



COMPANY NAME: KWI Clutching




VERSION: 2024

# KWI BRAND GUIDE

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KWiclutching.com

			
OCTANE ORANGE	BOOST BLUE	WASTEGATE WHITE	COPY
PMS: 2011c	PMS: 2209c	PMS: N/A	PMS: 419c
HEX: 00B9DB	HEX: 7FCFE5		HEX: 212322
RGB: 0 185 291	RGB: 125 207 229		RGB: 33 35 24
CMYK: 100 15 0 14	CMYK: 45 9 0 10		CMYK: 72 64 65 72

Approved Logos for machine. (other colors need approval)



LOGOTYPE	DESIGN	AA	BB	CC
TAGLINE	Gotham Book	Aa	Bb	Cc
HEADLINE	GOTHAM ULTRA	Aa	Bb	Cc
BODY COPY	Gotham Medium	Aa	Bb	Cc

ALT Logos (in addition to main logo)



## SOCIAL MEDIA

Tag all social media  
Post/Reels/Stories  
with @KWI\_clutching

Hashtags used:  
#KWiclutching  
#teamkwi  
#masterofpower

Stickers for Storys/Reels  
Search: KWI