

BRAND AND STYLE GUIDE 2018—CORPORATE



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™

TRUSTED BECAUSE IT'S TESTED

KCMA

THE KCMA BRAND

THE KITCHEN CABINET MANUFACTURERS ASSOCIATION IS A PROUD AND VITAL BRAND, PROTECTING AND HELPING TO GROW ONE OF AMERICA'S LAST GREAT INDUSTRIES.

Everything we do and say, everything we print, post and broadcast should communicate our unique brand positioning and benefits.

This guide will help each of us to stay on point with our communications. Like the North Star, as long as we stay true to this direction, we will continue to reinforce and build value in this presence we call brand.

KCMA

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CORPORATE IDENTITY

KCMA has a long and proud history. Its new identity reflects the strength of the association, the unity and solidarity of its members and the trust that our industry and the public has placed in it.

KCMA

WHO WE ARE

THE KITCHEN CABINET MANUFACTURERS ASSOCIATION MISSION STATEMENT

KCMA establishes and promotes standards for the kitchen cabinet industry; defends and advocates in support of the industry; and arms our members with valuable tools necessary to promote and grow their businesses.

KCMA

LOGO GUIDELINES

The following are guidelines for the Kitchen Cabinet Manufacturers Association logo and visual presence. While many uses for the logo and tagline are incorporated in this brand guide, the final development is in process. As we gather images and address evolving design considerations, this book will be updated. It will ultimately be printed and distributed to all who address the design concerns of the KCMA brand.

The treatments outlined here will provide guidelines for general logo and tagline usage. The KCMA logo is represented best on a white background, but optional treatments are provided to embrace the diverse audiences we seek to reach. The typography in the logo is formal, and variations are purposely offered to keep the look fresh.

On all correspondence and internal materials, the logo should be used against a white background. Optional colors should only be used in ads, posters and specialty items. The KCMA logo must never be changed in proportion or configuration, no matter what size is used.

PRIMARY LOGO

The primary KCMA logo is one of our most valuable brand assets, as it conveys the KCMA identity most quickly and in its purest form.

The primary logo is composed of “KCMA”, arranged in a square, with a sub-line or lockup of “KITCHEN CABINET MANUFACTURERS ASSOCIATION” on a white or light background.

The logo is designed to be no less than 1.5” wide. It is acceptable to enlarge or shrink the logo when necessary, so long as the proportions of the logo are maintained.



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TAGLINE

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KCMA PRIMARY LOGO AND TAGLINE TOGETHER

When the tagline appears with the KCMA centered logo, the tagline should be two lines, center aligned and should not be wider than "KITCHEN CABINET MANUFACTURERS ASSOCIATION".

When the tagline appears with the KCMA left or right aligned logo, the tagline should be two lines, aligned with the logo text and should not be wider than "KITCHEN CABINET MANUFACTURERS ASSOCIATION".

When the tagline appears with the KCMA horizontal logo, the tagline should be one line, aligned left with the logo text and should not be wider than "KITCHEN CABINET MANUFACTURERS ASSOCIATION".

The space between the logo and tagline should be the same size as the tagline font size.



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KCMA LOGO

ON A DARK BACKGROUND

The KCMA logo can work well on a dark background when using white for “KITCHEN CABINET MANUFACTURERS ASSOCIATION”.

You’ll see here the proper use, as well as the misuse, of the logo on a dark background. The logo should always be in the brand colors and legible.

Do not place it over complicated photography or illustration backgrounds that obscure the legibility of the forms.

PROPER USE



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™

MISUSE



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™



KITCHEN CABINET
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KCMA LOGO

ON A LIGHT BACKGROUND

The KCMA logo can work well on a light background when using the KCMA blue for “KITCHEN CABINET MANUFACTURERS ASSOCIATION”.

You’ll see here the proper use, as well as the misuse, of the logo on a light background. The logo should always be in the brand colors and legible. Do not place it over complicated or illustration backgrounds that obscure the legibility of the forms.

PROPER USE



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™

MISUSE



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™



KITCHEN CABINET
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GREY LOGO

ON A LIGHT OR DARK BACKGROUND

Grey is our new black. When the preferred or secondary logo treatments do not work, use the grey logo. Most of the logo is 67% black, the letters “K” and “A” are 20% black.

When using the grey logo on a dark background, the text “Kitchen Cabinet Manufacturers Association” should be white.

Do not place it over complicated photography or illustration backgrounds that obscure the legibility of the forms.



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KNOCKOUT LOGO

WHITE LOGO ON A MEDIUM
TO DARK BACKGROUND

When using the logo on a dark background and the preferred or secondary logo treatments do not work, use the white logo.

