



Visual Style Guide

V1. 2024.



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**Empowering Scientific Discoveries with
Unparalleled Laboratory Environments
Engineered for the Future**

INTRODUCTION

At the start of the 2024 fiscal year, Kewaunee began the work of refreshing our brand and defining new guidelines for how we are to be represented in the market.

At Kewaunee, our commitment to operating with excellence is unwavering, and we are proud of the reputation we've built as the global leader in providing innovative and cutting-edge laboratory solutions.

As we continue to grow in our capabilities and expand our global reach, it is increasingly important that we represent our organization to the highest standards. The instructions contained within this guide will help ensure that our image reflects the quality of our products and services, our passion for future-focused innovation, and the steadfast values that form our foundation.

This document serves as a reference for all internal and external stakeholders who represent Kewaunee. From Associate communications to our product catalogs, website, marketing materials, social media presence, and beyond, following the enclosed guidelines will ensure that our brand is consistently presented in a professional and cohesive manner.

Thank you for being a part of this exciting initiative. I urge you to review this guide carefully and use it as a daily reference. By collaborating and working together, we can further enhance Kewaunee's market-leading position and uphold the standing we've built throughout our 117+ year history as a company that is dedicated to operating with excellence, serving our customers, and leading through innovation.

Thomas D. Hull III



President & Chief Executive Officer

THE GLOBAL LEADER IN LABORATORY SOLUTIONS

Kewaunee Scientific Corporation, founded in 1906, carries a legacy of over 117 years of manufacturing excellence. Serving dynamic industries from healthcare to education, we remain at the forefront of research and development, fueling global innovations. Our comprehensive product portfolio caters to every laboratory furniture need, while our global dealer network ensures a seamless project transition from idea to execution.

Kewaunee stands at the intersection of groundbreaking scientific research and engineering excellence. We provide unparalleled laboratory environments tailored to the needs of diverse R&D sectors. Through our extensive portfolio and global dealer network, we ensure every project benefits from local expertise combined with our legacy of innovation.

At Kewaunee, we believe in empowering the scientific community with spaces that inspire, innovate, and integrate. Our commitment to engineering the future is matched by our dedication to being an easy-to-partner-with entity and valuing our Associates' growth.

01

Always use the official brand name and logo.

Do not modify, distort, or alter them in any way.

Follow all guidelines on logo placement, size, and spacing.

Ensure that the logo maintains its proportions and is not placed on busy backgrounds that affect visibility.

Consistency in using the brand name and logo ensures instant recognition and reinforces brand identity. Proper logo usage builds brand recognition & maintains its integrity and professionalism.



