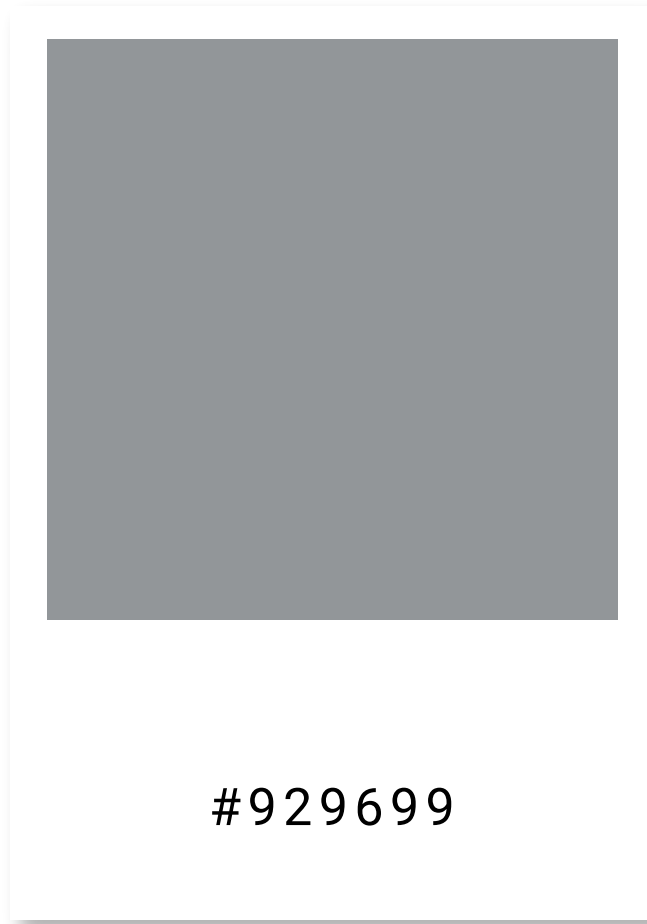#000000
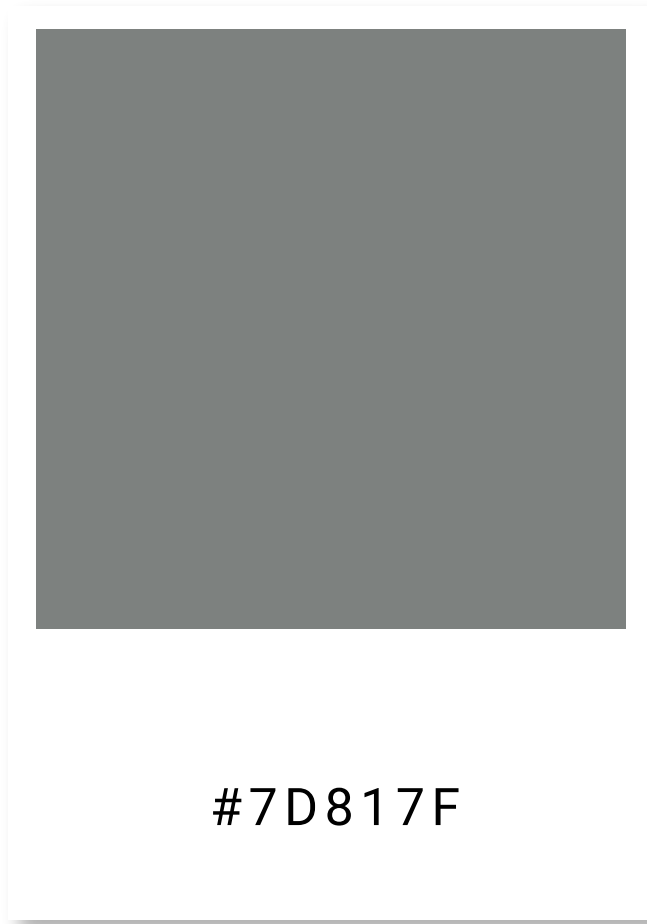
#333333

#666666

#999999

#CCCCCC

Secondary Auxiliary Colors

Secondary auxiliary colors, which are designed to be used in areas where the application of primary auxiliary colors is limited, reflects Kron Technologies' dynamic and solution-oriented approach.

