kemp

Visual Identity Guidelines

Version 1.6 (Slim)

Welcome

We are Kemp. We are ambitious. We are bringing multi-cloud application experience to life for our clients. We are on an exciting journey to build a game-changing brand.

Our brand is what our customers and our people think about our products, services and our organisation. A great brand will differentiate us in the minds of our customers. It will create loyal customers who will buy more, stay with us longer.

Our brand is made up of lots of elements; our brand strategy, positioning, BHAG, values, traits as well as our how we look (our visual identity) and how we talk/ write (our verbal identity). The focus of this brand book is our visual identity.

About your visual identity guidelines

A visual identity must be flexible. It needs to be able to respond to changing external trends, communication platforms and to our own product innovation and development needs.

This book sets out all the core elements of our visual identity and provides guidance and direction on how to; and how not to use and apply them.

Consistency of brand application is key to creating a distinctive brand. This is a live document which can be added to by the Kemp Art Department in response to the changing needs of our business. Please ensure that all design decisions are cleared by the Kemp Art Department.

Contents
Core Guidelines

Our Brand

Our Brand
Introduction

Our brand is comprised of individual parts that combine to create one holistic visual identity system.

Our identity is the core element of this multifaceted toolkit. The preservation of its integrity is paramount and all guidelines should be adhered to throughout all brand application.

Our Brand
Core Identity Elements

Our Logo

Colour

Photography

Our Brand
Kemp Logo

Our logo is a reflection of the Kemp Application Experience Fabric and a transition in the market from on-prem to multi-cloud application deployments. The yellow sub-layer represents Kemp as the cornerstone of application experience and enterprise success, using invisible technology to provide a visible impact. The elevated squares not only represent multi-cloud, but also microservices and container-hosted application workloads.

The logo is comprised of two elements, the brand marque and word marque.

Brand Marque

Word Marque

Kemp Master Logo

Section 1.3

Our Brand
Kemp Logo

Our identity needs to be responsive to a wide variety of platforms and formats. In order to remain consistent we also have a vertical format of our identity.

This version is secondary to our master logo. It should only be used in very specific use cases such as narrow vertical formats and small spaces.

REMEMBER
Please consult with the Kemp Art Department before employing the use of this version of the logo.

Kemp Vertical Logo

Section 1.4

Our Brand
Clear Space

The Kemp logo has been crafted to maintain balance and an integral part of ensuring its protection is adhering to a minimum clear space guide.

The clear space is based on the x-height of the Kemp wordmark. Please ensure clear space is implemented at all times of use with the logo.

X height

X height
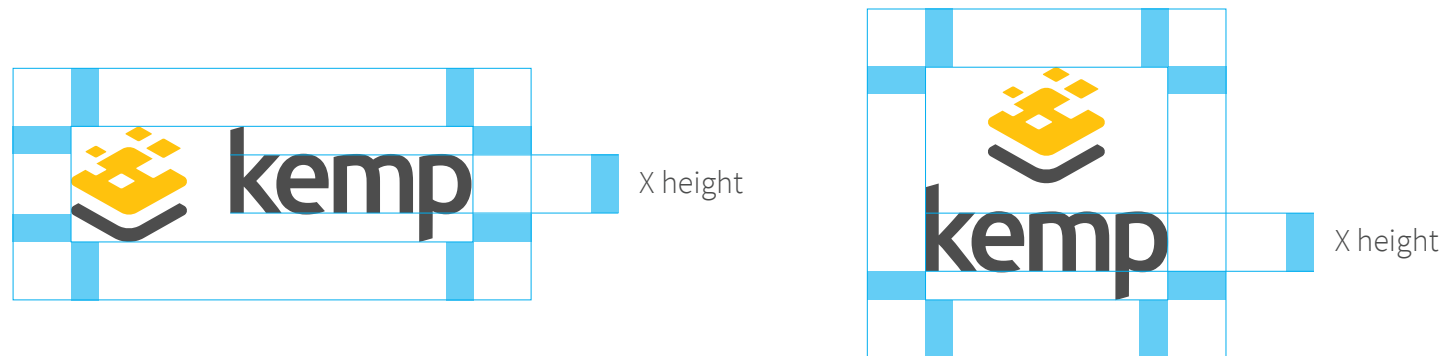
Minimum Size

It is vital that the integrity of the Kemp brand is maintained across all scales and application. Please adhere to the outlined minimum sizing for both print and digital use of our logo.

