

THE KONE LOGO

The logo is the most valuable asset of our visual identity and should therefore be used consistently and according to the guidelines. The blue and white logo is our main logo and reflects our nordic heritage.

Remember to always use the master artwork and never reproduce the logo without consulting the [Global Brand team](#).

KONE has a “one brand name – one brand” policy. Do not create any logos (internal or external) that compete with the KONE corporate logo. The use of any other symbol, other than the official KONE logo, even temporary, must always be approved by the [Global Brand team](#). The rules relating to the logo and its application are mandatory for all KONE employees and external partners and suppliers.



COLOR COMBINATIONS

The KONE logo and slogan is KONE Blue with white KONE lettering inside. To ensure the consistent presentation of our logo, it should appear primarily in KONE Blue, and always 100 % tone. When using KONE Blue, ask your supplier to match Pantone (PMS) 300.

If you need to paint the logo on an office wall, for example, use RAL 5017 or NCS S 2065-R90B.

Yet when legibility demands, also the white version of the logo can be used.
Permitted versions:

1. Blue logo on a white background, light or on a light colored picture. Use on all customer and stakeholder facing material and communications.

2. Blue logo on a calm and dark picture

3. Use of transparent white logo is only permitted on a blue or dark blue background to maintain the blue/white color elements. Other background colors are not permitted unless the logo is etched or used on digital user interfaces. NOTE: Do not use a white logo in PowerPoint to avoid multi-colored logos in the same presentation.

4. White, transparent* logo on a calm picture. Prefer blue background such as sky to maintain KONE's distinctive blue/white color combination.

5. Black logo on white or white logo on black is permitted on user interfaces or when printing is in a single color and blue is not available.

*) Transparent logo = where KONE letters are see-through and show the background color.

1. Primary color combination



2. Primary color combination



3. Secondary color combination



4. Secondary color combination



5 Exceptions



BANNED LOGO USE EXAMPLES

Do not...



...reproduce the logo in any other color but KONE Blue or 100 % black



...reproduce the logo in a tint of KONE Blue or black.



...use the background color for the logo letters



...surround the logo with less than one block width of white space.



...leave the white color in between the logo blocks if placed on a non-white background



...frame the logo with a thin white line.



...reverse the logo out of a dark or busy background leaving blue letters



... transparent white logo on a colorful and a busy background.



...use a very thin line to create the individual logo blocks and lettering*

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...use the logo as part of a phrase or a sentence, nor in a product slogan or strapline

PREFERRED SIZES

To achieve consistency throughout our range of applications, there are two preferred logo sizes. Use these wherever possible.

21.5 mm logo: Use this size on A4 brochure front and back covers, on print advertisements, in PowerPoint, on letterheads, forms and envelopes.

15 mm logo: Use this version for business cards, A5 forms, endorsements, badges and other small applications.

70 pixel logo: prefer this size on websites or on display banners.

Logo sizes can be adjusted in order to take special circumstances into consideration but ensure the logo is not stretched or distorted when changing the size. For logo sizes and application information on KONE products, please consult the [Global Design team](#). For examples of current logos, see the Product & Service branding page in BrandSource.



21,5 mm



15 mm



70 px wide x 35 px high

THE KONE LOGO AND SLOGAN

Dedicated to People Flow™ is an external expression of our brand and together with the logo it should be used on external, customer-facing material such as product and service brochures, advertisements, marketing materials and tender/offer documentation.

The logo with the slogan is used as a sign-off in marketing and communications materials: brochure back cover, web page footer, last slide of the presentation etc. Front pages have the logo without the slogan.

If a piece of communication contains only one side – like a roll up, web banner or magazine ad – use the logo with the slogan.

The slogan can be either blue or white – the decision should be based on the legibility.

Our slogan should be used with the trademark symbol ™ in all written texts and in printed materials. In online content the slogan does not include the trademark symbol for legibility reasons.

Dedicated to People Flow™

Dedicated to People Flow™

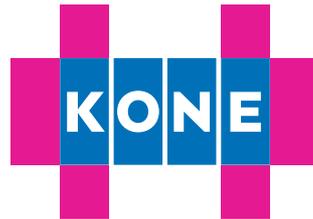
NOTE: the typeface of the slogan changes but the logo remains untouched.



LET THE LOGO BREATHE

The KONE logo must have a minimum clear space around it; this creates impact and helps to maintain consistent presentation. In practice this means that other graphics or text should never appear in the minimum clear space surrounding the logo.

Composition without the slogan



Composition with the slogan



 Minimum clear space = the width of one logo block



THE KONE LOGO AND BUSINESS DESCRIPTORS

The “Elevators Escalators” business descriptor can be added to the KONE logo on exhibition stands, stationery, signage and vehicles to communicate our activities as well as our name. The logo, slogan and business descriptors must never be used simultaneously.

The “Elevators Escalators Building doors” descriptor can be used on exhibition stands, stationery, signage and vehicles in countries where building doors are part of the business.

The position of the business descriptor is fixed in relation to the KONE logo as illustrated on the right. When the logo appears with the business descriptor, the logo should never be smaller than 21.5 mm wide.

NOTE: the minimum clear space rule still applies around the KONE logo.

To ensure the consistent presentation of our logo and business descriptor, they should always appear in 100% KONE Blue (or Pantone 300), or where KONE Blue is not available they may be reproduced using the four-color process.

The typeface of the business descriptors has changed since April 2016 and is now KONE Information, rather than ITC Stone Sans.

In circumstances where KONE Blue is not available (either as a special color or using the four color-process), the logo and business descriptor should appear in 100% black. No other colors may be used. The master artwork for the KONE logo and business descriptors can be downloaded from [Downloads](#) in BrandSource. Remember to always use the master artwork and ensure the logo does not get distorted or stretched.



Elevators
Escalators
Building doors



Elevators
Escalators
Building doors



Elevators
Escalators

Elevators
Escalators
Building doors



Elevators
Escalators

Elevators
Escalators