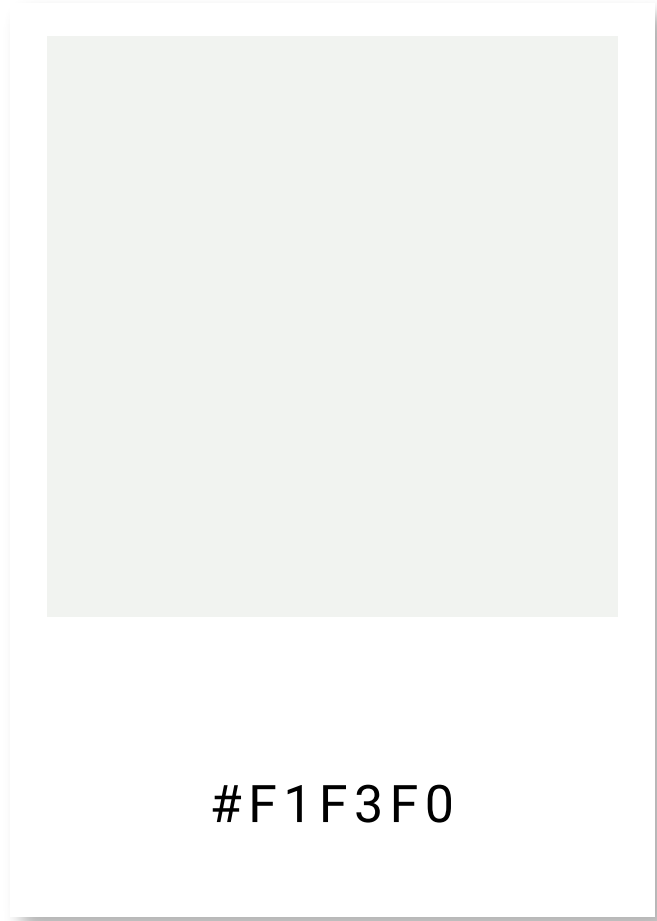#333743
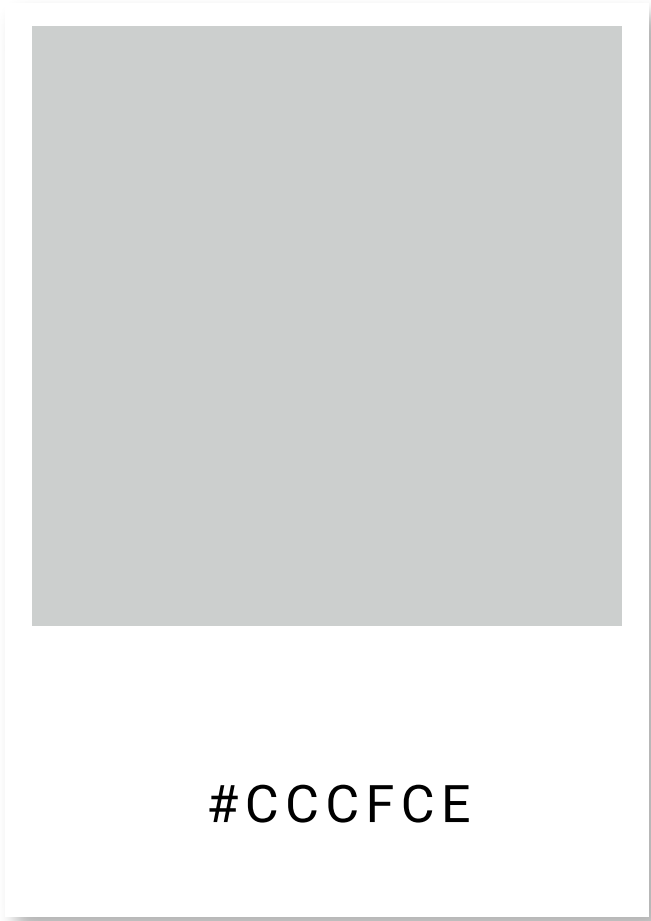