



2026 BRAND GUIDELINES

WELCOME TO THE KALMER SOLUTIONS BRAND GUIDELINES

This guide will instruct you on how to effectively produce materials representative of Kalmer Solutions.

This document will take you through 4 sections: logo, color, typography, and the proper usage of our official taglines.



LOGO VARIATIONS

Our logo may be used in color, white, or black.
Use the elements in your piece of
communication to determine the correct version
to use for maximum contrast and clarity.

BACKGROUNDS



① Color logo for use on white or light backgrounds.

② White logo for use on dark backgrounds.

③ Black logo for use on colorful backgrounds.



LOGO STANDARDS

Minimum Size

For clarity across digital and print applications, the logo should never be reproduced at any size below .75" in width.

Clear Space

To look its best, our logo needs adequate clear space to stand out. This space should be equal to half the height of the logo.



THE WAY OUR LOGO APPEARS SHAPES HOW OUR BRAND IS PERCEIVED, SO EVERY APPLICATION SHOULD FOLLOW ESTABLISHED STANDARDS.

Don't distort the logo



Don't use an outdated logo



Don't angle the logo



Don't outline the logo



Don't use any colors other than the specified colors



Don't use any effects



Don't remove the KS Block from the logo

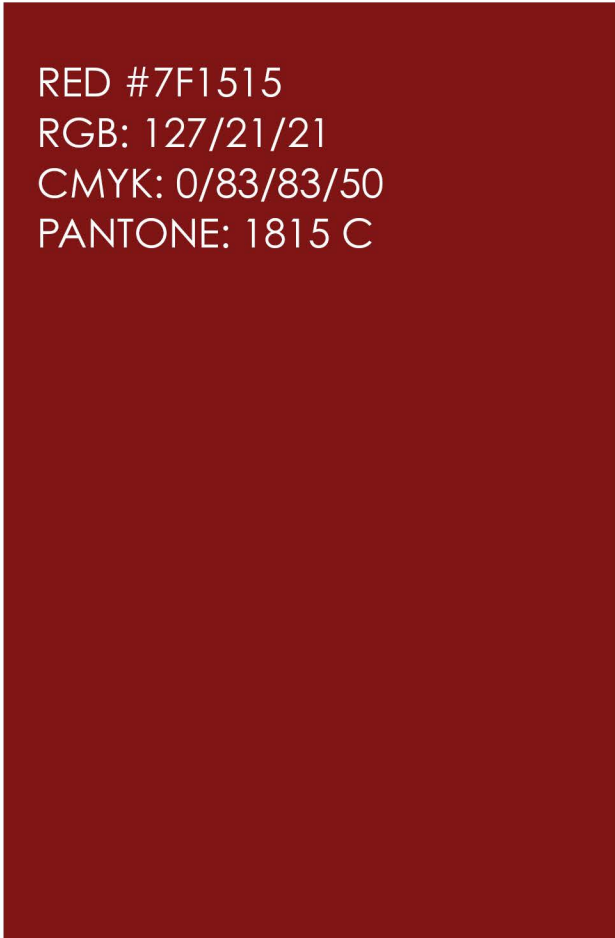


BRAND COLORS

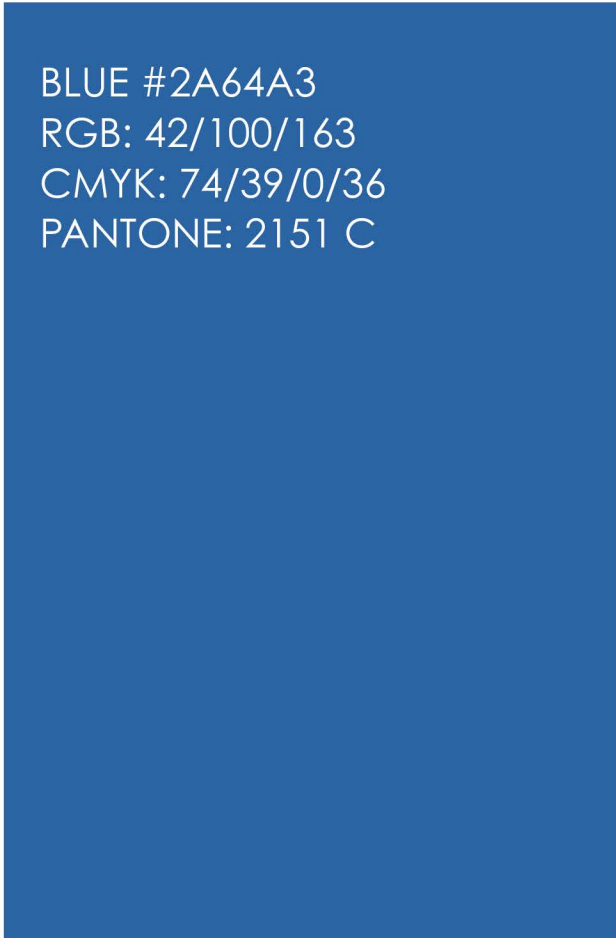
The Kalmer Solutions color palette is designed to work both as a whole and in individual moments. Together, our red, white, and blue create a brand identity that carries consistently across every application.

PRIMARY COLORS

Primary colors are the core colors of the Kalmer Solutions brand. They form the foundation of our visual identity and appear most often in our logo, website, and marketing materials.



