



K-Brand
K-Rauta
K-Market
K-Supermarket
K-Citymarket
K-Plussa

Brand Identity

Basic Guide

K-Brand Identity Elements

LOGO



SKATTA SANS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SLOGAN

Jotta kaupassa
olisi kiva käydä.

För att det ska vara
roligt att handla.

EXPRESSIVE K PATTERN



ORANGE

Pantone 1505 C
CMYK 0 59 100 0
RGB 255 105 0

BLUE

Pantone 281 C
CMYK 100 85 5 36
RGB 0 32 91

WHITE

CMYK 0 0 0 0
RGB 255 255 255

Pantone 426 C
CMYK 94 77 53 94
RGB 37 40 42

Pantone 425 C
CMYK 48 29 26 76
RGB 84 88 90

Pantone 424 C
CMYK 30 20 19 58
RGB 112 115 114

Pantone 423 C
CMYK 22 14 18 45
RGB 137 141 141

Pantone 422 C
CMYK 19 12 13 34
RGB 158 162 162

K-Rauta Identity Elements

LOGO



SYMBOL

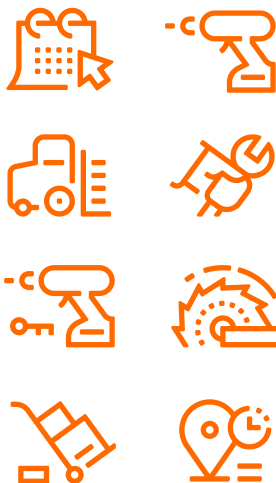


SKATTA SANS

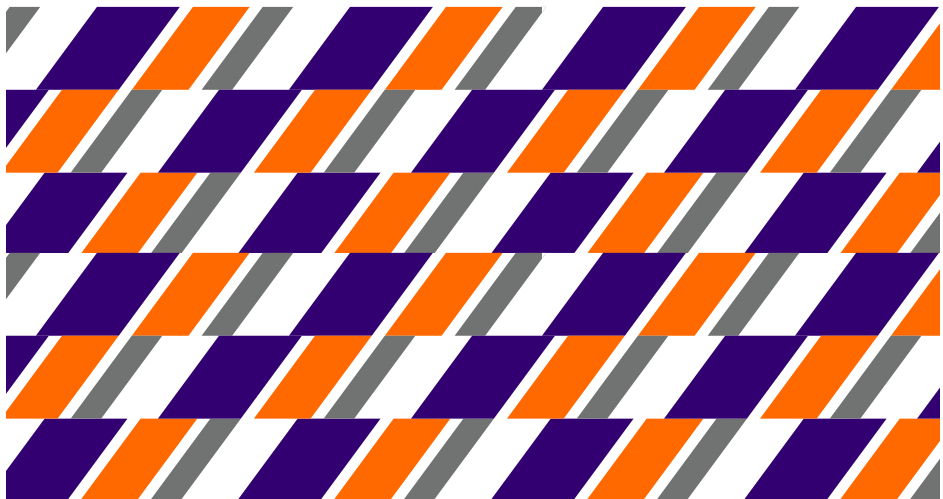
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abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ICONS



