

BRAND GUIDELINES

 **KUKRI**



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INTRODUCTION

THE STORY OF OUR BRAND

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ONE

THE STORY OF OUR BRAND

The DNA of Kukri Sports dates back to 1979, when the British Army Gurkhas and RAF joined together to create a stronger rugby club, the Flying Kukris. They officially became one club, when in true Kukri tradition, a tailor was tasked with stitching the shirts of both clubs together to create a bespoke playing kit.

At Kukri we have been producing bespoke teamwear since 1999. Our mission from the outset was to give teams a choice, an identity and to be proud of their colours. With quality products and a professional service, we quickly established ourselves as a leading sports brand.

From humble beginnings we now pride ourselves on being an international sportswear manufacturer, supplying bespoke teamwear and leisurewear for over 100 sports. Through encouraging lifelong participation across multiple sports, Kukri promotes the values of inclusivity, ambition and passion and we truly believe in the benefit of sport both mentally and physically. We use our many years of experience to support physical activity at all levels, regardless of age, ability, or gender.

Bespoke teamwear forms a unique part of an individual's sporting journey and represents a lasting link with their time in sport, so every individual can build their own sporting legacy.

To this day, Kukri continues to provide teams with sportswear and leisurewear that inspires as well as performs.



OUR BRAND VALUES

Having a clearly defined set of brand values and a clearly communicated brand vision helps set us apart.

We have three brand values, which together highlight our personality. The way we look and sound should always reflect these values. They represent the rational, emotional, and aspirational characteristics of our brand.

Passionate

We are passionate about the benefits sport can bring and passionate about providing great quality sport and leisurewear.

Professional

Great customer service and expert logistics enable us to provide a professional service for our customers and partners.

Experienced

We have over 20 years of experience in the marketplace, helping us understand the needs of athletes around the globe.



Photo by Mark Shearman

OUR BRAND VISION

TO BE THE GLOBAL MARKET LEADER IN BESPOKE MULTI-SPORT TEAMWEAR

Our vision for the Kukri Sports brand is to continue to lead the way across the globe, further establishing ourselves as a market leader in bespoke multi-sport teamwear. We will continue to expand our stable of team and club partners from grassroots through to elite and establish ourselves even further within the educational sports sector, an area in which we already excel with several high profile partners around the world.



THE GUIDELINES

These Kukri Sports corporate brand guidelines are designed to help Kukri partners and employees understand key facts about our company and how we communicate. They are also designed to be used by our team members and partners to ensure that the look and feel of the Kukri brand remains consistent across all internal and external communications.



OUR BRAND ELEMENTS

Having established our brand values and vision we need to bring them to life with a visual identity and tone of voice.

LOGO

COLOUR PALETTE

TYPOGRAPHY

TAGLINES

DESIGN ELEMENTS

PHOTOGRAPHY

**BRAND PERSONALITY
AND TONE OF VOICE**

INTERNAL RESOURCES

ICONS

OWAT
TMO

LOGO

PRIMARY LOGO

Powerful brands are bold, consistent, and instantly recognisable. The Kukri logo is the foundation of our company.

To maximise the impact of our logo it appears prominently and legibly on all promotional material. Kukri's primary logo features the 'K' element sitting alongside the 'Kukri' wording. This is the first way we signify our presence as a company.

SECONDARY LOGO

This logo should be used when horizontal space is at a premium and a narrower logo works better. It can also be used on vertical creative pieces when more appropriate. If you have any queries, please contact Kukri marketing department for guidance.

PRIMARY LOGO



SECONDARY LOGO



LOGO USAGE

To ensure our logo is always seen in a clean and consistent way, we always use a clear zone to keep the logo from being too close to the edge of a page or having other elements too near to it so it becomes visually cluttered.

All forms of the Kukri logo must have a designated amount of clear space on all sides, unoccupied by other elements. This to ensure the logo's visual clarity and effectiveness.

The space that has been defined should be kept clear of all type, graphic elements, lines and illustrations. The clear space is in direct proportion to the size of the logo. The minimum clear space is equal to the height of the Kukri 'K' logomark.