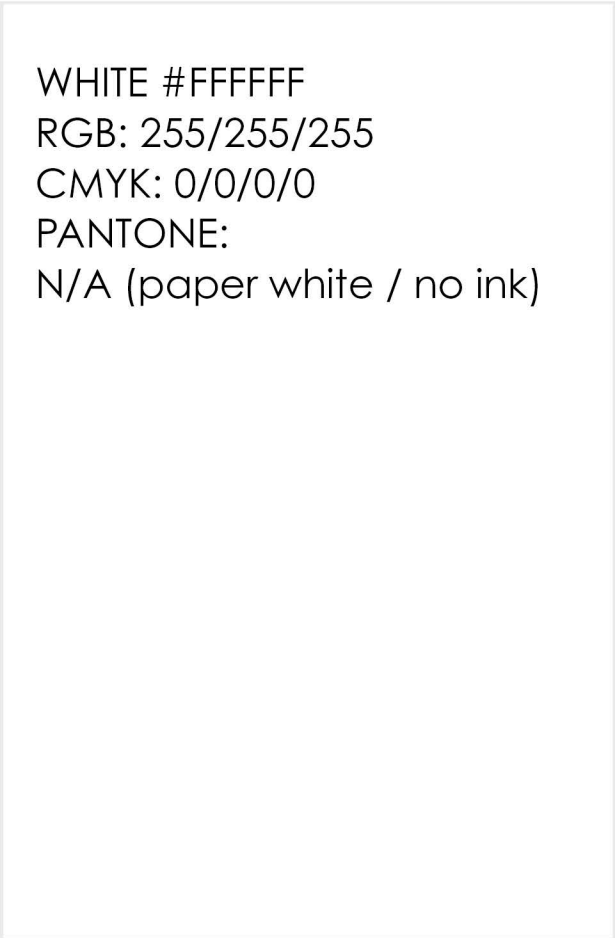
RED #7F1515
RGB: 127/21/21
CMYK: 0/83/83/50
PANTONE: 1815 C



BLUE #2A64A3
RGB: 42/100/163
CMYK: 74/39/0/36
PANTONE: 2151 C



BLACK #000000
RGB: 0/0/0
CMYK: 0/0/0/100
PANTONE: Process Black C



WHITE #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0
PANTONE:
N/A (paper white / no ink)

SECONDARY COLORS

Secondary colors are used to complement the primary palette, adding depth, flexibility, and visual interest while preserving a cohesive brand presence. Midnight Navy, Powder Blue, Light Gray, and Warm Stone work together to bring balance, warmth, and versatility across both print and digital touchpoints.

MIDNIGHT NAVY #0F203A
RGB: 15/32/58
CMYK: 74/45/0/77
PANTONE: 289 C

POWDER BLUE #AABBD2
RGB: 170/187/210
CMYK: 19/11/0/18
PANTONE: 651 C

LIGHT GRAY #EBEBEB
RGB: 235/235/235
CMYK: 0/0/0/8
PANTONE: 663 C

WARM STONE #D8D1C8
RGB: 216/209/200
CMYK: 0/3/7/15
PANTONE: WARM GRAY 1 C

TYPOGRAPHY

Typography defines the typefaces, hierarchy, and usage guidelines that shape the brand's visual voice. Consistent use of typography across print and digital materials reinforces brand recognition while supporting readability, clarity, and a cohesive overall experience.

PRIMARY HEADER FONT

Avenir is the primary typeface we use for all of our headlines.

AVENIR - MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*

AVENIR - BLACK OBLIQUE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890!@#%&**

AVENIR FONT FAMILY BY LINOTYPE

KALMER SOLUTIONS

AVENIR - ROMAN
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*

AVENIR - LIGHT OBLIQUE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890!@#%&**

AVENIR - BOOK OBLIQUE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890!@#%&**

AVENIR - MEDIUM OBLIQUE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890!@#%&**

AVENIR - HEAVY
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*

AVENIR - LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*

AVENIR - BOOK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*

AVENIR - OBLIQUE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890!@#%&**

AVENIR - BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*

AVENIR - HEAVY OBLIQUE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890!@#%&**

PRIMARY BODY FONT

Century Gothic Pro is the one typeface we use for all of our body text and occasionally headlines.

CENTURY GOTHIC PRO BY MONOTYPE

KALMER SOLUTIONS

CENTURY GOTHIC PRO - REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*

CENTURY GOTHIC PRO - ITALIC

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&**

CENTURY GOTHIC PRO - BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&***

CENTURY GOTHIC PRO - REGULAR

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&***

TYPE HIERARCHY

Use the following
example as a guideline
for writing and
designing copy.

AVENIR - BLACK

Unhappy with your current IT solution?

CENTURY GOTHIC PRO - BOLD

Here are IT Services you'll love

CENTURY GOTHIC PRO - REGULAR

99% Customer Satisfaction score proves people don't just love our services, they love our experts too.

TAGLINE

A tagline is a concise and catchy phrase that encapsulates a brand's core message, mission, or unique value. It helps communicate the brand's identity and leaves a lasting impression on customers. A well-crafted tagline can differentiate the brand and build recognition.

TAGLINE

Kalmer Solutions' primary brand message is: "We take care of technology so you can take care of business." This statement reflects our role as a trusted managed service partner, helping clients reduce technology frustration and stay focused on the work that matters most. When this message is used, it should always appear in its approved form. Supporting messaging may be used in campaigns and sales materials, but it should remain aligned with this core brand position.

PRIMARY BRAND MESSAGE

**We take care of technology
so you can take care of business.**

SUPPORTING VALUE PROPOSITION

**Information Technology Services for the modern workforce
that help you measure efficiency and promote accountability.**

PROMOTIONAL HEADLINE EXAMPLE

**Unhappy with your current information technology solution?
Here are information technology services you'll love.**