BRAND PATTERN



ORANGE

Pantone 1505 C
CMYK 0 59 100 0
RGB 255 105 0

PURPLE

Pantone 281 C
CMYK 100 85 5 36
RGB 0 32 91

GREY

Pantone 281 C
CMYK 100 85 5 36
RGB 0 32 91

K-Market Identity Elements

LOGO



SKATTA SANS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SKATTA HEADLINE

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

COMBINED BRAND ELEMENTS



GRAPHIC ELEMENTS



ORANGE

Pantone 1505 C
CMYK 0 59 100 0
RGB 255 105 0

BERRY

Pantone 7420 C
CMYK 13 100 54 30
RGB 155 34 66

BURGUNDY

Pantone 7421 C
CMYK 18 100 45 67
RGB 101 29 50

Pantone 426 C
CMYK 94 77 53 94
RGB 37 40 42

Pantone 425 C
CMYK 48 29 26 76
RGB 84 88 90

Pantone 424 C
CMYK 30 20 19 58
RGB 112 115 114

Pantone 423 C
CMYK 22 14 18 45
RGB 137 141 141

Pantone 422 C
CMYK 19 12 13 34
RGB 158 162 162

K-Supermarket Identity Elements

LOGO



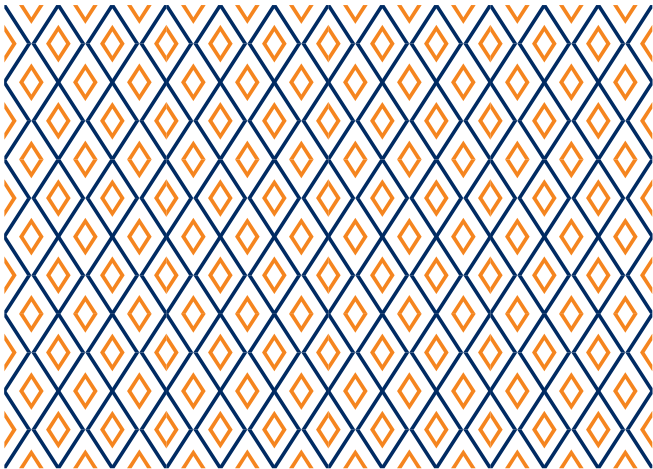
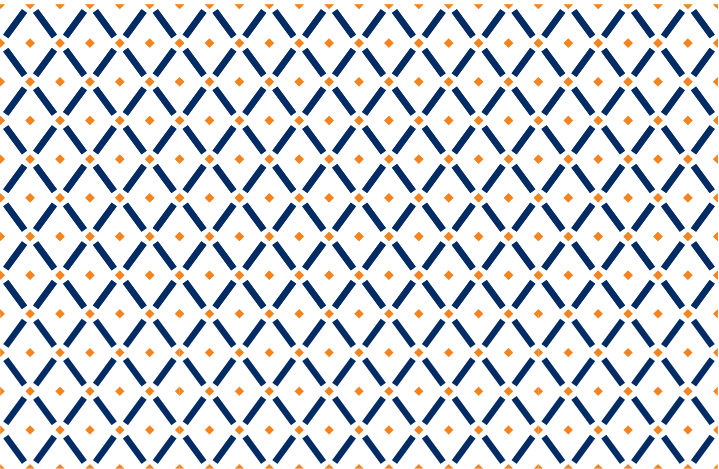
SKATTA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SKATTA SCRIPT

abcdefghijklmnopqrstuvwxyz
1234567890

BRAND ELEMENTS



ORANGE

Pantone 1505 C
CMYK 0 59 100 0
RGB 255 105 0

BLUE

Pantone 295 C
CMYK 100 69 8 54
RGB 0 40 85

WHITE

CMYK 0 0 0 0
RGB 255 255 255

K-Citymarket Identity Elements

LOGO



SYMBOL



SKATTA CONDENSED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO CROP



BRAND ELEMENTS



RED

Pantone	3546 C			
CMYK	2	100	99	4
RGB	192	13	30	

DARK RED (CM ONLY)

Pantone	7627 C			
CMYK	5	94	88	22
RGB	167	43	42	

WHITE

CMYK	0	0	0	0
RGB	255	255	255	

BLACK

Pantone	BLACK C			
CMYK	0	0	0	100
RGB	0	0	0	

Pantone	425 C			
CMYK	48	29	26	76
RGB	84	88	90	

Pantone	1505 C			
CMYK	0	59	100	0
RGB	255	105	0	

K-Plussa Identity Elements

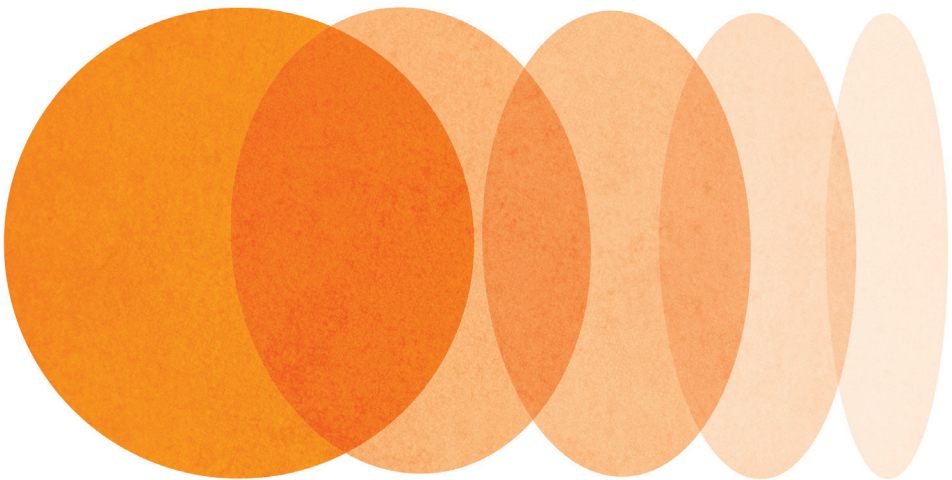
LOGO



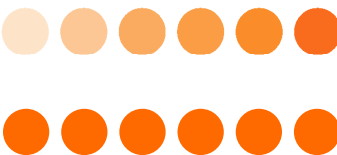
OFFER

PLUSA-KORTILLA
-38-50%
●●●●●●●●

ILLUSTRATIONS



SYMBOL



SKATTA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!€%()&@

ORANGE

Pantone 1505 C
CMYK 0 59 100 0
RGB 255 105 0

Pantone 426 C
CMYK 94 77 53 94
RGB 37 40 42

Pantone 425 C
CMYK 48 29 26 76
RGB 84 88 90

Pantone 424 C
CMYK 30 20 19 58
RGB 112 115 114

Pantone 423 C
CMYK 22 14 18 45
RGB 137 141 141

Pantone 422 C
CMYK 19 12 13 34
RGB 158 162 162