Print
14mm

Digital
50px

Print
8.5mm

Print
32px

Digital
16px
Must be one colour
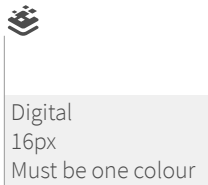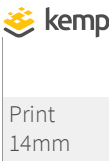
Our Brand
Logo and Colour Usage

The Kemp logo features two of the Kemp's primary colours - yellow and grey. This colour combination should be maintained as much as possible however there will be times when different colour combinations are required. Only the yellow, grey and white are used in primary colour logo lock ups. The purple will only be used with one colour logo lock ups.

• Please adhere to the colour combinations illustrated here.
• Please ensure legibility of the logo is maintained across all colour application.
• Never alter colour composition of the logo.
• The two tone logo lock up should never appear on the purple background.

REMEMBER
When our logo is placed on a yellow background the correct logo file and colour must be used. The grey colour used within this lock up is the Deep Grey from the grey tonal palette.

Primary Colour Lock Up
Colour: Kemp Yellow + Kemp Grey

The kemp logo on yellow background features the use of the Deep Grey from the tonal palette.
Colour: Deep Grey + White on Kemp Yellow background
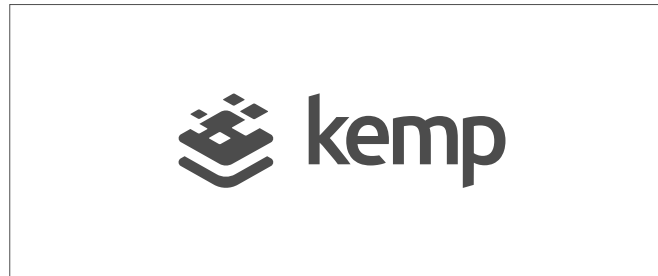
Colour: White + Kemp Yellow on Kemp Grey background

Our Brand
Logo and Colour Usage

Monochromatic colour guidelines
We never intentionally use black, it is not part of
our colour palette. We use the Kemp Grey. If the
scenario arises in which a flat colour version of
the logo is used please endeavour to use the grey
version of the logo.

Monochromatic logo lock up

Flat one colour usage guidelines
One colour version of logo should only be
used when colour background is limiting the
application or legibility of the two colour lock
up. For these reasons, the one colour version of
the logo will not ever appear on white, yellow or
grey background, unless at small scale.

- Please follow colour logo lock ups as
  demonstrated here.
- Contrast between the two colours in
  paramount. Please ensure high contrast is
  applied.
- Please ensure legibility of the logo is
  maintained across all colour application.
- Please refer to colour section for further
  guidelines on colour usage.

White logo on
Kemp purple

White logo on
Indigo

Deep Grey
logo on
Seagreen

Kemp Grey
logo on Ice

White logo on
Coral

Flat colour logo lock up

Our Brand
Logo and Colour Usage

Incorrect flat one colour usage guidelines
Our colour palette has limitations when it comes to the colour application. Please do not combine the following colours as logo and backgrounds, as demonstrated.

• Purple and grey
• Purple and navy
• Navy and grey
• Yellow and coral
• Yellow and seagreen
• Coral and seagreen
• Seagreen and Ice
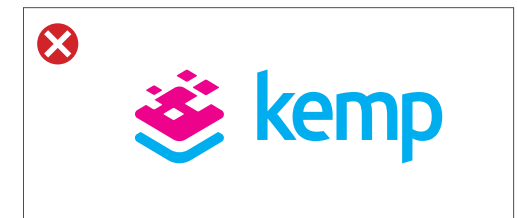• Ice and white

Flat colour logo lock up

Our Brand
Incorrect Usage

Protecting our logo is critical to the delivery of the brand identity. Never alter the logo in any way. Always use the master artwork files available. Provided below is a list of incorrect logo usage, this list acts as a guide and is non-exhaustive.

