KRONOS LOGOTYPE

This is the main version of the logotype to be used on all communication materials.

For other iterations of the KRONOS logotype, please refer to **page 5** of this document.

KRONOS is always to be written as all uppercase type.

C 20	**C** 0
M 100	**M** 0
Y 90	**Y** 0
K 10	**K** 90
R 183	**R** 65
G 32	**G** 64
B 46	**B** 66
#B61F2E	#404041
PMS7621	**PMS**446

KRONOS TYPOGRAPHY

These are the primary typefaces to be used for KRONOS, ēlektron, and optikós.

These typefaces are to be used whenever possible. If they are not available, a typeface as close as possible to these is preferable.

Primary KRONOS logotype typeface.

Not to be used for text in marketing materials.

PARALUCENT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#$%&*()\|;',./

Primary ēlektron and optikós typeface.

Not to be used for text in marketing materials.

PARALUCENT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#$%&*()\|;',./

Primary text heading typeface for marketing materials for Bluefish444.

PROXIMA NOVA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#$%&*()\|;',./

Primary body text typeface for marketing materials for Bluefish444.

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#$%&*()\|;',./

CLEAR SPACE

There should be (at a minimum) the size of the square KRONOS icon of clear space all the way around the logotype.

No text, images or graphic elements should be within this clear space area.

Standard colour on white background.

Reverse logotype colouration for a black background.

Ensure that the red is readable on the background colour.

White logotype colouration for a coloured background.

White logotype colouration for a coloured background.

COLOUR VARIATIONS

Whenever possible, the standard red and gray logotype should be used.

If the background needs to be a dark colour, or over a background image, the alternative logotype colour variations should be used.

Please reference the above on when each should be used.

KRONOS ēlektron

This is the logotype for the SDI version of KRONOS. Ēlektron is always to be written as lowercase unless it is the first word in a sentence.

Note the accented 'e' in ēlektron; this is to be used whenever possible.

If the font being used doesn't support accents, elektron is also acceptable, provided the additional rules above are followed.

KRONOS optikós

This is the logotype for the SDI/Video Over IP version of KRONOS. Optikós is always to be written as lowercase unless it is the first word in a sentence.

Note the accented 'o' in optikós; this is to be used whenever possible.

If the font being used doesn't support accents, optikos is also acceptable, provided the additional rules above are followed.

KRONOS SECONDARY LOGOTYPE

This is the secondary version of the KRONOS logotype.

It is to be used on the product, and whenever the primary logotype's orientation is unsuitable.

All rules the apply for the primary logotype, also apply for the secondary logotype.

Please see the following page for clear space requirements.

CLEAR SPACE

There should be (at a minimum) the size of the 'K' in the KRONOS text of clear space all the way around the logotype.

No text, images or graphic elements should be within this clear space area.

RULE EXCEPTIONS

The KRONOS logotype is able to have typography closer than the clear space for the tagline, 'A titan of high-bandwidth I/O'.

In this case, the tagline should sit below the KRONOS logotype, with the distance between the two elements being the height of the tagline.

DO NOT use the standard colour logotype on a clashing colour background.

The reverse (white) colour logotype should be used.

DO NOT use the standard colour logotype on a dark background.

The reverse (white) colour logotype should be used.

DO NOT use the standard colour logotype on a dark coloured image.

The reverse (white) colour logotype should be used.

DO NOT use the reverse (white) logotype on a light coloured background.

The standard full colour logotype should be used.

DO NOT change the colour of the logotype.

DO NOT remove elements of the logotype. Both the type and icon should always be shown together.

WHAT NOT TO DO

Ensure to follow the specifications laid out in this guide, and do not use the logo innappropriately in any way as outlined above.

QUESTIONS?

If you have any questions about this style guide, or if anything isn't covered in this document, please get in touch with our marketing department via email.

marketing@bluefish444.com

Bluefish444 | Telephone: +61 3 9682 9477 | **Facsimile:** +61 3 9682 9466 | info@bluefish444.com
For worldwide reseller and distributor contact information, please go to **bluefish444.com/contacts**

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