The minimum size our logo should ever be is 10mm in height to make sure the wordmark is still legible and clearly visible to the end user.

CLEAR ZONE



MINIMUM SIZE



COMPOSITE LOGO

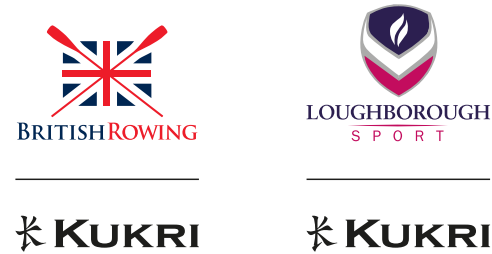
Kukri is in partnership with various elite, educational and grassroots teams. We use the primary logo to create our composites, with matching heights, clear spacing, and equal insets around both logos.

When we are referring to two partners at once we use this style of composite.

NAMING CONVENTION

When writing copy for Kukri, the brand is always referred to as Kukri Sports, in the first instance, and thereafter as Kukri.

VERTICAL



HORIZONTAL



TWO TEAMS COMPOSITE



EXAMPLE

Founded in 1999, **Kukri Sports** is an international multi-sport specialist and has strong traditions in bespoke sportswear manufacturing. **Kukri** has now brought together 20 years of experience to create our new bespoke core range.

DO'S AND DON'TS

When using our logo we have a few simple rules:

DO place BLACK logo on a light background

DO place WHITE logo on a dark background

DO place on photography, making sure it is on an area of solid colour

DO NOT recolour the logo

DO NOT add a drop shadow to the logo

DO NOT outline the logo

DO NOT angle the logo

DO NOT use without the 'K' symbol

DO NOT distort the logo

DO NOT change the size of elements relative to each other

DO NOT put on a busy background

DO'S



DON'TS



COLOUR PALETTE

Our company colours are solid, professional and modern, expressing who we are. Our main brand colour is a dense black, to signify the experienced and professional nature of our brand, as well as the trustworthiness we want to portray.

Our primary black is complemented by a strong set of secondary colours to create our modern colour palette, including pink, grey and white.

PRIMARY COLOUR

PANTONE 191C

C 0 R 29
M 0 G 29
Y 0 B 27
K 100

HTML #1D1D1B

SECONDARY COLOUR 1

PANTONE COOL GREY 10C

C 0 R 251
M 87 G 55
Y 46 B 93
K 0

HTML #FB375D

SECONDARY COLOUR 2

C 58 R 98
M 47 G 99
Y 44 B 101
K 33

HTML #626365

SECONDARY COLOUR 3

C 0 R 255
M 0 G 255
Y 0 B 255
K 0

HTML #FFFFFF

TYPOGRAPHY

Typography plays an important role in Kukri's brand recognition. It is a powerful tool that can add a visual element to what is communicated, while unifying the aesthetic across different types of brand assets.

PRIMARY TYPEFACE

We've selected **Source Sans Pro** font to define our identity and to enhance legibility across all media while still preserving our unique personality.

- Avoid using italics in your copy/text
- Do not use shadows, gradients or any dimensional treatments
- Respect primary typeface weights

SECONDARY FONTS

Different font may be used for different individual campaigns but must always be approved by the Kukri Marketing Department before publication.

SOURCE SANS PRO FONT FAMILY

Aa

SOURCE SANS PRO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Aa

SOURCE SANS PRO SEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Aa

SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

SOURCE SANS PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TAGLINES

Our taglines set us apart from our competitors and reinforce our brand identity in the minds of our consumers. They help build our brand, express our personality, and communicate our main business channels. Taglines are usually written in upper case for emphasis but can be written in sentence case when used in a body of copy. Please see marketing department for clarification if required.

YOUR SPORT. YOUR TEAM. YOUR DESIGN.

This is used when referencing our bespoke teamwear business. For the tagline above 'Your' should be Source Sans Pro Regular and 'Sport / Team / Design' should always be Source Sans Pro Black.

GLOBAL SPORTSWEAR FOR LOCAL TEAMS.

This is used when referencing our brand worldwide and for our teamwear for local and grassroots partners.