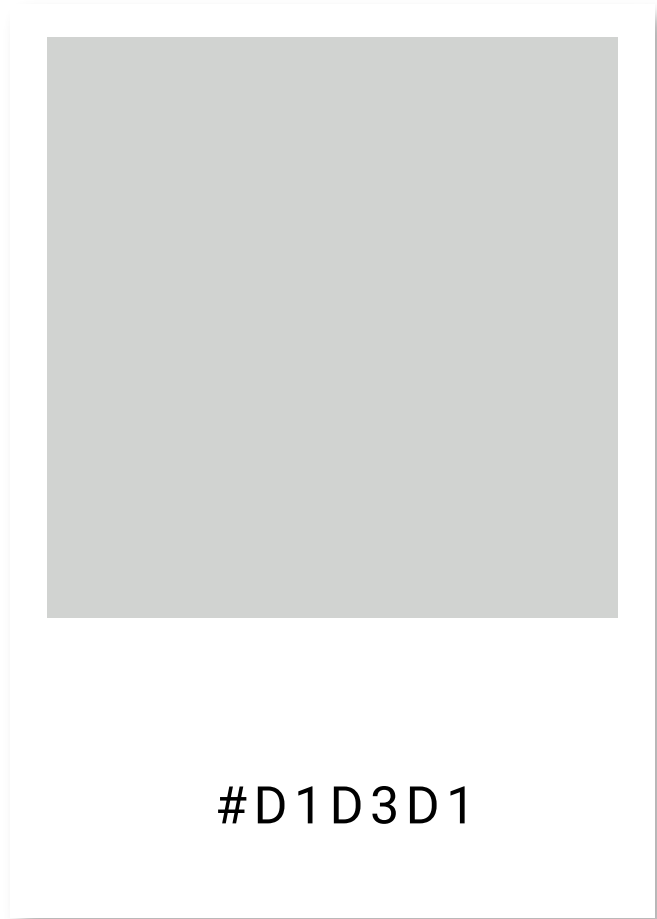