

K9 Competition AB Trademarks: Graphical guideline

It is important to build a strong branding and visual identity for K9 Competition. The K9 Competition logo is a representation of the company values, aiding in representing and reinforcing the position of the brand to the world.

This document outlines how the brand and logo are to be used. It is providing instructions to ensure that no misrepresentation or misinterpretation can occur; to safeguard the K9 image.

No text may be added to the K9 Competition logo, including other branding or products. Companies or individuals may not add their title/name to the K9 Competition Logo.

In regards to social media, the K9 Competition logo may not be used as a profile image, to promote products of another company/individual, or be used in anyway which suggests that the private person is a representative of K9 Competition.

Any deviations in colour, scale or publishing must be approved by K9 Competition. It must be clear that K9 Competition is the producer of K9, K9 Horse and PCL products. Customers must state that they are an importer, distributor or wholesaler, etc, of our brands. It must be without a doubt that we, K9 Competition AB, are the owner and producer of the brands.

K9 Competition is a globally registered trademark and therefore protected under law. The use must be in accordance with the guidelines set out in this document.



Pantone:
Green #375
Brown #405

CMYK:
Green Brown
C 41 C 0
M 0 M 11,5
Y 78 Y 38
K 0 K 76



Pantone:
Blue #306
Brown #405

CMYK:
Blue Brown
C 75 C 0
M 0 M 11,5
Y 7 Y 38
K 0 K 76