SUPPORTING THE EDUCATION OF FUTURE SPORTING STARS.

This is used when referencing our educational partners – schools, colleges, and universities.

UNLEASH GREATNESS.

This is used when referencing specific partner or athletes' achievements.

OUR WEBSITE

Our website url is always written without www

kukrisports.com

SOCIAL HANDLES

Our social handles are always presented in lowercase beside the appropriate icon.



DESIGN ELEMENTS

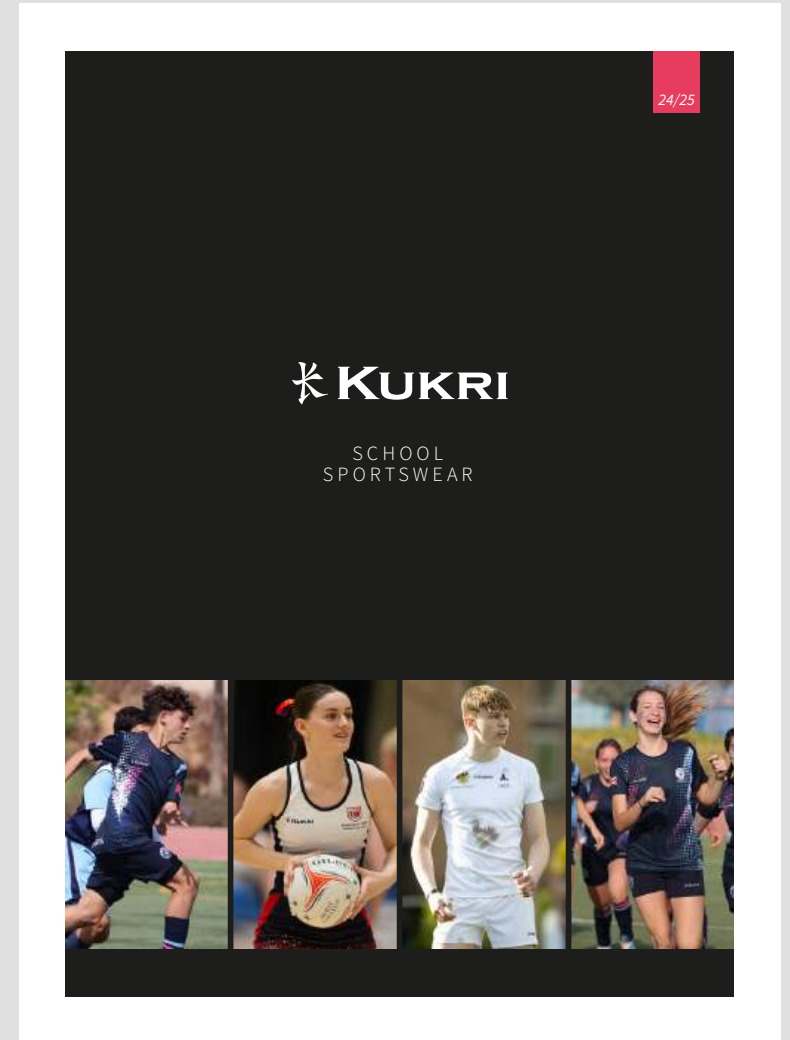
We have a range of design elements which can be used across a range of communications to reinforce our brand identity.

We use the "k" symbol as a transparency or overlay where a photograph may be visually complex, allowing our messaging to remain consistent and visually recognisable.

We play with our brand colours using the accent pink colour as a contemporary highlight against our professional black, white and grey colour palette.

We use stripes both horizontally and vertically to add visual interest and depth to creative assets. They set the tone and draw focus to a call to action while creating emphasis, for example to headers and footers.

The use of colour adds emphasis in a contained manner and the use of the stripes in our accent colour creates contrast and adds to the modern feel of our creative.



PHOTOGRAPHY

Inspiring photography is essential to the Kukri brand image. The photography we use in our creative reflects our passion for sport, our multi-sport capabilities, and our extensive range of elite and grassroots partners.

Images are a powerful way to engage with our audience and a carefully chosen image should complement the subject matter, catch the reader's attention, and inspire them to read more.