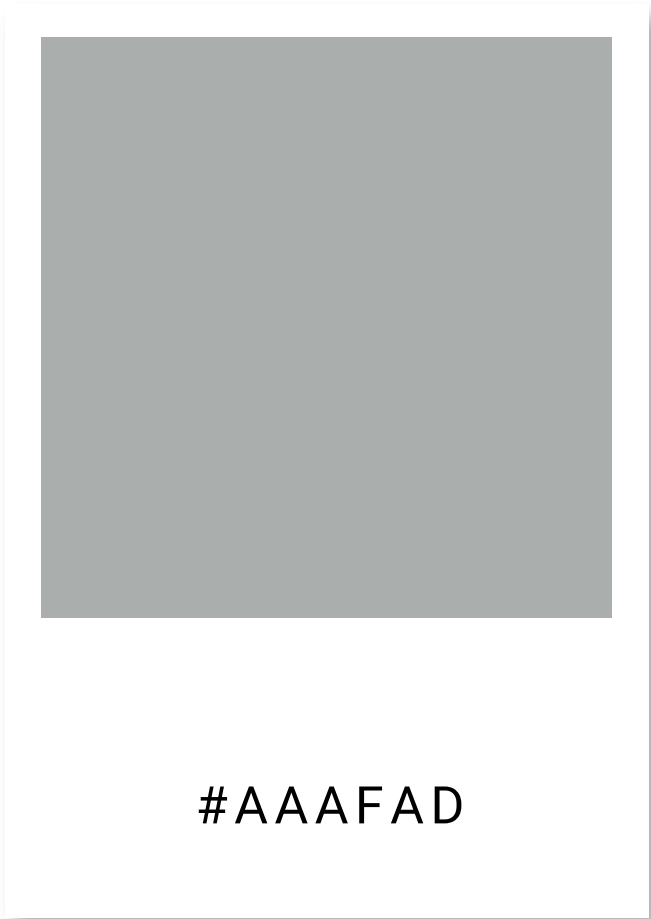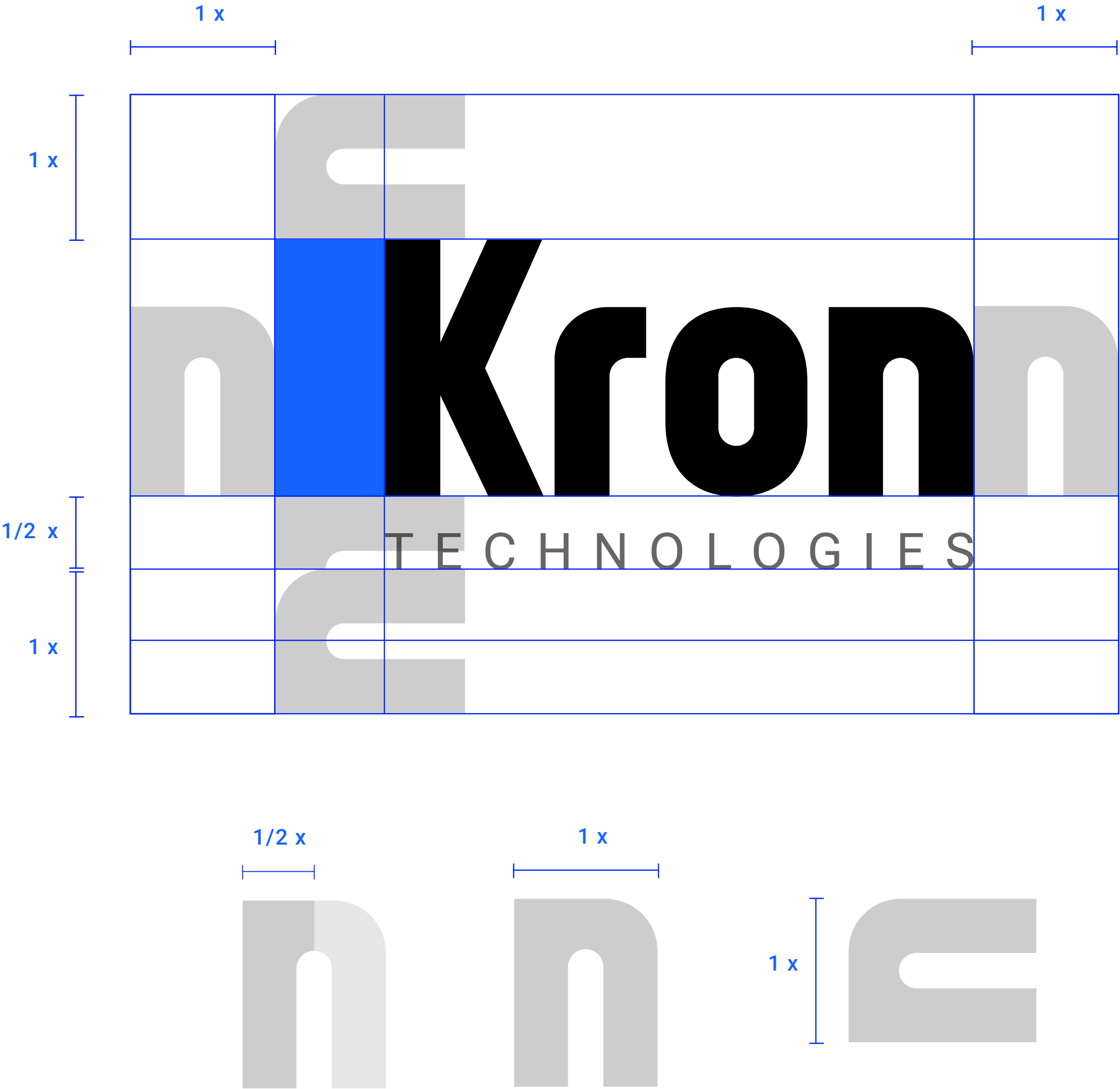
#3D474F