LOGO

PRIMARY LOGO

Horizontal



Stacked

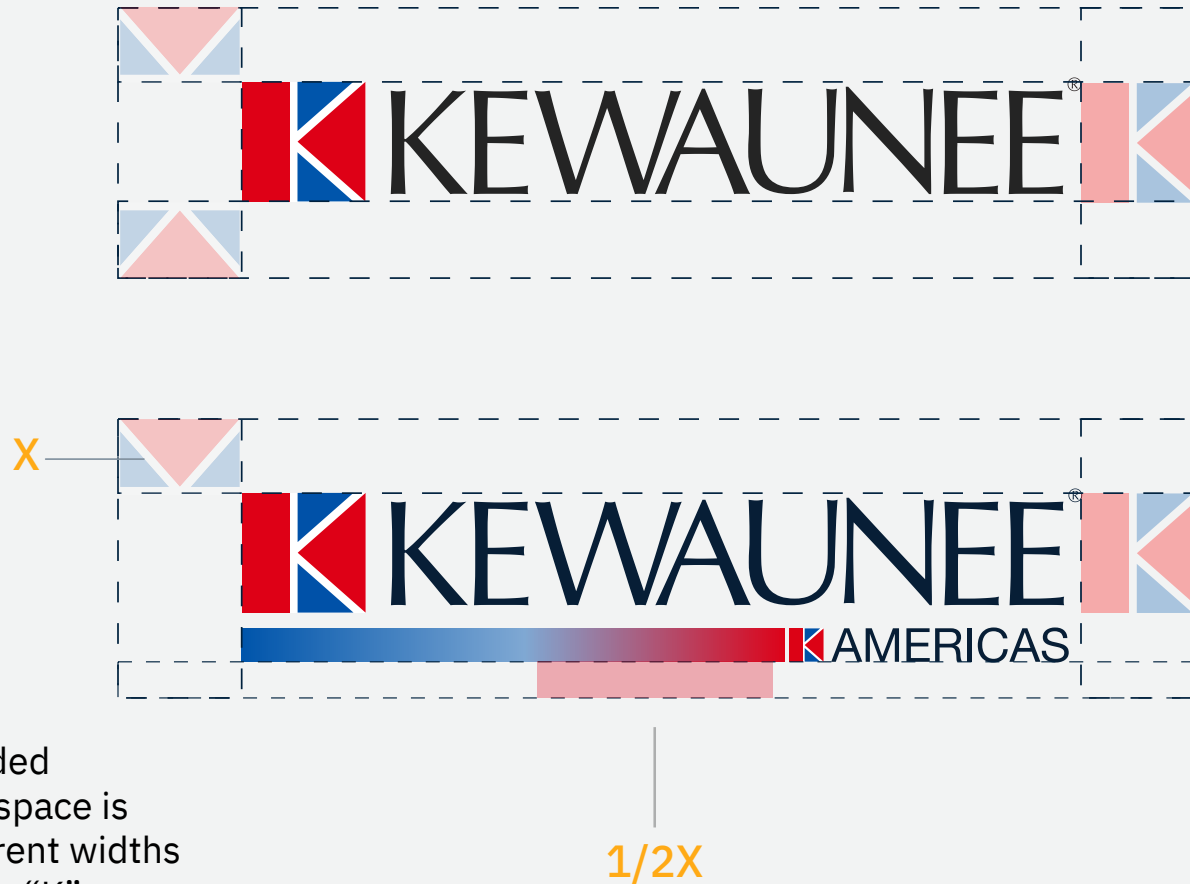


On a light background

On a dark background

CLEAR SPACE

To ensure legibility and standout, it is important to retain sufficient clear space around the brand logo.



REGIONAL LOGOS

Primarily used to tailor to different markets and should only be used on materials reaching those specific regions.



On dark backgrounds



On light backgrounds

DO NOT

Actions to avoid when using different Kewaunee logos.



Change the colors of the gradient



Flip the colors of the gradient



Change the balance of the logo



Use over Kewaunee photos without an overlay



Stretch the logo unproportionally



Use over complicated backgrounds or photos that don't align with the Kewaunee brand

SECONDARY LOGOS



MINIMUM SIZE

The recommended minimum sizes for print and web. These apply to black and white versions of the logos as well.



minimum width for print is 1.5 inches



minimum width for web is 150 pixels



minimum width for print is 2.25 inches



minimum width for web is 250 pixels



minimum width for print is 1 inch



minimum width for print is 1.5 inches



minimum width for web is 100 pixels



minimum width for web is 150 pixels



minimum width for print is 0.2 inches



minimum width for print is 0.5 inches



minimum width for web is 20 pixels



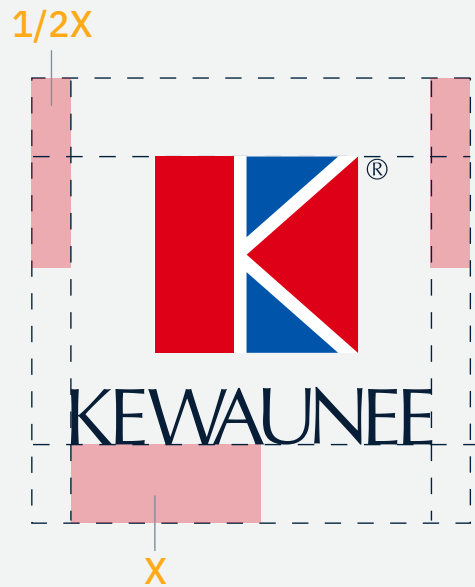
minimum width for web is 70 pixels

For print at 300dpi

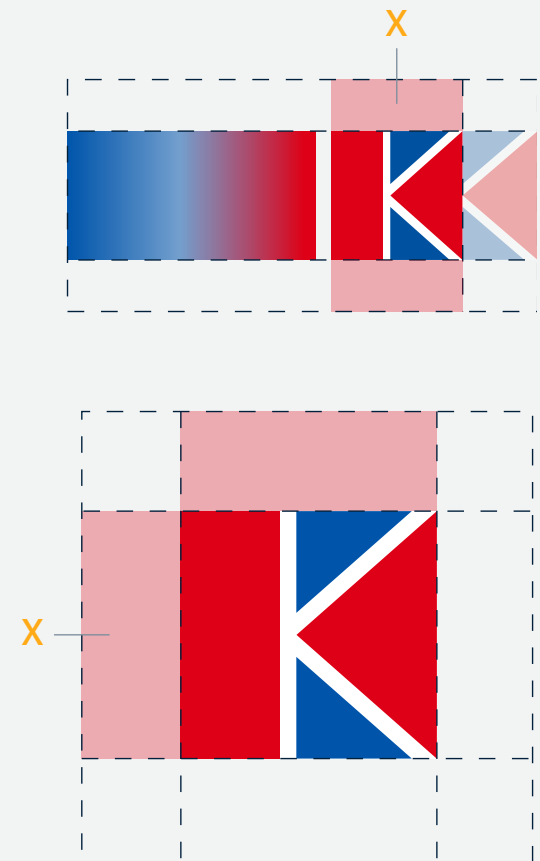
For web at 72dpi

CLEAR SPACE

To ensure legibility and stand out, it is important to retain sufficient clear space around the brand logo.