Never:
- Stretch or manipulate the logotype
- Angle the logo
- Re-size or re-scale the elements of the logo in any other way
- Re-create the logotype in a typeface
- Add a thickness or a keyline to the artwork to make it bolder
- Create keyline versions of the logo
- Produce the logo in any other colours except the ones outlined in these guidelines
- Position the logo over images or textures that restrict its legibility
- Display on top of another design element
- Skew or distort the logo components

Colour

Colour
Introduction

The Kemp colours are key identifiers for our brand. As recognition to our history we have maintained the use of yellow as one of our core colours. We continue to have our brand remain synonymous with a positive, bright and warm colour.

The Kemp yellow is part of an overall palette that has been chosen to ensure our brand has flexibility across all platforms. Colour is a key player in the visual representation of our brand. Together with typography, photography and layout, it is one of the keystones that visually holds together our appearance.

We have three colour palette groups that play in a simple hierarchical structure; Primary, Secondary and Tonal. Our tonal palette is governed by strict usage terms and it sits within our secondary palette.

Our primary palette should make up 60-70% of brand application and the secondary palette will support it through 30-40% application.

Primary Palette
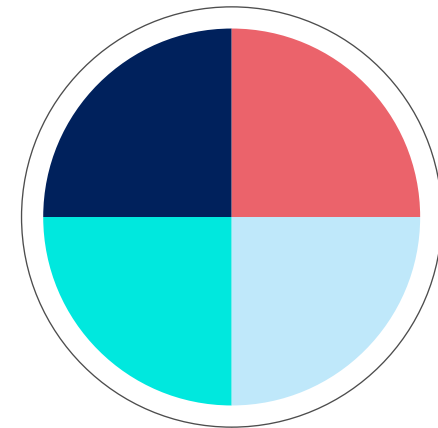
Secondary Palette

Colour
Primary Palette

Rooted in our master logo is the Kemp yellow and grey. So, naturally, this forms part of our primary palette. Along with clear white, we also have a purple tone here which, like all our colour ranges, has been chosen to accentuate and work in harmony with the master colour of our marque. The purple colour however should never take precedent to the Kemp yellow, grey or white. We must use the purple tone with consideration. It should be applied to a lesser extent at high level brand application.

Our primary palette gives the strongest impression of our brand. It forms 60-70% of our overall brand application.

For colour application to other brand elements such as typography and graphic device, please consult these sections for further information.

REMEMBER
While purple is included in the primary palette, it should not take precedent over the Kemp yellow, grey or white in application.

All colour values are based on the specific purpose of each output. **Please review all colour values in line with output.**

Kemp Yellow
Pantone 7548 C
R 254 G 193 B 13
C 2 M 26 Y 99 K 0
HEX # fec10d

Kemp Grey
Pantone 7540C
R 77 G 77 B 77
C 65 M 58 Y 57 K 37
HEX # 4d4d4d

White
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Kemp Purple
Pantone 2617 C
R 71 G 10 B 104
C 84 M 100 Y 23 K 21
HEX # 470a68

Colour
Secondary Palette

Again, chosen to accentuate and work in tandem with our primary colours, this range allows us to embellish devices such as feature copy blocks, drop-quotes, underlines, divider lines and colour blocks.

Our secondary palette is intended to support the primary palette, not replace. It should account for 30-40% of overall application.

REMEMBER
The Kemp Seagreen is primarily to be used on digital and screen based application. The vibrancy of this shade does not translate to print based outputs. For print based use, please use Pantone reference where possible or opt for an alternative colour.

Kemp Indigo
Pantone 288C
R 0 G 32 B 91
C 100 M 93 Y 33 K32
HEX # 00205b

Kemp Seagreen
Pantone 332 C
R 0 G 232 B 221
C 59 M 00 Y 24 K 0
HEX # 00e8dd

Kemp Coral
Pantone 1777C
R 235 G 99 B 107
C 3 M 76 Y 49 K 0
HEX # eb636b

Kemp Ice
Pantone 291 C
R 192 G 233 B 249
C 22 M 0 Y 1 K 0
HEX #c0e9f9

Photography

Photography
Introduction

We use photography to illustrate the Kemp application experience. We see our products as the corner stone of our clients business. We provide reliability, allowing our client's to do other things. Imagery should be aspirational. Our brand is complex and in order to fulfill different requirements the photography section is made up for four sections. They are:

1. Our client
2. Our client's client
3. Abstract
4. Cityscapes
5. Product depiction

Please ensure all photography used is of high quality. Only cleared imagery should be used across all brand application. Please ensure all imagery is high resolution.
Please also ensure that images are not overused.