#5D6268

#7D817F

#929699

Secondary Auxiliary Colors

Secondary auxiliary colors, which are designed to be used in
areas where the application of primary auxiliary colors is limited,
reflects Kron Technologies' dynamic and solution-oriented approach.
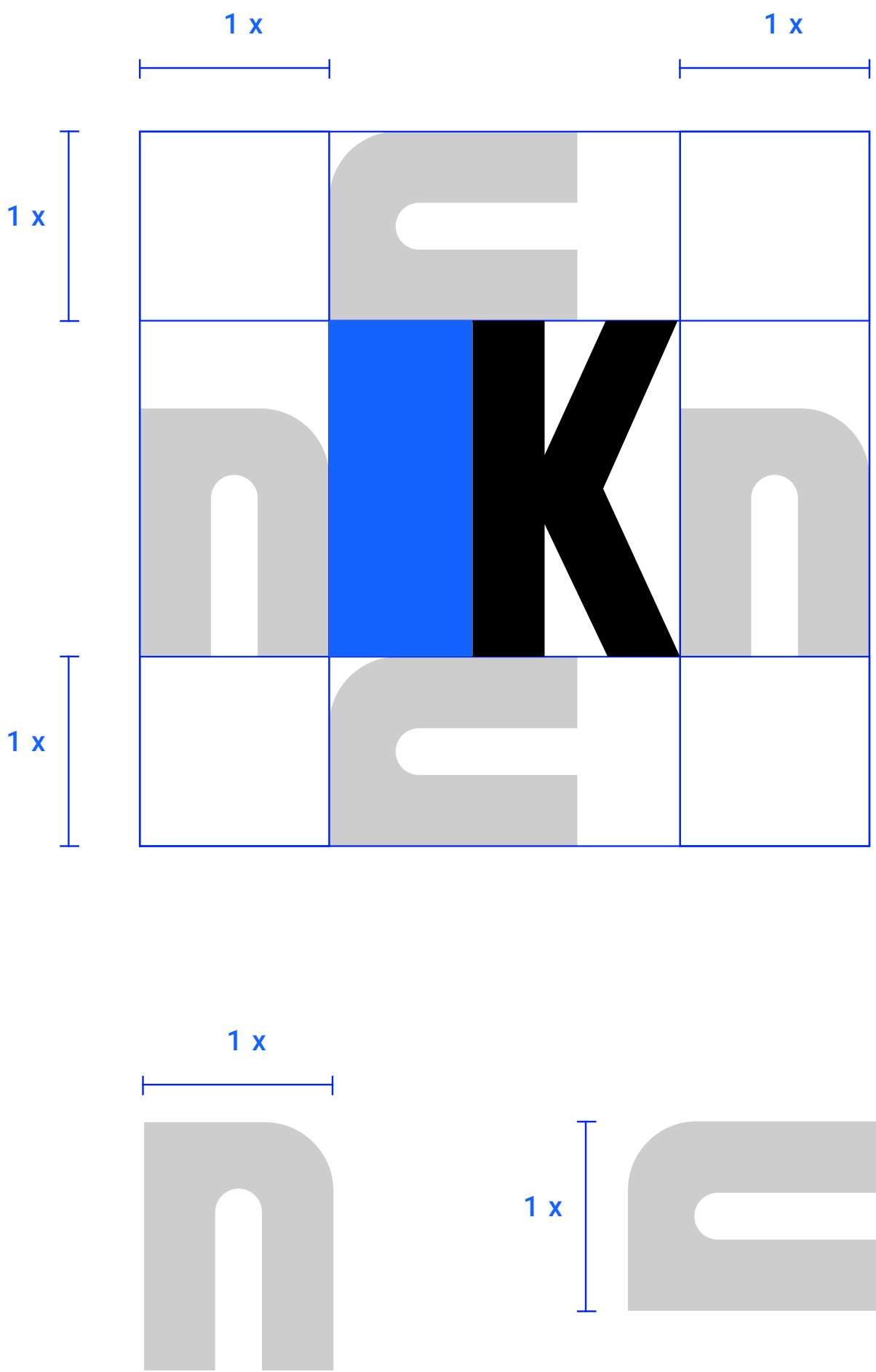
#AAAFAD

#D1D3D1

#CCCFCE

#F1F3F0

Logo spacing

The safety area around the logo should be
protected when Kron Technologies logo used in a page layout,
banners, websites and in various application areas.
The short edge of the letter "n" of the Kron logo
should always be used as 1x unit.

1 x

1 x

1 x

1/2 x

1 x

1/2 x

1 x

1 x

Monogram spacing

The safety area around the monogram should
be protected when Kron monogram used in a page layout,
banners, websites and in various application areas.
The short edge of the letter "n" of the Kron logo
should always be used as 1x unit.

Kron Technologies logo

Kron Technologies logo colors over dark and light backgrounds

Positive and negative versions of Kron Technologies logo should be used in very limited special cases. These logos are not an alternative for brand communication activities. This should only be preferred when there is a restrictive situation to print from the printer or if it is used side by side with other brand logos where logos applied in positive and negative as a whole.

Kron Technologies logo colors over reversed and colored backgrounds

The use on colored ground should be used at the specified rates. It should be preferred to use on 50% white and electric blue background, 25% on black and energetic yellow background.

50%

50%

25%

25%

Kron
TECHNOLOGIES

Please contact us for any questions you may have about the use of Kron Technologies corporate colors and logos.

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