Do not place it over complicated photography or illustration backgrounds that obscure the legibility of the forms.



KITCHEN CABINET
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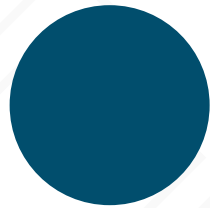


COLOR PALETTE

Colors are as critical to the KCMA brand image as the logo and tagline, and for the same reasons. To stray from the established palettes would send a signal of inauthenticity. Happily, between the approved primary and secondary palettes and their tints, it's unlikely a reason to be visually untrue to the KCMA brand would ever arise.

KCMA CORPORATE COLOR PALETTE

These are the KCMA corporate colors; use them for graphic elements, tagline and logo treatments in all media as appropriate.



KCMA BLUE

CMYK: C=100, M=65, Y=37, K=21

RGB: R=0, G=78, B=114

HEX: # 004e72

PANTONE (PMS): 3025 C



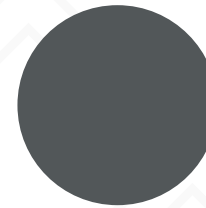
KCMA YELLOW

CMYK: C=3, M=32, Y=91, K=0

RGB: R=245, G=179, B=53

HEX: # F5B335

PANTONE (PMS): 143 C



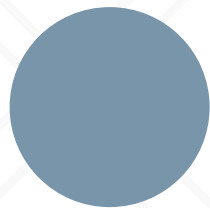
KCMA GREY

CMYK: C=66, M=56, Y=53, K=29

RGB: R=83, G=87, B=90

HEX: # 535759

PANTONE (PMS): 425 C



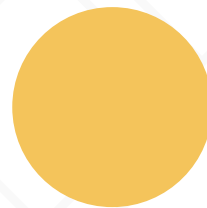
KCMA LIGHT BLUE

CMYK: C=56, M=33, Y=24, K=1

RGB: R=122, G=151, B=171

HEX: # 7a97ab

PANTONE (PMS): 5425 C



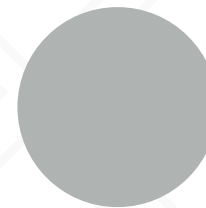
KCMA LIGHT YELLOW

CMYK: C=4, M=23, Y=75, K=0

RGB: R=244, G=197, B=92

HEX: # f4c55c

PANTONE (PMS): 141 C



KCMA LIGHT GREY

CMYK: C=32, M=24, Y=26, K=0

RGB: R=176, G=179, B=178

HEX: # b0b3b2

PANTONE (PMS) :421 C



TYPOGRAPHY

When it comes to branding, typography speaks louder than words. KCMA's choice of its clean, well-proportioned typeface communicates a confident and stylish choice for a company that continually aspires to greater innovation.

PRIMARY TYPEFACE

THE KCMA PRIMARY TYPEFACE IS LATO.

Lato Semi-bold, in all capitals, is typically used for headlines and reversed-out text within graphic elements. When used in these ways, the text may be tracked out to 100.

Lato Regular and Lato Light can also be used for headlines as well as sub-headlines.

This sans-serif font makes up the KCMA logo and is used in all KCMA seals. Headlines in ads, on the website or in collateral pieces are always in all capitals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

SECONDARY TYPEFACE

THE KCMA SECONDARY TYPEFACE IS DIN ALTERNATE.

DIN Alternate, in all capitals, may be used for headlines and sub-headlines. The text may be tracked out to 50. When used for sub-headlines, the text may be 80% smaller than the headline.

This font may be used in body copy.
Body copy should never be smaller than 10 points.
This sans-serif font is used in all KCMA seals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa



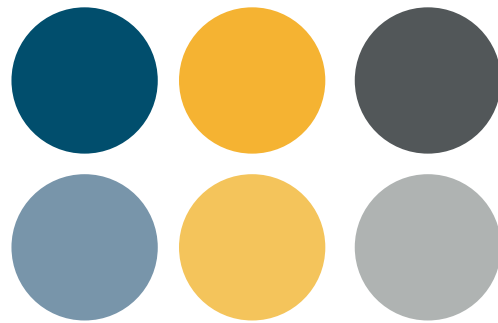
DESIGN ELEMENTS

KCMA graphic elements such as background patterns and text graphics are distinctive and important identifying branding essentials. These components of the KCMA brand frequently evolve to keep the look of the brand fresh and current.

