

Basic principles of using the Kanlux trademark by Sales Partners of the Kanlux company.

The color scheme of the Kanlux mark  
Acceptable color variants of the mark

**Kanlux**



CMYK	RGB	WEB
C: 100 M: 70 Y: 15 B: 30	R: 13 G: 65 B: 110	#04416e

**Kanlux**



CMYK	RGB	WEB
C: 0 M: 0 Y: 0 B: 100	R: 31 G: 30 B: 33	#1f1e21

**Kanlux**



CMYK	RGB	WEB
C: 0 M: 0 Y: 0 B: 40	R: 176 G: 177 B: 179	#b0b1b3

Placing the symbol on materials whose background is filled with non-uniform value: tonal transition, a pattern, should be avoided.

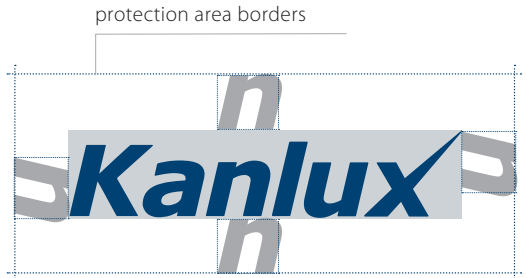
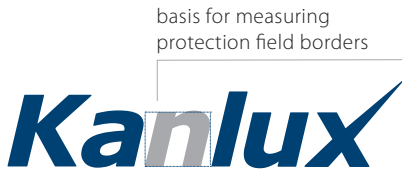
Protection area of the Kanlux trademark

The protection area of the symbol is the area that surrounds it and that should be free of any graphical elements on any printed or electronic materials.

The protection area of the symbol is determined by the size of the letter 'n' – a constitutive element of the Kanlux logo.

The basis for measuring the top and the bottom border is a single value of the letter 'n' in the primary area of the Kanlux text string.

The basis for measuring the left and the right border is a single value of the letter 'n' in the primary area of the Kanlux text string.



Information area of the Kanlux mark

Information regarding the type of cooperation with the Kanlux company, which entitles to the use of its trademark, should be placed in the direct vicinity of the protection area of the mark. In the case of entities dealing with the distribution of Kanlux products, the recommended description is "Sales partner of the Kanlux company". This piece of information can be placed above, below or next to the Kanlux trademark, outside of the protection area of the symbol determined by the size of the letter 'n'.