1. Our client
We make the day job easier for our end user and we show this in a particular Kemp style.

2. Our client's client
Our clients have their clients too - millions of people around the world rely on applications operating smoothly. This affords us the chance to have industry specific and lifestyle photography that fits in with our brand.
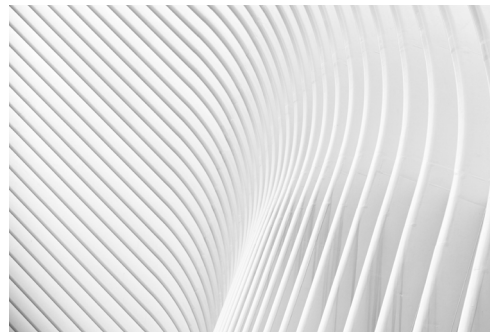
3. Abstract
Occasionally, we use abstract photography to add depth to our brand as texture and support abstract concepts.

4. Cityscapes
Always "on", location specific imagery helps us communicate a dynamic energetic side of our brand.

5. Product depiction
When our products needs to be showcased we can choose a number of ways to demonstrate them.

Photography
Our client

Showing our clients in their place of work humanises what we do. Depictions of people working and being involved with devices demonstrates a lived reality for our clients.

Image usage and guidelines

- The aim of these images is to represent our customers. They can be within a work environment, interacting with devices such as laptops and phones or in group scenarios. We should aim to create as authentic representation as possible however they must be aspirational and premium in aesthetic.
- People should appear happy and up beat.
- Colour should be bright and area. White or pale backgrounds are preferred. Where possible include colours from colour palette within props.
- Please think of image application when capturing/choosing imagery. Please allow for sufficient space around focus subject.
- Please refer to the section on visual framework and photography for further details on the relationship between these elements.
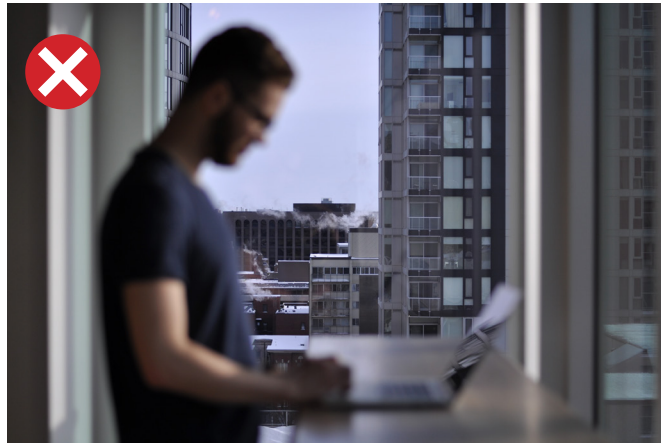
Photography
Incorrect - Our client

Please do not

- Use images which contain posed or contrived subjects.
- Have subject looking directly into the camera.
- Use stiff, staged situations.
- Use clichéd or overused images.
- Use images in which subject is out of focus.

Photography
Our client's client

Kemp's technology helps the world go round and this stability of service is experienced by a huge variety of people. This category allows us to feature a diverse range of images. These images are more evocative and less about the products.

Image usage and guidelines
- These images should feature people working within specific industries.
- The people should not be looking at the camera and the focus should be on the task or interaction they are involved in.
- Detail shots can be included here also as a ways of representing the industry ie: hands on a mobile device with a card to signify online shopping etc.
- As these scenarios are much more varied a broader frame of reference can be applied. Images can range from bright and airy to dark shades of navy and purple.
- Please think of image application when capturing/choosing imagery. Please allow for sufficient space around focus subject.
- Please be mindful of the relationship between copy content and image usage. These elements should be linked in some way.