The recommended minimum clear space is based on the red rectangle in the Kewaunee K (X)



LOGO ICON & FLAGMARK

Consists of the Kewaunee gradient and Kewaunee “K”.

Version 1. Original



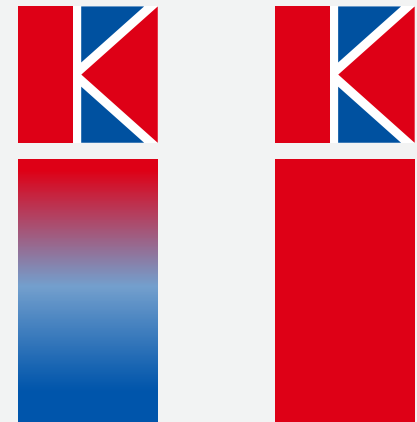
Version 2. Circular Logo Icon



Version 3. Kewaunee Flagmark



Version 4. Vertical Flagmark



Always align to the bottom of the page.

Always align left of the page. The gap between the gradient and the Kewaunee “K” is two widths of the white of the “K”.



FLAGMARK USAGE

Circular Logomark usage



Vertical Flagmark usage

Always bottom-align

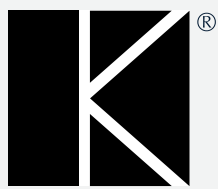


Flagmark usage

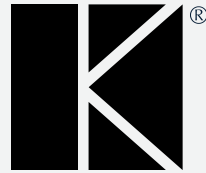
Always left-align

BLACK & WHITE LOGOS

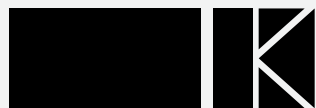
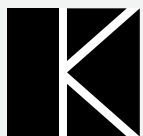
When color can't be used in print, use black or white versions of the Kewaunee logos.



KEWAUNEE



KEWAUNEE
AMERICAS



KEWAUNEE



KEWAUNEE
AMERICAS



WATERMARK

Version 1.

Always use both watermarks in Ice White #F2F2F2 at 80% opacity over Kewaunee brand photos



Version 1.



Version 2.



Version 2.



WATERMARK USAGE

Version 1: use in corner of picture size 1/4 ratio of picture height, when the full Kewaunee logo is used elsewhere on the same page.

Version 2: use in corner of picture sized 1/5 of picture height when the full Kewaunee logo is not used elsewhere on the same page.



Version 1.



Version 2.

02

Usage Instructions:

Stick to the specified fonts and typography rules.

Use heading styles, font sizes, and line spacing as indicated in the guidelines.

Consistent typography enhances readability and ensures a cohesive look.



TYPOGRAPHY

Logo
Optima Regular

H1
Industry Bold

Primarily used for headlines

H2
IBM Plex Sans

Primarily used for subheadlines

Body
Helvetica Now Text

Primarily used for body copy and longer texts

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890
~!@#\$%^&*(+)?>

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890
~!@#\$%^&*(+)?>

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890
~!@#\$%^&*(+)?>

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890
~!@#\$%^&*(+)?>



TYPOGRAPHY USAGE & COLOR COMBINATIONS

How to use the Kewaunee typefaces together.

H1
INDUSTRY BOLD

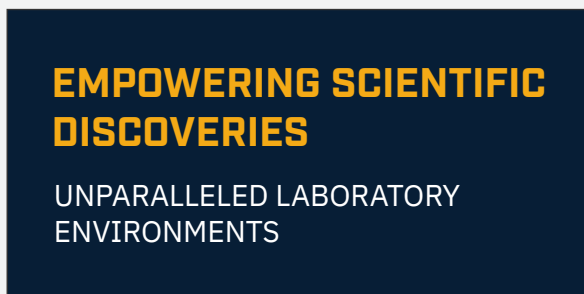
H2
Ibm Plex Sans Regular

Body Copy
Helvetica Now Text Regular

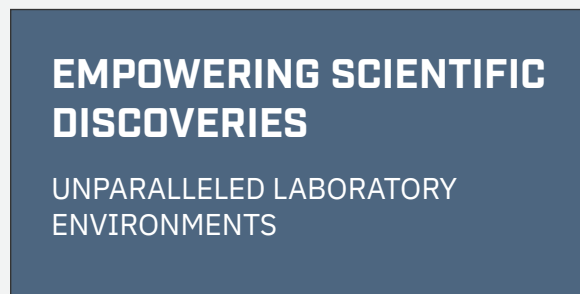
**EMPOWERING SCIENTIFIC
DISCOVERIES**

UNPARALLELED LABORATORY ENVIRONMENTS

Kewaunee Scientific Corporation is a recognized global leader in the design, manufacture, and installation of laboratory, healthcare, and technical furniture products.



