



KOLT[™]

Brand Guidelines

KOLT

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Introduction

**WELCOME TO THE UNIVERSE OF KOLT,
WHERE OUR VISUAL COMMUNICATION
KNOWS NO BOUNDS.**

Whether you're crafting captivating prints or mastering digital content, our brand guidelines are here to be your ultimate creative companion.

They hold the key to unlocking the full potential of our corporate wordmark, igniting a symphony of creativity in every authorized individual collaborating with KOLT and our esteemed partners.

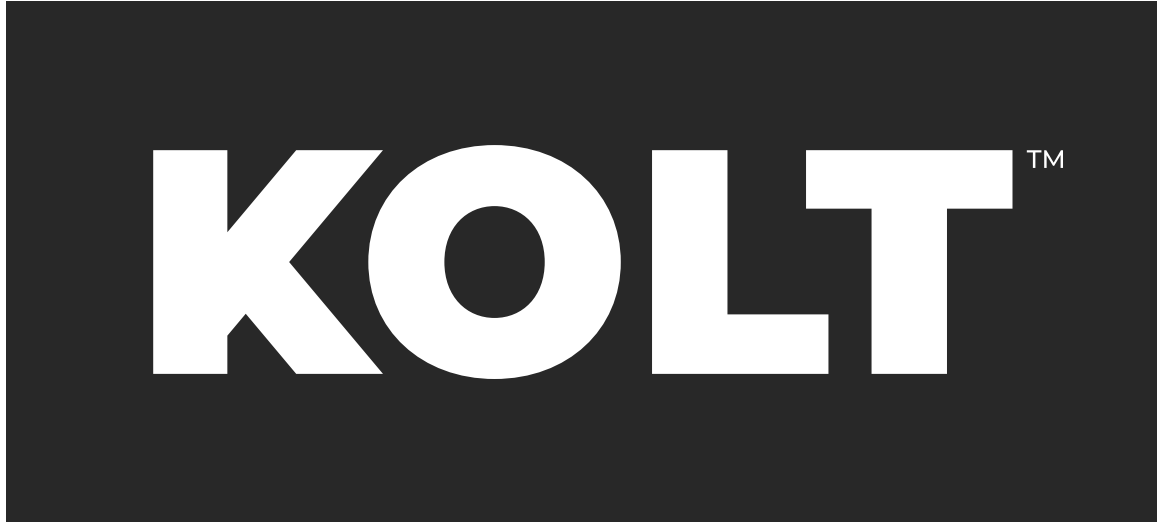
We cherish the sacred reputation of our brand, guarding it with unwavering determination. Holding ourselves to unparalleled standards, we expect nothing less from all those who represent us.

But fear not, for we are not here to shackle your innovative spirit. Instead, we strive for harmony, unity, and an indelible brand presence across all our endeavours. Our goal is simple: to create masterpieces that resonate unmistakably with the captivating direction of the KOLT brand.

By harnessing these invaluable resources and adhering to our guidelines, you will consistently breathe life into creations that embody the very soul of KOLT.

Consider these brand guidelines your trusted ally, your guiding star in the vast creative universe. If ever you find yourself yearning for further enlightenment, do not hesitate to reach out to our esteemed Corporate Design Team at info@kolt.ca or by visiting our website at www.kolt.ca, enjoy!

Primary Brand Shape

The logo consists of the word "KOLT" in a bold, white, sans-serif font, centered within a solid black rectangular background. A small "TM" trademark symbol is positioned to the upper right of the letter "T".

KOLTTM

Secondary Brand Shape

KOLTTM

Tertiary
Brand Shape(s)

KOLTTM

I N V E S T M E N T S

KOLTTM

R E A L T Y

KOLTTM

M A N A G E M E N T

KOLTTM

C A P I T A L

Typography

MONTSERRAT

Extralight

Light

Regular

Medium

Bold

Extrabold

Black

Brand Colour Palettes

OUR BRAND COLOUR PALETTES, are the very essence that breathes life into KOLT's identity, leaving an unforgettable mark on our visual landscape for many years to come.

