

# KFORCE LOGO USAGE

## Logo Introduction

Our logo is a key element of our brand identity—it identifies us and acts as a primary visual cue for audiences.

The Kforce symbol is our signature K with a ramp symbol. This represents our core foundation of knowledge sharing.

Our corporate logo incorporates the ramp in the K symbol into our full name as a stand-alone logo. The logo is always in our brand colors.

## Standard Blue Kforce Logo



### 1) The Logo Symbol

The K symbol has a particular relationship with the Kforce name. Our name, Kforce, stands for KNOWLEDGEforce. We believe that with the right people in place, their knowledge is an unstoppable force for business success. The K has carefully been designed with a custom character and ramp to emphasize the forward thinking approach.

### 2) The Logo Title

The corporate logo is presented through the use of color, as well as shape and form. The shapes in the logo are inspired by the greater than sign and tech trends as a nod to our technology and solutions focus.

## Variations of the Kforce Logo



### 3) The Kforce White Logo

When you need to work on a complex background, such as a contrasting color, texture or image, you should leverage the Kforce white logo. This is the preferred second option to our standard logo and is very versatile in the modern era of branding, where logo use is much more flexible.



### 4) The Kforce Gray Logo

The Kforce gray logo can be used in times when our logo needs to be paired with partner logos or needs to be portrayed in a more subtle manner. A great example of this is in a proposal or presentation for a customer who we prefer to take a modest position with.



### 4) The Kforce Black Logo

The Kforce black logo is the monochrome version of our colored logo. When the logo needs to be used in non-conventional ways such as embroidery, 3D printing, or textile printing this version can be used as needed. This is to reduce the possibility of having a logo that looks faded.