

# Kite Logo Guideline

**Colors:** The Kite logo may be used in the following colors or black and white, and may be reproduced by either Pantone or 4-color process.



100% C, 80% M, 30% Y, 0% K  
Pantone 534C



0% C, 60% M, 80% Y, 0% K  
Pantone 171C



100% Black in any color process



30% Black in any color process



**Background colors:** The Kite logo may be placed on colored backgrounds that provide strong contrast to the logo. Do not use the logo against a patterned background. If the logo is to be used on a photo, do not place it on a busy or patterned area.



The logo may be reversed out this way to black and white on black and other dark backgrounds. This option applies only if the logo does not show up against the background color.



30% Black in any color process



