

# KFORCE BRAND GUIDELINES

## Standard Logos and Color Variations



## Logo Guidelines

- When the logo you're using is smaller than 1.2 inches in width, the size of the ® may need to be increased.
- When resizing a logo, do so from the corner of the image rather than the sides to prevent possible distortion.
- Leave enough clear space around the entire logo on all four sides. (Clear space = height / 2)
- Only use the official logo color combinations provided on this sheet. Do not change the logo color in any other way.

## Taglines, Copyright and Marks

When adding service marks on registered trademark symbols, ensure the correct mark is used.

- When possible, use superscript on service mark characters.
- Service marks are only required on the first or most prominent mention.
- Kforce®
- ©Kforce Inc.
- KNOWLEDGEforce®
- Empowering People Through Knowledge Sharing®
- We Love What We Do. We Love Who We Serve.®
- Kforce Knowledge Process<sup>SM</sup>
- If there is no mention of Kforce in the copy, the service mark appears in the copyright line.
- Kforce Global Solutions®
- To Have a Meaningful Impact on All the Lives We Serve®
- Great Results Through Strategic Partnership and Knowledge Sharing®
- Uniting Professionals to Achieve Success Through Lasting Personal Relationships®

## Colors

Primary	HEX	00358E
	RGB	0 53 142
	CMYK	100 81 0 17
	PANTONE	2146 C
	HEX	0066CC
	RGB	09 102 204
	CMYK	86 61 0 0
	PANTONE	2175 C

Accent	HEX	041E42	RGB	4 30 66	CMYK	100 72 0 73	PANTONE	282 C
	HEX	00B7BD	RGB	0 183 189	CMYK	78 0 27 0	PANTONE	2397 C
	HEX	D0D3C4	RGB	208 211 212	CMYK	14 7 4 0	PANTONE	427 C
	HEX	BAD9EB	RGB	185 217 235	CMYK	25 1 0 0	PANTONE	290 C
	HEX	56B7E6	RGB	86 183 230	CMYK	61 5 0 0	PANTONE	2190 C
	HEX	7E7F74	RGB	126 127 116	CMYK	45 35 43 18	PANTONE	4278 C
	HEX	FFFFFF	RGB	255 255 255	CMYK	0 0 0 0		