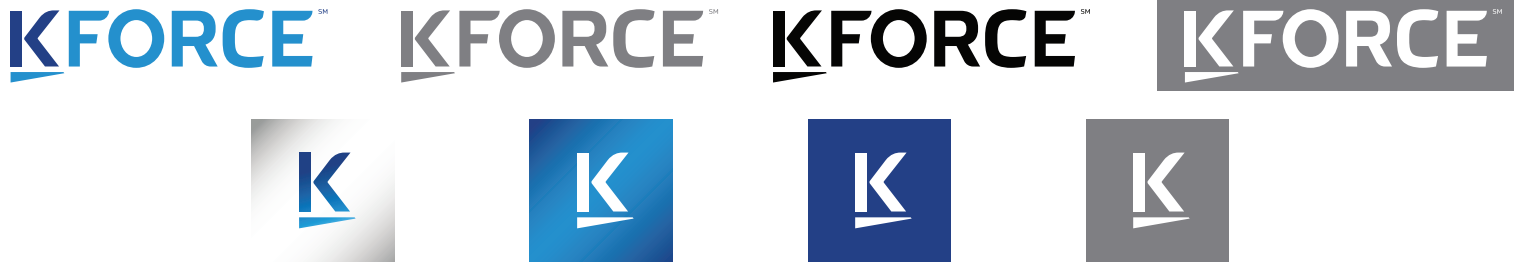# KFORCE BRAND GUIDELINES

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 ^{SM} 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.

- If there is no mention of Kforce in the copy, the service mark appears in the copyright line.

- Kforce®
- ©Kforce Inc.
- KNOWLEDGE*force*®
- Empowering People Through Knowledge Sharing®
- We Love What We Do. We Love Who We Serve.®
- Kforce Knowledge Process^{SM}

- 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	243E87
	RGB	36 62 135
	CMYK	100 90 13 3
	PANTONE	2738 C

	HEX	1D90CE
	RGB	29 144 206
	CMYK	77 31 1 0
	PANTONE	2995 C

Accent

HEX		RGB				CMYK				
HEX	243E87	RGB	26	47	90	CMYK	100	88	36	30
HEX	39C0C4	RGB	57	192	196	CMYK	67	0	27	0
HEX	D2D5D4	RGB	210	213	212	CMYK	17	11	13	0
HEX	95CFE9	RGB	149	207	233	CMYK	39	5	3	0
HEX	1D91CF	RGB	29	145	207	CMYK	77	31	0	0
HEX	7E7F74	RGB	126	127	116	CMYK	45	35	43	18
HEX	FFFFFF	RGB	255	255	255	CMYK	0	0	0	0