Use Bold Yellow or Pure White in headlines over Dark Navy backgrounds and Pure White in subheadlines/ body copy.



Use Pure White in headlines/subhead-lines/ body copy over Slate Blue backgrounds.



Use Statesville Blue in headlines on over Ice White backgrounds and Black or Dark Navy in subheadlines/body copy.

03

Usage Instructions:

Use the defined primary and secondary colors consistently across all materials.

Avoid using colors outside of the approved palette.

Consistent color usage reinforces brand recognition and evokes specific emotions associated with the brand.



**COLOR
PALETTE**

PRIMARY COLORS

Colors used most often throughout the brand, Dark Navy being prominent.

| | | |
|---|---|--|
| <p>R:7 G:30 B:54 #071E36 C:96,M:80,Y:48,K:60 PMS 289 C Dark Navy</p> | <p>R:242 G:242 B:242 #F2F2F2 C:4,M:2,Y:2,K:0 PMS 649 C Ice White</p> | <p>R:77 G:102 B:128 #4D6680 C:78,M:55,Y:33,K:10 PMS 2178 C Slate Blue</p> |
|---|---|--|

COLOR POPS

Kewaunee Logo colors, used to add a bright pop of color as needed.

| | |
|---|---|
| <p>R:222 G:0 B:22 #DE0016 C:7,M:100,Y:100,K:1 PMS 185 C Kewaunee Red</p> | <p>R:0 G:81 B:168 #0055AB C:97,M:76,Y:0,K:0 PMS 2388 C Kewaunee Blue</p> |
|---|---|

SECONDARY COLORS

Colors seen less often throughout the brand, to support primary palette.

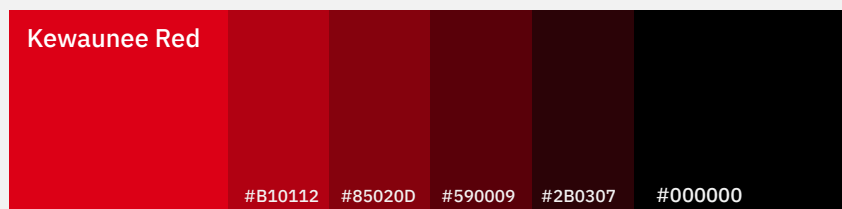
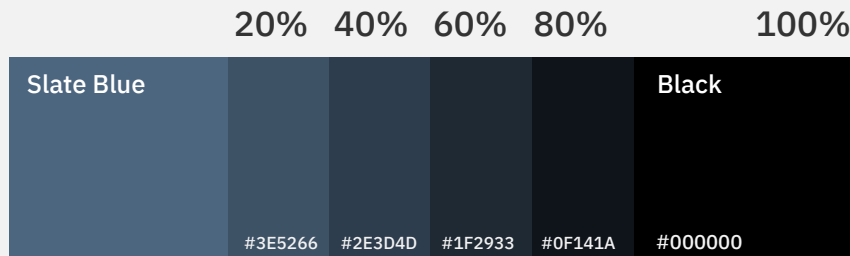
| | | | |
|--|--|---|--|
| <p>R:51 G:51 B:51 #333333 C:4,M:3,Y:3,K:0 PMS 445 C Charcoal Grey</p> | <p>R:255 G:255 B:255 #FFFFFF C:0,M:0,Y:0,K:0 Pure White</p> | <p>R:244 G:170 B:22 #FFAA16 C:1,M:35,Y:100,K:0 PMS 124 C Bold Yellow</p> | <p>R:53 G:128 B:191 #3580BF C:84,M:40,Y:1,K:0 PMS 7688 C Statesville Blue</p> |
|--|--|---|--|