These carefully curated colours not only distinguish us from the competition but also forge an unbreakable bond between our brand and those who encounter it. They possess the extraordinary ability to evoke emotions, connect with our values, and convey our messages.

Our colour palettes weave a captivating feeling of recognition, adorning our logos, marketing materials, websites, videos, social content, and stationary. Through their harmonious interplay, they solidify our visual identity, nurturing a profound sense of trust within our cherished consumers.

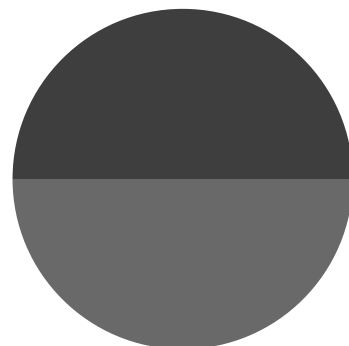
At KOLT, we utilized the depths of colour psychology, hand-picking hues & shades that resonated harmoniously with our consumer. Each hue has been meticulously chosen to align seamlessly with the captivating tapestry of our brand identity.

Our well-executed colour palette has the ability to ignite joy, foster brand loyalty, and even elevate the perceived value and excellence of our offerings. It will become a silent collaborator, whispering insights to our consumers and guiding their choices with an invisible hand.

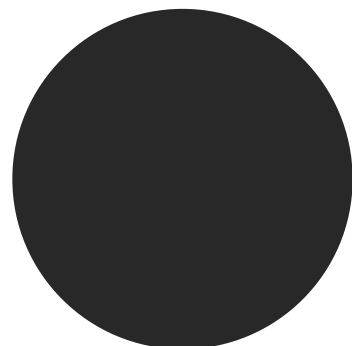
So, let us bask in the kaleidoscope of our Brand Colour Palettes, where hues paint stories, emotions take flight, and the magic of KOLT unfolds before our eyes.

KOLT Investments Colour Palette

Pantone 447 C
#3E3E3E

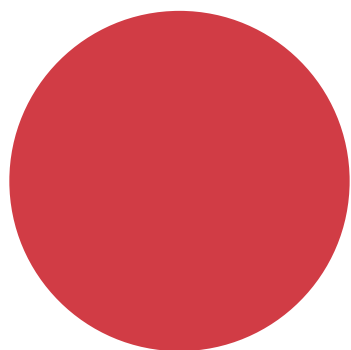


Pantone P 179-11 C
#696969

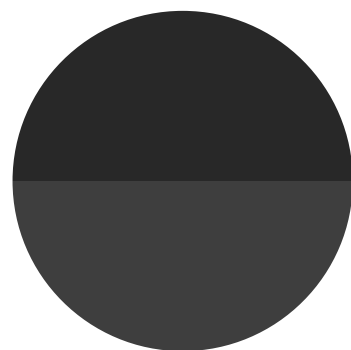


Hexachrome Black C
#282828

KOLT Realty
Colour Palette



Pantone 55-15 C
#D13C45



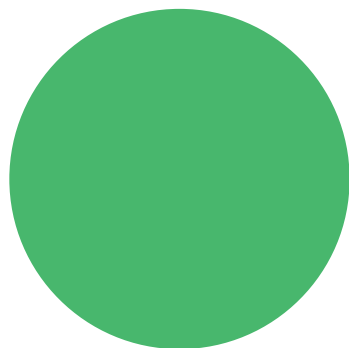
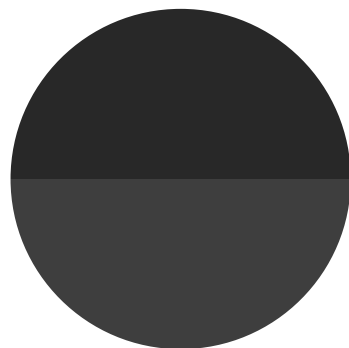
Pantone 447 C
#3E3E3E

