KRISS Brand ID Guide

The KRISS Brand ID Guide is developed to provide a guideline to KRISS staff, partners and affiliates to use the KRISS brand consistantly and effectively in all types of media format.

The KRISS logo represents innovative firearms technologies that correspond with the requirements of 21st century law enforcement, military, and civilian shooters around the world. Therefore, it is vital that this reputation for quality is supported by a strong and constant brand identity. This can only be achieved by adhering to the guidelines established by KRISS.

Parts of this guideline may need to be updated over time and will be published accordingly.

KRISS Logo Standards

Use of the KRISS Logo

- ALWAYS use "original" KRISS logo artwork. Poor quality reproduction of the KRISS logo will reflect badly on the company's image.

KRISS®

KRISS Logo Standards

Avoid Logo Format Alteration

- DO NOT alter or delete any part of the KRISS logo.
- DO NOT combine KRISS logo with other graphics, words or symbols.
- DO NOT display the KRISS logo vertically, diagonally or in an arc.
- DO NOT distort the KRISS logo.
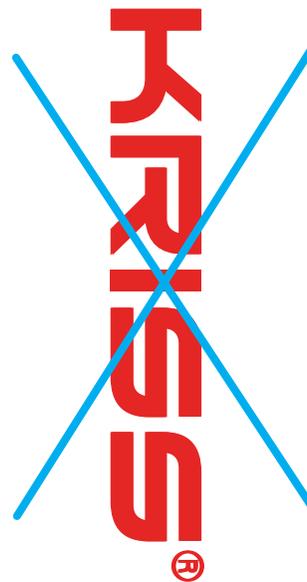
KRISS Logo Clear Space & Size

KRISS Logo Minumum Clear Space

- ISOLATE the KRISS logo from other elements around it.
- The minumum clear space around the logo is the height of the logo. Allow more space when possible to make even greater impact.

KRISS Logo Minumum Size

- The minimum size for KRISS logo is 1" wide total width, excluding registration mark.
- Only use minimum logo size when layout space is extremely limited.
- Use larger logo size whenever possible.

1"

KRISS Logo Color

Primary logo colors

KRISS RED LOGO

For Print use:		For web use:	
Pantone: 485C	CMYK C: 0 M: 95 Y: 100 K: 0	CMYK C: 5 M: 100 Y: 100 K: 0	RGB: R: 225 G: 38 B: 28 web#:e1261c

KRISS Logo Color

Additional acceptable logo colors are black and white.

KRISS BLACK LOGO

KRISS®

KRISS WHITE LOGO

KRISS®

# KRISS Logo Color

## KRISS Logo on color backgrounds

- KRISS logo should always be placed on a solid dark or light background with the previously stated minumum clear space.

KRISS Logo Color

KRISS Logo on textured or patterned backgrounds

- DO NOT place KRISS logo on a visually distracting or patterned background.
- DO NOT alter the color of the logo.
- DO NOT change the opacity of the KRISS logo.
- DO NOT change the outline of the KRISS logo.
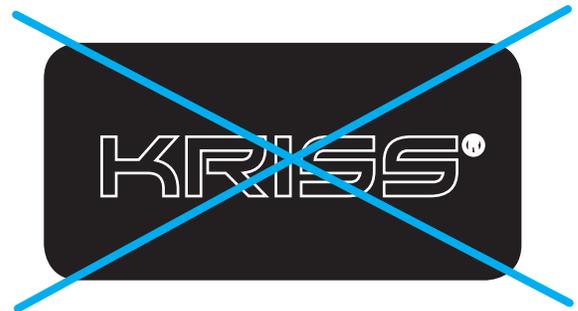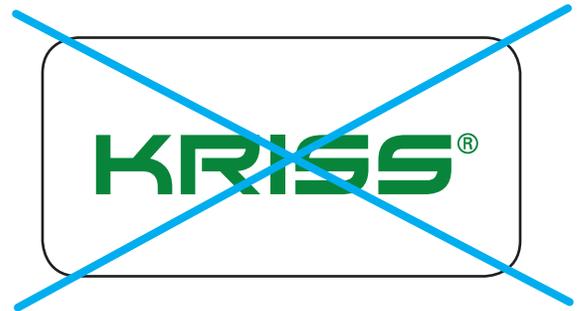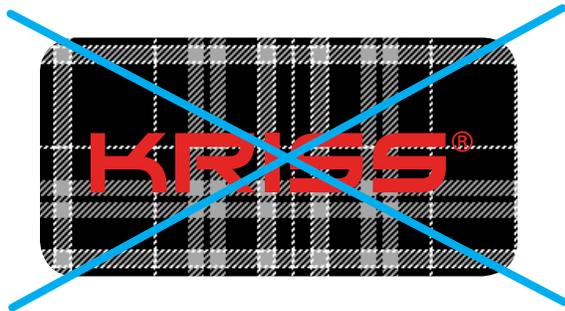
KRISS Brand Color

Core brand colors

KRISS Red

White

KRISS Black

KRISS Brand Color

Color pallet - Print

	Color Name	Pantone	C	M	Y	K
	KRISS Red	Pantone 485C	0	95	100	0
	KRISS Black	_	30	20	20	100
	White	_	-	-	-	-

KRISS Brand Color

Color pallet - Web

	Color	R	G	B	Web #
	KRISS Red	225	38	28	e1261c
	White	255	255	255	ffffff
	Black	0	0	0	000000

KRISS Image/Video Resources

KRISS Images/Videos

KRISS provides its staff, partners and affiliates with a full range of product photography, live style images and other support imagery and/or video. Use only current product photos/video provided by KRISS. Please review the Image Usage Agreement below for restrictions on using KRISS photography/video.

Image/Video Usage Agreement

By using any KRISS provided Image/video, you accept that KRISS is the sole owner of the intellectual property represented by that Image and accept the terms of use set forth below.

You May:
- Subject to the restrictions below, use the KRISS Images as-is (except for scaling) in print, or in-store promotional materials you prepare to advertise the availability of KRISS merchandise at your store, and on your website.
- Display any posters, signs, banners etc. that we have designed for your use within your store, or on your own store website.

You Must:
- Always include an attribution of KRISS's ownership of the intellectual property on your editorial, advertising, website, or other product communication. For example:
  - Photographs and artwork © KRISS, logo and all character names are trademarks of KRISS.

KRISS Image Resources

You May NOT:

- Alter, modify, adapt (other than re-sizing), crop, retouch, animate or embellish the KRISS Images in any way, including but not limited to changing any names, logos or other designs included therein.
- Make or manufacture merchandise any items, such as t-shirts and mugs, bearing KRISS Images.
- Display, sell or give away merchandise items, such as t-shirts and mugs, bearing KRISS Images that have not been made by KRISS.
- Use the KRISS Images to create pornographic, libelous, obscene or defamatory images.
- Use the KRISS Images on your website without appropriate attribution of KRISS's ownership.

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Any use of KRISS's intellectual property in violation of the foregoing provisions shall result in the automatic termination for cause of this Agreement and all your rights hereunder, without notice to you.