Photography
Incorrect - Our client's client

Please do not

- Use images which contain posed or contrived subjects.
- Have subject looking directly into the camera.
- Please do not have stiff, staged situations.
- Use clichéd or overused images.
- Please do not attempt to overcomplicate the visual representations of industries.
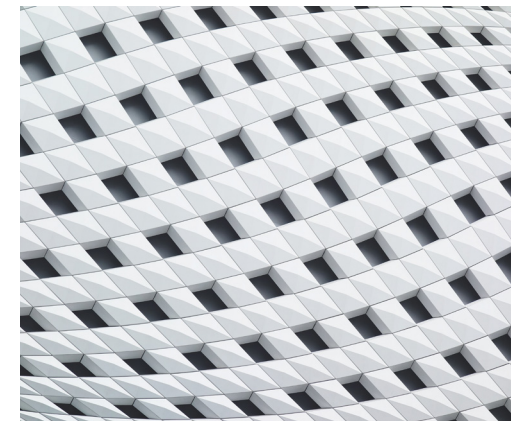
Photography
Abstract

Due to the nature of our product and the concepts that we are required to discuss in our brand material, our brand features the use of abstract imagery. Abstract imagery adds depth to our brands visual language. It aims to fulfil requirements which other imagery approaches can not.

Abstract textures are inspired by the idea of the Kemp Fabric. Images depict textures and movement, alluding to the concept of an all encompassing mass that allows for growth and development. We are inspired by abstract architecture, macro shots, detail textures. Imagery is aligned through its treatment. Greyscale application ensures visual recognition for the abstract section of photography but it also allows for cohesion within the overall brand.

Image Usage
- These images are intended to be used in line with the brands messaging, graphic device, photography and colours.
- They are intended for use as a backdrop texture that provides visual depth and supports the concept of the Kemp 360. Opacity can be applied to these images in order to have a subtle texture within application.
- The images can be used within the graphic device in a harmonious way. Do not apply to graphic device if it not relevant.
- Please ensure these images do not obstruct messaging or text content.

Photography
Abstract Textures

Further examples of abstract imagery.

Please consult the Kemp Art Department for abstract imagery files.
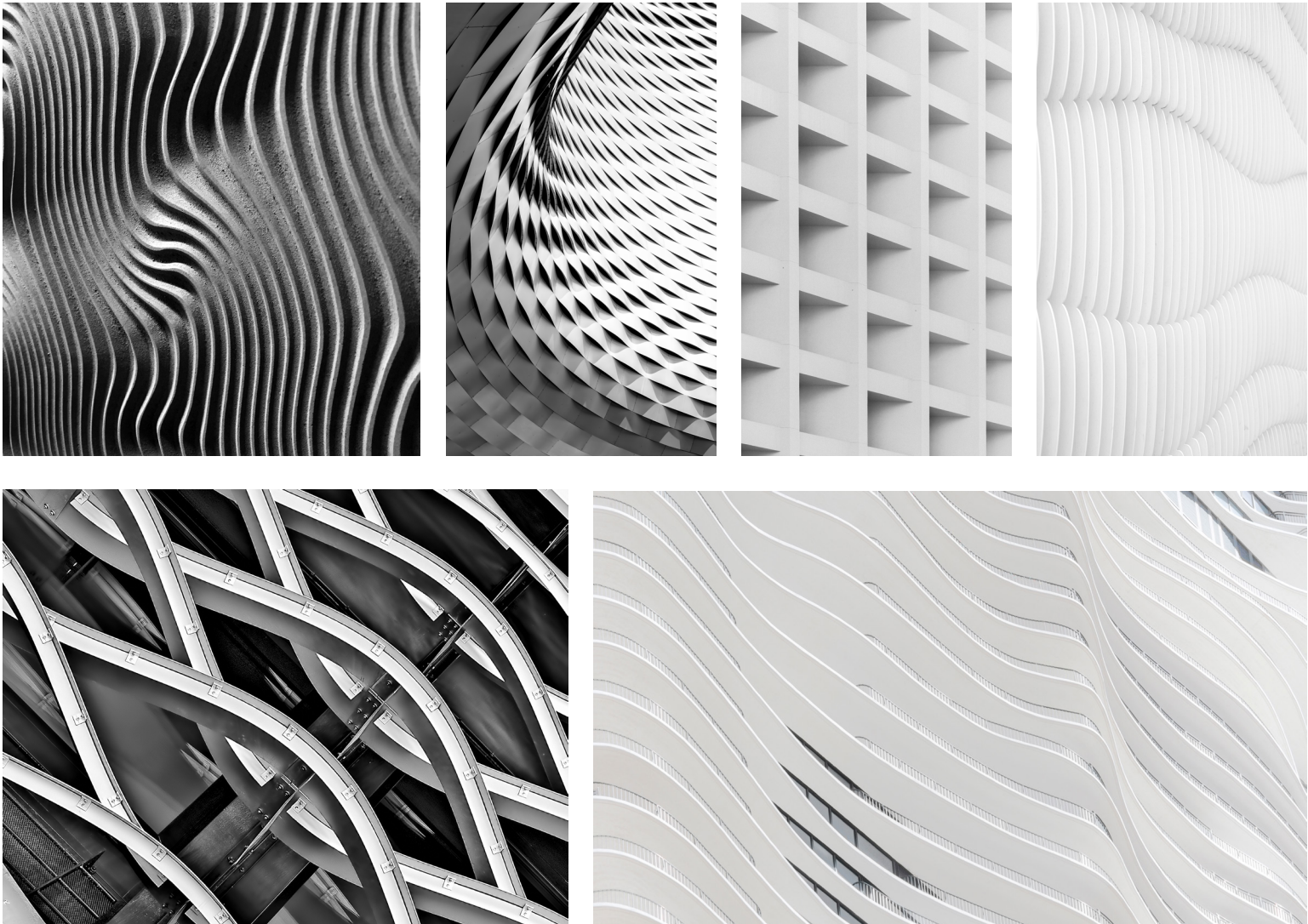
Photography
Incorrect - Abstract

