



Design & Brand Book

May 2023

A stylized, handwritten signature in a dark teal color. The signature appears to read 'T. Kassim' and features a large, sweeping initial 'T' followed by a fluid, cursive 'Kassim' that ends in a long horizontal line.

KASSIM LEGAL

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Our brand identity is a valuable asset that needs to be maintained.

This brand style guide is the foundation for our communications. Adhering to it will result in consistency with our visual branding and out messaging.

01 Color

Colors play an important role in reinforcing our brand. The two main colors represent Kassim Blue and Kassim Yellow. Only colors from our brand color palette should be used.

PRIMARY COLORS



Kassim Blue

Printing

Pantone (PMS, spot)

Coated paper: 2181 C

Uncoated paper: 3165U

Four-color process

Coated paper: C100 M00Y15 K60

Uncoated paper: C100 M00Y00 K60

Web

Hexadecimal: #27586B

RGB: 40 88 107



Kassim Yellow

Printing

Pantone (PMS, spot)

Coated paper: 4021 C

Uncoated paper: 613U

Four-color process

Coated paper: C00 M07Y82 K49

Uncoated paper: C00 M00Y100 K38

Web

Hexadecimal: #AA9139

RGB: 170 145 56

Spot colors vs four-color process

The four-color process color mixes are close matches to the Pantone colors. However, because these colors are built colors, they are unable to be an exact match to the spot colors.

Spot colors are able to be reproduced with more vibrancy than most four-color process colors.

Coated vs uncoated color variations

There are different colors specified based on the type of paper being used for printing. The spot color numbers and CMYK values are close matches to each other but not exact.

On coated paper, colors will be more vibrant because the ink sits on top of the paper.

On uncoated paper, colors appear a little duller or darker because the ink is absorbed into the paper.

The finish and brightness level of these types of papers will also vary.

Web colors

Colors on screen may vary among monitors, web browsers and even platform (Mac vs PC).

SECONDARY COLORS

The secondary colors should be used in addition to, not instead of, the primary colors. When selecting secondary colors, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the photo.



Kassim Orange

Printing

Pantone (PMS, spot)

Coated paper: 7585 C

Uncoated paper: 2021 U

Four-color process

Coated paper: C00 M59Y86 K30

Uncoated paper: C00 M57Y100 K25

Web

Hexadecimal: #AA6039

RGB: 170 96 57



Kassim Black

Printing

Pantone (PMS, spot)

Coated paper: 7547 C

Uncoated paper: Black 6U

Four-color process

Coated paper: C00 M00Y00 K100

Uncoated paper: C68 M49Y54 K52

Web

Hexadecimal: #0D161B

RGB: 13 22 27



Kassim Gray

Printing

Pantone (PMS, spot)

Coated paper: 430 C

Uncoated paper: 431 U

Four-color process

Coated paper: C61 M45Y35 K00

Uncoated paper: C61 M45Y35 K00

Web

Hexadecimal: #737C81

RGB: 115 124 129

02 Typography

For brand consistency, the same typefaces should be used in all print and online materials. When the preferred typefaces are not available or use, use the recommended substitutions.

