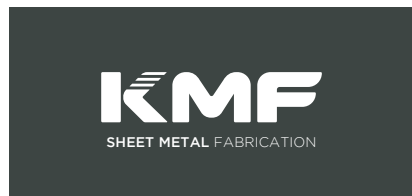


Brand Specification

Logo Specification



Fonts

Primary Font - GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890
abcdefghijklmnopqrstuvwxyz

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ- 1234567890
abcdefghijklmnopqrstuvwxyz

Web Font- Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890
abcdefghijklmnopqrstuvwxyz

Alternative Font- Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890
abcdefghijklmnopqrstuvwxyz

KMF PRIMARY PALETTE



KMF RED
PANTONE 193
RGB: 198, 9, 59
#c6093b
CMYK:
14.84, 100, 67.29, 5.48



KMF BLACK
PANTONE 446
RGB: 62, 69, 59
#3e4543
CMYK:
68.11, 52.07, 55.12, 54.11



KMF MID GREY
PANTONE 444
RGB: 112, 124, 124
#707c7c
CMYK:
56.24, 37.74, 41.33, 21.15



KMF LIGHT GREY
PANTONE 442
RGB: 160, 172, 170
#a0acaa
CMYK:
40.86, 24.05, 30.01, 5.37