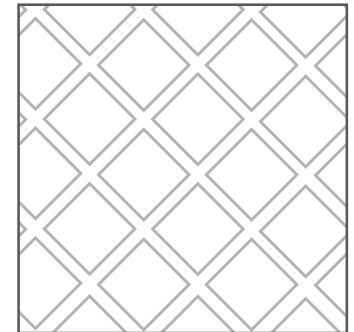
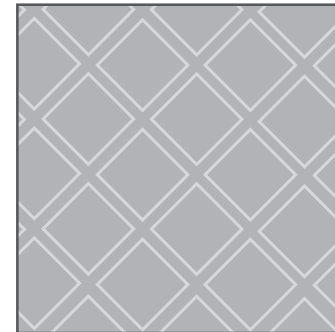
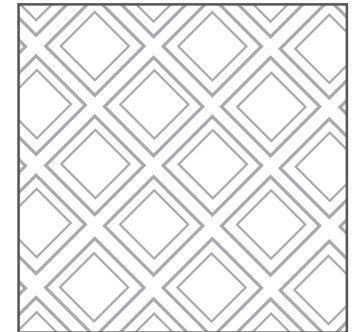
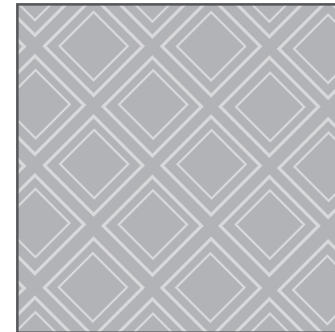
DESIGN ELEMENTS

KCMA BACKGROUND PATTERNS

The KCMA and diamond patterns may be used in print and on the KCMA website as background texture. A light tint of white or black are usually the best colors to use for these applications. If another of KCMA's branding colors is used, the color must complement the overall design. All images and copy placed over a pattern must be legible. You can find many examples of this throughout the brand guide.



SUGGESTED COLOR PALETTE FOR PATTERNS



DESIGN ELEMENTS

KCMA DECORATIVE TEXT GRAPHICS

The KCMA text may be used outside of the logo in print and on the KCMA website as decorative elements. The lockup can be square, vertical or horizontal. Any of KCMA's branding colors may be used. The color must complement the overall design. You can find many examples of this throughout the brand guide.

Using a transparency no more than 50% is recommended for these decorative elements.



Vertical Lockup, align to left of page



Horizontal Lockup, align to top or bottom of page



Square Lockup, align to corner of page



Multicolor Square Lockup, align to width of page



LEGAL USAGE GUIDE

Once you know your brand, it is critical to understand the proper way to express it. To misuse the graphics, colors or other elements would be detrimental to the KCMA brand. Guidelines exist to ensure accurate usage and publication.

KCMA

LEGAL USAGE GUIDELINES INTRODUCTION

The purpose of this document is to provide members of the Kitchen Cabinet Manufacturers Association (“KCMA”) with an illustration and further explanation of the terms, conditions and restrictions regarding use of the KCMA Logo (“Mark”) as set forth in the KCMA Logo Mark License Agreement. In order to preserve the integrity and goodwill of the Mark, KCMA has established the following requirements that are designed to protect the goodwill and value of the Mark for KCMA and KCMA members. If the Mark were used improperly and if KCMA did not take reasonable action to correct misuse, trademark protection could be lost. Compliance with this policy is a condition for the use or display of the Mark. Nothing in this document shall be construed to supersede the governance of the KCMA Logo Mark License Agreement. Each member acknowledges the right of KCMA, in its sole and unfettered discretion, at any time to alter these Guidelines without notice and/or to revoke permission to use and/or display any or all of the Mark.

Please become familiar with these Guidelines and apply its rules when developing collateral pieces that feature the Mark. If you need further assistance, or would like KCMA to review business materials that you are developing that feature the Mark, please feel free to contact us at (703) 264-1690 or info@kcma.org.

SECTION 1- GENERAL CORPORATE LOGO GUIDELINES

1.1. Who May Use the Mark

The Mark may be displayed only by KCMA members in good standing that have been granted specific permission for use and/or display of the Mark as qualified by KCMA.

1.2. Always Display Mark with Appropriate Legends

Whenever displayed by a member, the Mark must be displayed with the appropriate ® or TM imprint as required.

1.3. Permitted and Non-Permitted Uses

Members may use the Mark on company letterheads, business cards, web sites and company promotional literature to indicate membership in KCMA as discussed further in the Frequently Asked Questions section below. Members may not use the Mark on any product or product packaging. Additionally, the Mark may not be used in any manner that suggests or implies that KCMA has certified any product, service or practice of the member. Any other use of the Mark that has not been specifically described in these Guidelines must be approved by KCMA.

1.4. Use of Mark on Internet Sites

Whenever displayed on Internet sites, the Mark must be hyperlinked to the KCMA website, <http://www.kcma.org>. This link must take the user completely out of the member's web site and directly to KCMA's site. Framing is not permitted.