COLOR TINTS & SHADES

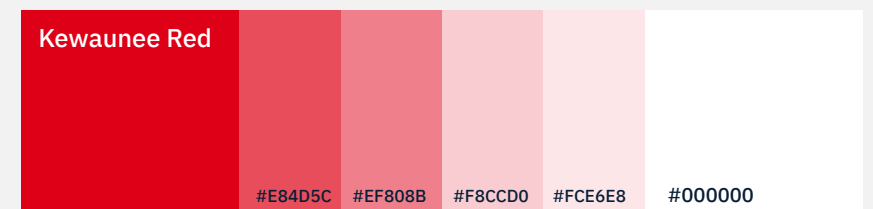
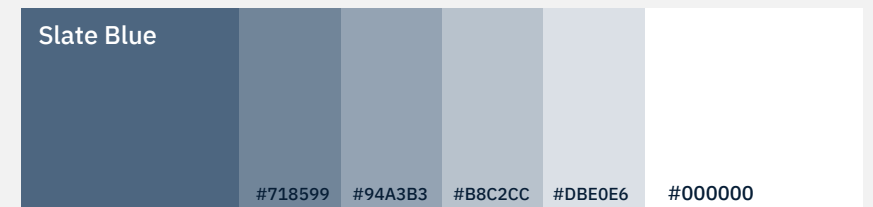
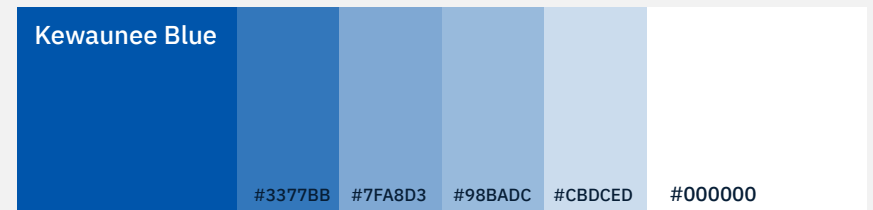
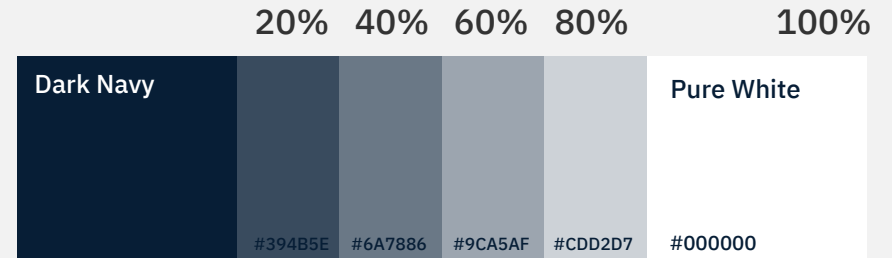
The color tints palette is used sparingly only when needed for other communication pieces, like graphs and charts. Tints of each color can also be used to provide variation and depth in layouts. Tints should be no weaker than 80% when using as a background.

Please use the correct color breakdowns and do not convert colors automatically from one color model to another. These breakdowns have been carefully developed and tested.

SHADES



TINTS



04

Usage Instructions for Visual Elements:

Patterns, Graphics & Icons:

Use approved icons from the brand's library when creating visual materials. Maintain the style, color, and size consistency of icons.

Illustrations:

Use these illustrations that align with the brand's aesthetics and messaging. Avoid using off-brand or conflicting illustration styles.

Photography:

Select images that match the brand's visual identity and convey the intended message. Follow photography style guidelines (e.g., filters, compositions) provided in the brand style guide.

Consistent visual elements complement the brand and enhance its message across different media.

VISUAL ELEMENTS

COMPANY VALUES



Version 1. Compass

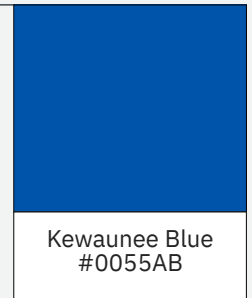
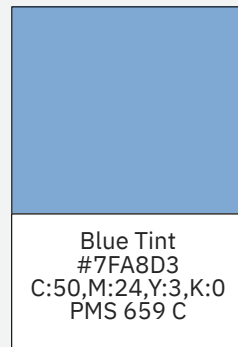


Version 2. "it Matters"

KEWAUNEE GRADIENT

Add a pop of color to websites, social media etc. Features colors Kewaunee Blue, Carolina Blue and Kewaunee Red.

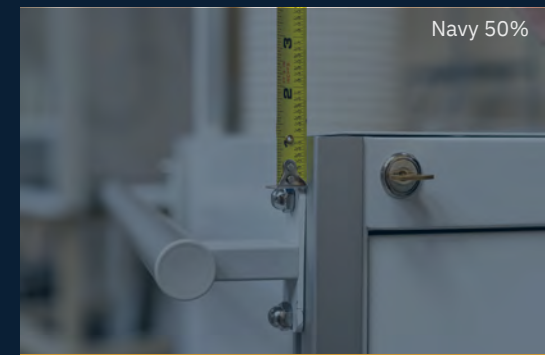
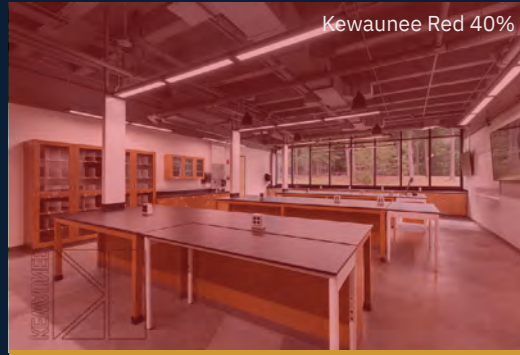
#74A8D3 is a tint of the Kewaunee Blue color. Check page “tint and shades”.