Our images show our product in action, are engaging, inclusive and convey passion, determination, dedication and celebration. The images you choose should always reflect these values and show the brand in the best possible light.

For both print and digital assets, images must be of a high quality (no low-res phone camera action shots for example). Always consider the brand colours and try to use imagery which complements the colours in the design.

modern / inclusive
sharp / flattering
powerful



Photo by Mark Shearman



BRAND PERSONALITY AND TONE OF VOICE

The way we talk is just as important as what we say, whether in person, in print or online. It is important to have a consistent tone of voice when communicating on behalf of Kukri as this is an expression of our brand personality. Our words should always demonstrate our brand values of expertise, professionalism, and passion.

We should;

Be informative, knowledgeable, and credible

Be supportive, inclusive and accessible to everyone

Write in a positive, energetic, and inspirational style

Knowledgeable

Inclusive

Accessible

Inspirational

Positive

Professional

Passionate



INTERNAL RESOURCES

A range of internal assets are available to Kukri team members to ensure consistency across all forms of communications.

Templates for letterheads and business cards are available for regional printing and internal digital documents are available from the Kukri Marketing Department.



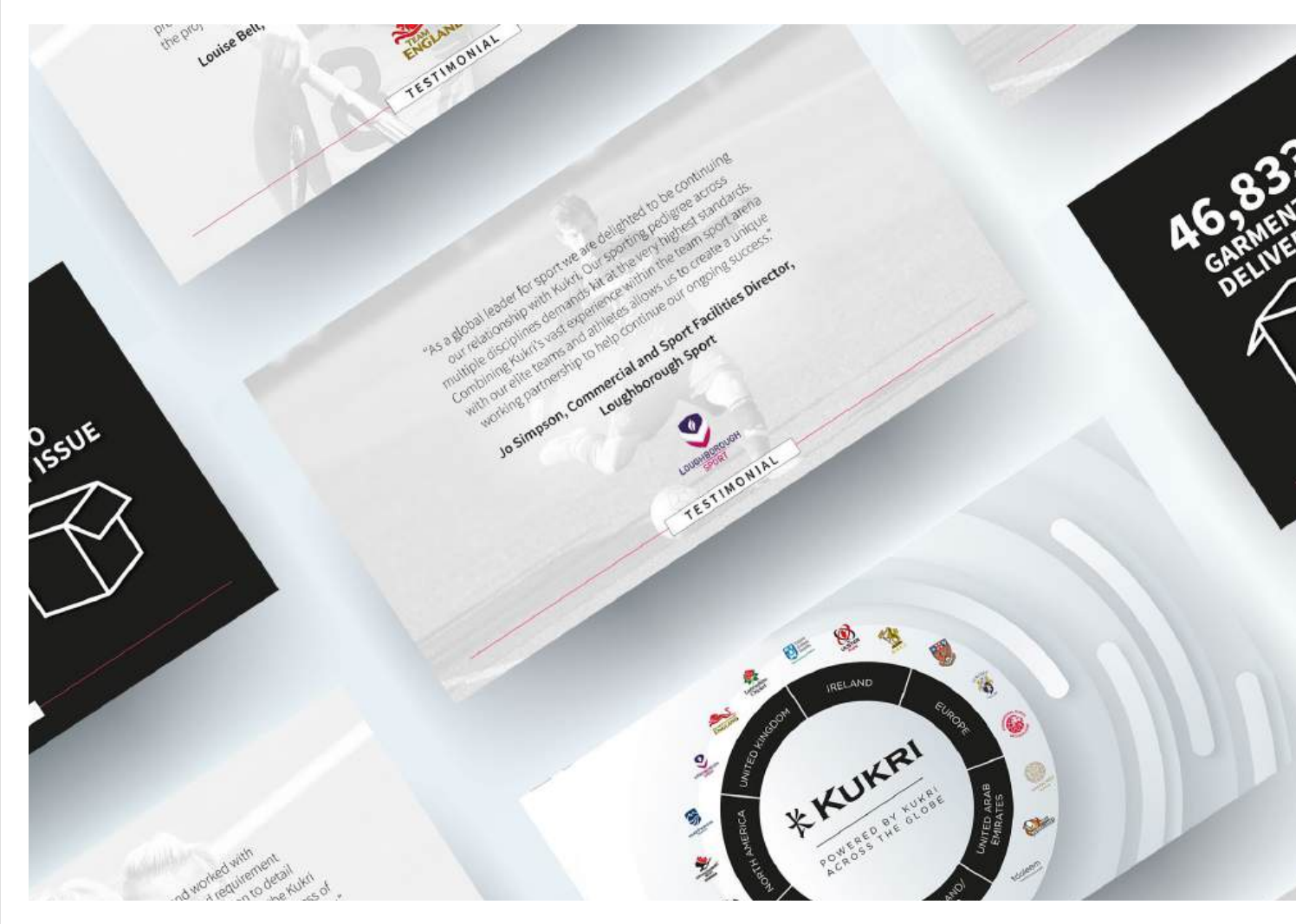
LETTERHEAD



BUSINESS CARD

POWERPOINT SCREENS

A range of Kukri branded PowerPoint templates are available in a 16:9 format for presentations. These are located in the company DropBox. If you require access to this DropBox please contact the Marketing Department.