1.5. Display of Mark – General Considerations

All reproductions of the Mark must be made from original reproduction artwork provided by KCMA, and may only be used in black and white or the colors specified for the Mark below, unless otherwise approved by KCMA. Under no circumstances may the Mark be hand-drawn, revised or altered in any way. Furthermore, the Mark may not be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter their appearance. If, for purposes of special printing requirements, the Mark must be resized, the proportions must remain the same.

1.6. Termination/Suspension of Membership or Privileges

Should membership in KCMA be suspended or terminated for any reason, or should privileges to display the Mark be revoked by KCMA for any reason, then the Mark must be removed from all advertising, literature, web sites, business cards, brochures, etc. and/or wherever the Mark has been displayed by the former or disallowed member.



SECTION 2- RULES FOR REPRODUCING THE MARK

2.1. Original Artwork

All reproductions of the Mark must be made from the original reproduction artwork provided by KCMA. Members may obtain reproduction images via download from the KCMA web site at www.kcma.org or by contacting KCMA by telephone at (703) 264-1690 or e-mail at info@kcma.org.

2.2. Color of Mark

Members have two options to display the Mark. The Mark may be displayed in either black and white or in color as depicted below:



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™

KCMA and KITCHEN CABINET MANUFACTURERS ASSOCIATION
prints in Pantone® 3025 C



KITCHEN CABINET
MANUFACTURERS ASSOCIATION™

KCMA and KITCHEN CABINET MANUFACTURERS ASSOCIATION
prints in Pantone® 3025 C



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KCMA and KITCHEN CABINET MANUFACTURERS ASSOCIATION
prints in Pantone® 3025 C



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KCMA and KITCHEN CABINET MANUFACTURERS ASSOCIATION
prints in Pantone® 3025 C

SECTION 3- FREQUENTLY ASKED QUESTIONS

Question 1 – CAN I USE THE MARK ON GENERAL COMPANY PROMOTIONAL MATERIALS?

Answer: Members are permitted to use the Mark on general company promotional materials and web sites, but only in such a manner that the viewer is able to recognize the member's status as a member of KCMA. The Mark may not be used in such a manner that would be, in KCMA's sole discretion, misconstrued as an endorsement or certification of any product or practice of the member.

Question 2 – CAN I USE THE MARK ON PRODUCT PROMOTIONAL MATERIALS?

Answer: Yes, but only under the following criteria: (1) the Mark must be placed in one of the document's surrounding margins and be clearly separate from any reference to the promoted product or products; (2) the Mark must appear in the document in close proximity to the member's name; (3) the Mark must be positioned in the document in a manner that it would not be, in KCMA's sole discretion, construed as a KCMA endorsement or certification; and (4) the Mark may not appear in close proximity to any product logos, product images, product names or product descriptions.

Question 3 – CAN I GROUP THE MARK WITH OTHER COMPANIES' OR ORGANIZATIONS' LOGOS?

Answer: Yes, but only under the following criteria: (1) the Mark must stand alone and cannot appear connected to the other companies' or organizations' marks; and (2) the Mark cannot appear in proximity to other companies' or organizations' certification marks such that the Mark would be, in KCMA's sole discretion, construed as a co-brand, certification mark or endorsement.

Question 4 – MAY I PRODUCE AND SELL ITEMS THAT HAVE THE MARK ON THEM?

Answer: No. The Mark is only to be used by the member in company letterheads, business cards, web sites and company promotional literature for purposes of indicating membership in KCMA. Members may not produce and sell any promotional products (e.g. hats, t-shirts, coffee mugs) that display the Mark.

Question 5 – WHAT HAPPENS IF I DO NOT FOLLOW THESE GUIDELINES?

Answer: A member's ability to use the Mark is preconditioned upon: (1) membership in KCMA in good standing; and (2) entry into a license agreement with KCMA to use the Mark. These Guidelines have been incorporated into the license agreement by reference. Failure to adhere to these guidelines constitutes a breach of the license agreement. Breaches of the license agreement may result in the revocation of your license to use the Mark, or in some cases, legal action.

Question 6 – HOW CAN I CONFIRM IF I AM COMPLYING WITH THE GUIDELINES?

Answer: You may contact KCMA with any questions at (703) 264-1690 or by e-mail at info@kcma.org. KCMA will answer any questions and review your materials for compliance if requested.

Effective Date: March 1, 2018

****TRANSITION TO NEW LOGOS: MEMBERS MUST TRANSITION TO USING THE NEW KCMA CORPORATE LOGOS WITHIN 90 DAYS FROM THE ABOVE EFFECTIVE DATE.**