Please do not
- Use images overly simplistic images for abstract.
- Use complicated or colourful images. The tonality within abstract images should be even.
- Use images which have been created by hand.

Photography
Cityscapes

Cityscape images allow us to give geographic context to our visual material. Cities are also multifaceted, live organisms. As a visual representation they assist us in communicating the ideas of energy and being primed for growth. Specifically night time images featuring lights and movement of cars further adds to the message of being always "on" and the yellow, purple and midnight colour compliment our colour palette.

Image Usage
- These images are intended to be used in line with the brands messaging, graphic device, photography and colour.
- They can support location specific content ie: contact pages, address pages, tradeshows.
- Images should feature interesting skylines and angles.
- Depicting cityscapes at night allows for the inclusion of bright lights and movement of cars etc.

Section 3.5

Photography
Incorrect cityscapes

Please do not
- Use cityscapes that have flat skylines.
- Use daytime images.
- Use dull colour images.
- Use images of nondescript buildings.

Photography
Product Depiction

Our hardware and software products can be depicted through the use of photography. Limitations with representing virtual/cloud products through photography mean that we can not use representative photography for these areas of our products and in turn abstract photography can be utilised instead.

Hardware
A simple depiction of our hardware on a white background should explore the use of our compositional tool where appropriate. This gives us a three-quarter shot angle which showcases the length and breadth of our hardware.

A shadow is cast beneath the hardware to give a floating effect.

The second method of showcasing hardware is to place it in situ and within its environment. These shots should be carefully considered and captured by a professional photographer. The product should be clearly identifiable. The context should be functioning, clean and well lit.

Hardware
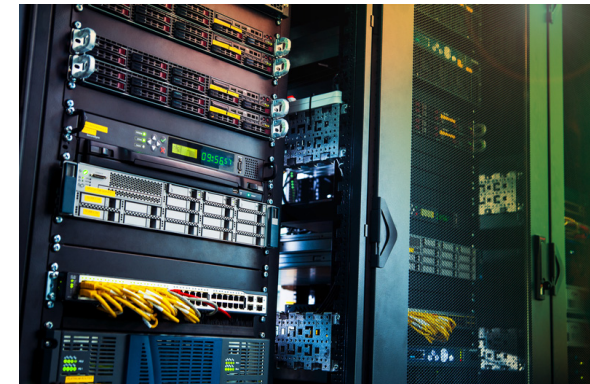
In Situ

Photography
Product Depiction

Software

Software depictions cannot be captured through photography on actual screens. Images can be created and the interface can be superimposed in post production.

The aim for these images is to depict product interfaces within context. Surrounds and users within these images are important aspects that allow our audience to form a picture of the product. These examples provide a guidelines for the style of imagery that is recommended however it is highly advised at all images are of the same aesthetic and treatment to ensure visual cohesion.

Interfaces should be carefully added to images in post production and every effort should be made to ensure that they look realistic.

Software

Photography
Incorrect - Product Depiction

Please do not
- Show hardware in undesirable settings.
- Depict hardware in unprofessional manner.
- Depict software in unrelated platforms.
- Depict software against complicated backgrounds.

Visual Identity Guidelines

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