Where to Get Fonts

The typefaces can be downloaded at fonts.google.com

SANS SERIF HEADERS

Preferred

PT Sans Regular

PT Sans Italic

PT Sans Bold

PT Sans Bold Italic

Substitute

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

SANS SERIF BODY

Preferred

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Substitute

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

SERIF

Preferred

PT Serif Regular

PT Serif Italic

PT Serif Bold

PT Serif Bold Italic

Substitute









Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

TYPOGRAPHY

Body Text: Open Sans	<p>Size: 16px Weight: Normal 400 Transform: None Line Height: Default 3 Paragraph Margin: Bottom Default 3</p>	 #09151A Body Text Base
Headings: PT Sans Caption	<p>Weight: Bold 700 Transform: None</p>	 #27586B Primary Base
Header 1: PT Sans Caption	<p>Size: 40 Weight: Extra Bold 800 Transform: None Line Height: Default 3</p>	 #27586B Primary Base
Header 2: PT Sans Caption	<p>Size: 30px Weight: Bold 700 Transform: None Line Height: Default 3</p>	 #27586B Primary Base
Header 3: PT Sans Caption	<p>Size: 25px Weight: Semi-Bold 600 Transform: None Line Height: Default 3</p>	 #060F12 Body Text Shade
Header 4: PT Sans Caption	<p>Size: 20px Weight: Medium 500 Transform: None Line Height: Default 3</p>	 #060F12 Body Text Shade
Header 5: PT Sans Caption	<p>Size: 18px Weight: inherit Transform: None Line Height: Default 3</p>	 #060F12 Body Text Shade
Header 6: PT Sans Caption	<p>Size: 16px Weight: inherit Transform: None Line Height: Default 3</p>	 #060F12 Body Text Shade

03 Logo

The logo is the mental visual shortcut to our identity

The logo must appear on the website, brochures, ads, social media images, presentations and other materials.

The logo should never be modified (other than proportionate resizing) or recreated.

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The Full Logotype

Logotype is the ideal choice when trying to get your name out there and build recognition. You should also consider using them if you have a catchy and memorable name that is famous or reveals something about your business.

Usage

The logo may only be used horizontally, and it may be used with or without the tagline. Files are available in color, black and white for version with and without the tagline.



1- The Logo Title



1- Light Version



2- Dark Version

Recommended Format are

.eps | .ai | .png | .jpg | .tiff

Logo Construction and Clearspace

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

If your logo is used in cluttered, sloppy and messy ways, your audience will anticipate that your company is also cluttered, sloppy and messy. That's why having an understanding of logo clear space is really beneficial to blank space branding. It also makes it very easy to decide how exactly to place your logo in different situations and across different media.



Clear Space

Full Logo



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Incorrect Logo Application



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Do not distort
or warp the logo.



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Do not change the logo
colors to any other than the
designated primary and
secondary colors, or full
black or white.



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Do not outline the logo.



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Do not rotate the logo.

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Application on a Background

Negative Version 1



Positive Version 2



Positive Version 1



Positive Version 2



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FILES

All logo files have been provided as part of this package.

Master File

This file allows for font or text changes but requires the fonts. Keep this for our records only Do not use it or send it out

- Kassim Legal Logo Finalai

Print Files

Vector files (PDF, EPS) are scalable to any size and are the preferred formats to send to a professional designer or printer

Exported Print Resolution Files

- Kassim Legal Black Alt_lg.jpg
- Kassim Legal Black Alt_lg.png
- Kassim Legal Black_lg.jpg
- Kassim Legal Black_lg.png
- Kassim Legal Color Alt_lg.jpg

- Kassim Legal Color Alt_lg.png
- Kassim Legal Color_lg.jpg
- Kassim Legal Color_lg.png
- Kassim Legal Favicon_lg.jpg
- Kassim Legal Favicon_lg.png
- Kassim Legal White Alt_lg.jpg
- Kassim Legal White Alt_lg.png
- Kassim Legal White_lg.jpg
- Kassim Legal White_lg.png
- Kassim Signature_lg.jpg
- Kassim Signature_lg.png

Screen/Web

GIFs, PNGs and JPEGs are pixel-based formats and cannot be scaled larger without losing quality.

- Kassim Legal Black Alt.jpg
- Kassim Legal Black Alt.png
- Kassim Legal Black.jpg
- Kassim Legal Black.png
- Kassim Legal Color Alt.jpg
- Kassim Legal Color Alt.png
- Kassim Legal Color.jpg
- Kassim Legal Color.png
- Kassim Legal Favicon.jpg
- Kassim Legal Favicon.png
- Kassim Legal White Alt.jpg
- Kassim Legal White Alt.png
- Kassim Legal White.jpg
- Kassim Legal White.png
- Kassim Signature.jpg
- Kassim Signature.png

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04 Design Elements

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These design elements may be used on print and electronic materials and have been included with the source, web, and print files.





Thank You