Team members should not create their own email signatures, these will be created remotely by the Marketing dept.

If you are out of the office an 'out of office' message should be added to your email account – as opposite.



EMAIL FOOTER

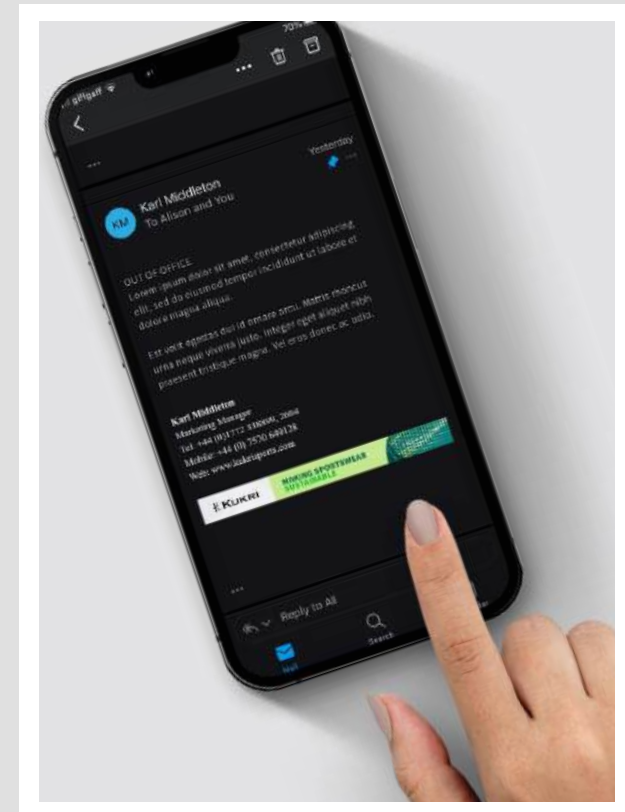
OUT OF OFFICE

All out of office emails should follow the following format:

Thank you for your email. I am out of the office until **Friday 4th February** with **limited / no access** to emails.

If your enquiry is urgent please contact **John Smith** on **john.smith@kukrisports.com**

The text above highlighted in pink can be updated to suit your requirements. All email signatures should be written in black.



OUT OF OFFICE

ICONS

The primary use for these icons is to present information about our products and services in a visually appealing and easily digestible way, helping our customers absorb and process information more effectively.

They are a common visual language used to improve communication and grab the end user's attention at a glance.

A full suite of icons is available on request from the Marketing Department for use in creative assets and presentations.



D O W N



W A T E R P R O O F



S T R E T C H



L I G H T W E I G H T



C O M P R E S S I O N



B R E A T H A B L E



S T O C K V O L U M E



E D U C A T I O N A L



G L O B A L

FURTHER RESOURCES

For enquiries relating to these brand guidelines or further information please contact the Kukri Marketing Department:

Karl Middleton

Marketing Manager

karl.middleton@kukrisports.com



THANK YOU

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 **KUKRI**