Hexachrome Black C
#282828



KOLT Management Colour Palette

Hexachrome Black C
#282828



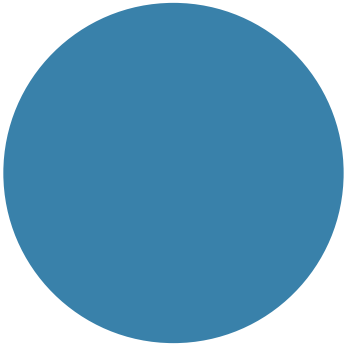
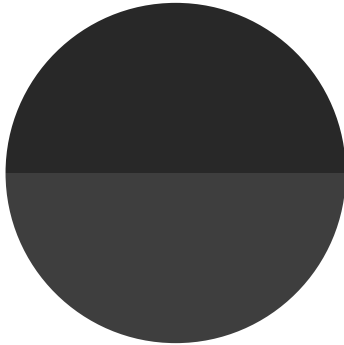
Pantone 145-6 C
#48B76D

Pantone 447 C
#3E3E3E



KOLT Capital Colour Palette

Hexachrome Black C
#282828



Pantone 110-13 C
#3981AA

Pantone 447 C
#3E3E3E



Brand Usage

CONSISTENT BRAND USAGE is by far the most critical element outlined in our brand guide. It ensures that all our brand elements, such as logos, typography, colours, and imagery, are used consistently across all of our internal and external communication channels. This brand usage section provides you clear guidelines on how to properly represent and apply our brand in various contexts, and maintain our cohesive and unified brand identity requirements. By adhering to these usage guidelines, we can establish a strong and recognizable brand presence that resonates with our target audience, customers and consumers.

PROTECTING BRAND INTEGRITY through proper usage helps us to emphasize the longevity of the KOLT brand. It outlines rules and restrictions regarding the usage of

brand elements to prevent unauthorized modifications or distortions that could dilute our brand's visual identity. By maintaining consistent and controlled brand usage, we can safeguard our brand's reputation and ensure that it remains strong and impactful in the minds of consumers.

BRAND CONSISTENCY is crucial for our brand to maintain its identity across various platforms and touch-points. This brand usage section will help you to represent KOLT consistently across different mediums, such as print, digital, video, social media, traditional and digital advertising.

This consistent brand usage will strengthen our brand recognition, build trust, and reinforce our brand's core values and messaging, resulting in a unified message.

Public
Communication



The KOLT “Wordmark” style logo is also permitted for use in special cases.

Corporate
Communication



The KOLT "Tag" & "Wordmark" style logo is also permitted for use in special cases.

Social
Media



Brand
Misuse



DO NOT rotate the logo



DO NOT distort or warp
the logo in any way



DO NOT change the
logo's colours



DO NOT change the
main typeface



DO NOT move the
position of the logo



DO NOT add special
effects to the logo



DO NOT display the logo
with limited legibility



DO NOT display the
logo as an outline



DO NOT lighten the logo

Resources

BRAND & DESIGN RESOURCES

You can download the KOLT Brand Package including all assets, fonts, designs and use guides using the following link on our site: <https://www.kolt.ca/contact/media/branding>

FONT RESOURCES

You can download the Montserrat font directly from the Adobe Type Foundry here: <https://fonts.adobe.com/fonts/montserrat>

These fonts are also available in the KOLT Brand Package provided by KOLT for use with our design and marketing partners. This folder is located in “/KOLT Branding 2023/05. KOLT Fonts/Montserrat (IN-USE)”.

LICENSING

Please contact us about special licensing for our brand logo and wordmark and/or design

elements you see used in this guide. For more information on KOLT licensing including fonts and designs, please contact us at info@kolt.ca.

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Contacts

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MEDIA INQUIRIES

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MARKETING AGENCY CONTACT

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