TRANSPARENT COLOR OVERLAYS

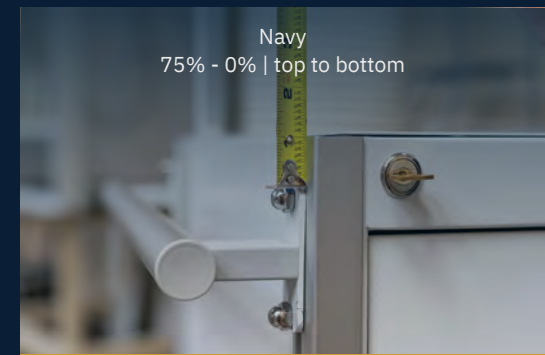
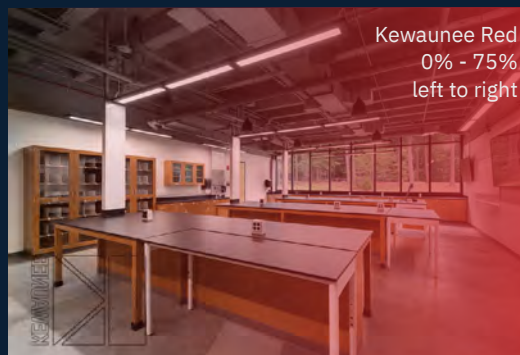
Kewaunee Blue, Kewaunee Red, and Dark Navy can be used at 50% opacity and lower to overlay photos. This allows text to be placed on top and still be legible while also increasing visual interest according to the Kewaunee brand.

Version 1.



Kewaunee Blue, Kewaunee Red, and Dark Navy can be used at a gradient scale from 75% to 0% opacity to overlay photos. This effect can be used when presenting stats/ info over photos to increase the legibility of the text and provide visual interest.

Version 2. Gradient



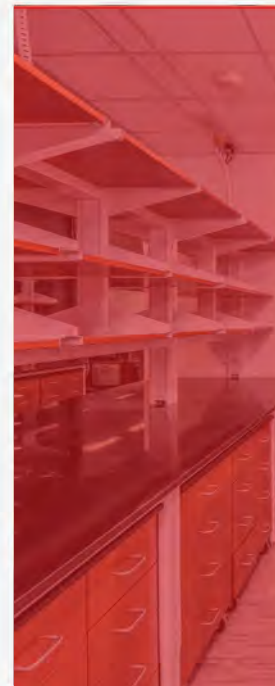
The gradients can be used to overlay a photo from left to right, right to left, top to bottom, or bottom to top as seen above.

USAGE IN LOGO GRAPHICS

Photos can be masked within the "K" logo segments then overlaid with the corresponding Kewaunee Red and Kewaunee Blue, with proper placement according to logo.

Kewaunee Red overlay should be 50%-70% opacity

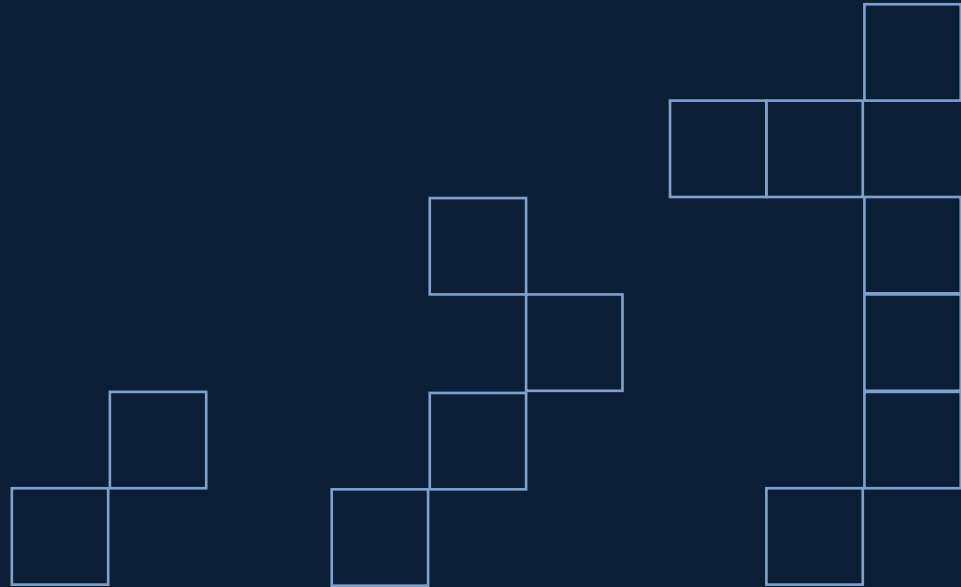
Kewaunee Blue overlay should be 40 - 60% opacity



