

Logo Guidelines

Rhombus. Line. Name. That simple.



K+S Potash Canada

Variations

Only use the approved logo files provided. Use vector files (EPS, AI) wherever possible to keep things crisp and clear.



K+S Potash Canada



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FULL COLOUR This is the primary variation of the logo. As such, it should be used whenever possible.

BLACK AND GREY This option should only be used when colour is not an option.



REVERSE This can only be used when placing the logo on a dark background.

Minimum Size



PRINT
Minimum height
0.24in



ONLINE
Minimum height
23px

Spacing

The K+S logo requires a safe area on all sides equivalent to the height of the rhombus. This will help maintain a high degree of visual impact.



Logo, oh no!

DO NOT
adjust colours



DO NOT
use low-res
files or versions



DO NOT
remove elements



DO NOT
stretch or skew



DO NOT
move things around



DO NOT
crop



DO NOT
place a white box around
the coloured logo on a
coloured background

