

**kx**

it's about time

**Kx Brand  
Identity Guidelines 2019**





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# Logo Identity & usage

Sample selection of images employed by Kx to embody speed, precision and technology.



## LOGO

The blue reflects the software heritage and financial services background of the company. Simplicity with two letters creates a Kx diamond - an additional identity device - and allows for seamless application across all channels.



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### Primary logo

Primary logo is also accompanied by Kx's strapline.



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### Negative primary logo

Negative application on dark background.



### Secondary logo

This logo is used where strapline is not applicable



### Negative secondary logo

This logo is used where strapline is not applicable



### FD/Kx logo

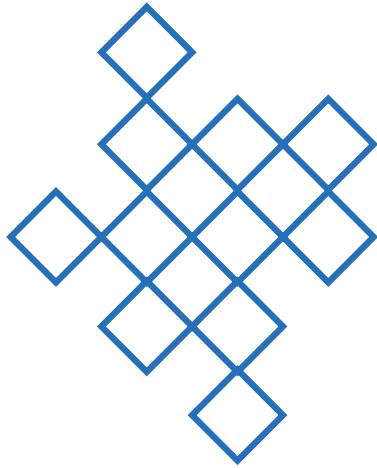
This logo is used where dual logo is required



### FD/Kx Dual secondary logo

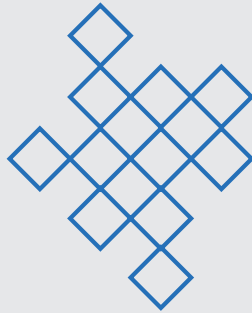
This logo is used where Kx is to reverse out white

# Diamond grid



## Diamond

Additional identity device used as background texture. The diamond helps to create consistency across assets and improve the visual impact of Kx.



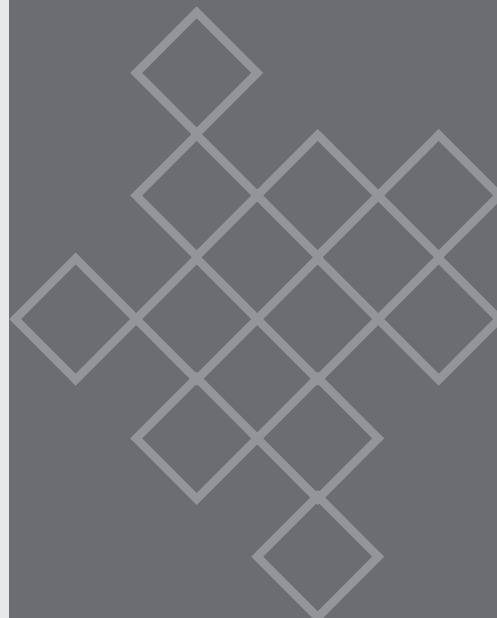
**Bright**

**Used in blue or darker tint of background.**



**Dark**

**Used in white or darker tint of background.**



# Colour palette

Colour palette for use across digital and print media.



**Kx BLUE**



PANTONE 285 C

FOR WEB USE  
R: 37 G: 107 B: 175

FOR PRINTING USE  
C: 84 M: 55 Y: 0 K 0



# Typography

The **Proxima Nova** family ensures impact and consistency of the Kx brand.

**Verdana** allows great flexibility as it is a typeface widely employed and included with all major operating systems.

Papers and internal communication

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# Verdana Regular

Used as a body copy and sub-headings in white papers, case studies and internal communication.

# Verdana Bold

Used in headings and as a highlighting font.

Web & printed collateral

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# Proxima Nova Regular

Used as a body copy on all web applications and printed marketing collateral.

# Proxima Nova Bold

Used in slogans, headings and as a highlighting font.

# Stationery

Kx stationery employs all brand elements to create an elegant representation of Kx's visual identity.

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Kx is a division of First Derivatives plc

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# Templates

To access all of the Kx templates please contact  
[marketing@kx.com](mailto:marketing@kx.com)



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## Case Study

Lorem Ipsum



## Contact details

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