GRID GRAPHIC

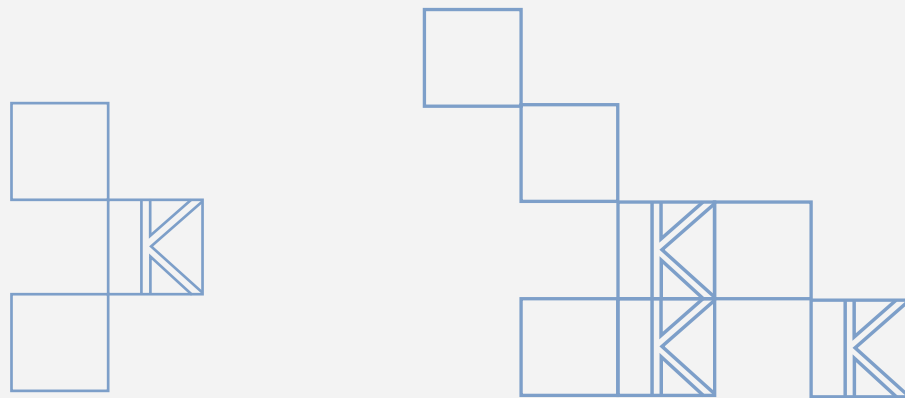
Used as a graphic element throughout the brand.

Always in a Statesville Blue Stroke.



Version 1.

Stroke width = 1



Version 2. (with "K")

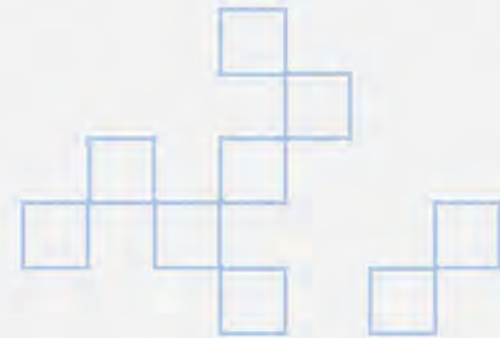


GRID GRAPHIC USAGE

The grid graphic can be used in web design, PowerPoint design and social graphics to add a visual element that emphasizes the Kewaunee brand. It can overlay photos or backgrounds as needed.



Usage on power point slide



Usage on socail graphic



Usage on website



KEWAUNEE “K” PATTERN

Always used in Pure White (#FFFFFF) and can be overlaid onto any color in the palette at a 10% - 30% opacity. EXCEPTION: When it is overlaid on Ice White, it should then be at 100% opacity.



K Pattern over Navy Blue (#071E36) at 10% Opacity



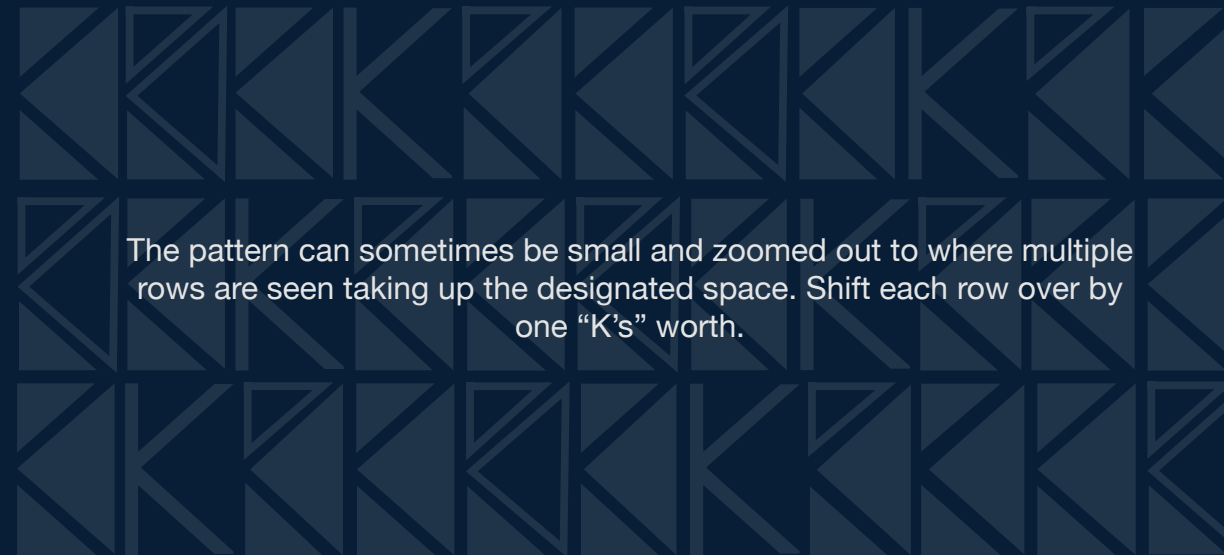
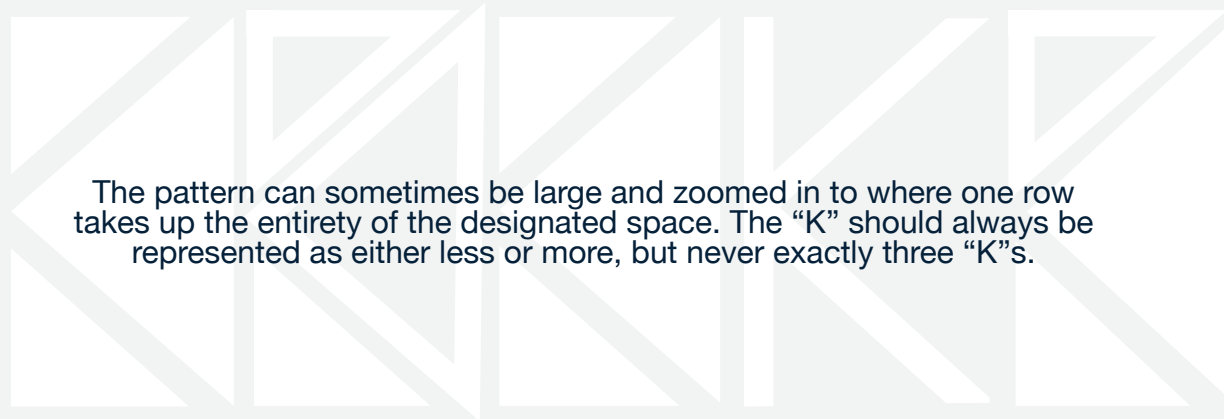
K Pattern over Slate Blue (#4D6680) at 20% Opacity



K Pattern over Ice White (#F2F2F2) at 100% Opacity



SCALE SHIFTS



GRADIENT PATTERN

Always used in the Kewaunee gradient and overlaid onto Dark Navy #001F38 or Ice White #F2F2F2 in 30% opacity.



Can be looped endlessly.



05

Usage Instructions:

Select images and photography styles that align with the brand's visual identity.

Avoid using unrelated or off-brand imagery that could confuse the brand's message.

Visual consistency in imagery reinforces the brand's messaging and identity.

**IMAGERY &
PHOTOGRAPHY**

PHOTOGRAPHIC INSTRUCTIONS

Objective: The aim is to capture clean, dynamic images of Kewaunee’s laboratories and products, with a particular emphasis on showcasing the quality and design. Photographs should convey a sense of innovation, precision, and reliability, aligning with Kewaunee’s brand values.

PHOTOGRAPHY STYLE

CLEAN AND CLEAR:

Images should be crisp, well-lit, and free from unnecessary clutter. The focus should be on the product or lab setup, highlighting the sleek design and functionality of Kewaunee products.

DYNAMIC PERSPECTIVE:

Aim for angles that add interest and dimension. Avoid flat, head-on shots. Instead, use angles that reveal the depth and design details of the products, such as a slightly elevated or diagonal viewpoint.



CONSISTENT LIGHTING:

Use soft, natural light wherever possible to avoid harsh shadows and highlights. Consistency in lighting across all images is crucial for cohesive visual branding.

BACKGROUND:

Keep backgrounds simple and non-distracting. Use a shallow depth of field to subtly blur the background, ensuring the product remains the focal point.



COMPOSITION AND FRAMING

RULE OF THIRDS:

Apply the rule of thirds for a balanced composition. Place key elements of the products along these lines or at their intersections.

SPACE FOR TEXT:

If images will be used with overlays or text in marketing materials, ensure there's clean space within the frame to accommodate text without obscuring product details.

PRODUCT FOCUS:

Ensure the product's design and quality are the main subjects. Include close-ups of unique features or craftsmanship that sets Kewaunee's products apart.

BACKGROUND:

Keep backgrounds simple and non-distracting. Use a shallow depth of field to subtly blur the background, ensuring the product remains the focal point.

SHOOTING THE LAB ENVIRONMENT

CONTEXTUAL SHOTS:

Capture the products within the context of a fully equipped laboratory to show the products in use. This adds relevance and relatability for the viewer.

ACTION SHOTS:

Where appropriate, include human elements, such as a professional using the products or working within the lab space, to add life and scale to the images.

MULTIPLE ANGLES:

Provide various angles of the lab setups to offer a comprehensive view of the space and how Kewaunee's products integrate into it.

06

All of the Kewaunee branding in use. Examples and designs to follow.



COLLATERAL



 KEWAUNEE®

K KEWAUNEE
AMERICAS

K KEWAUNEE
AMERICAS

DOE
Communications Specialist

Tel: 704-871-3252
Fax: 704-871-2293
johndoe@kewaunee.com
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JOHN DOE
HR-Communications Specialist

Tel: 704-871-3252
Fax: 704-871-2293
johndoe@kewaunee.com
www.kewaunee.com

K KEWAUNEE
AMERICAS

ns Specialist

K KE

LETTERHEAD & BUSINESS CARD TEMPLATE


Americas

To:
John Doe
Manager
JohnDoe@gmail.com
(999) 888-7777

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

John Doe
Position Name




KEWAUNEE

 P.O. Box 1842, Statesville, North Carolina 28687-1842
 2700 West Front Street, Statesville, North Carolina 28677-2927

 704-873-7202
 704-873-1275
 kewaunee.com



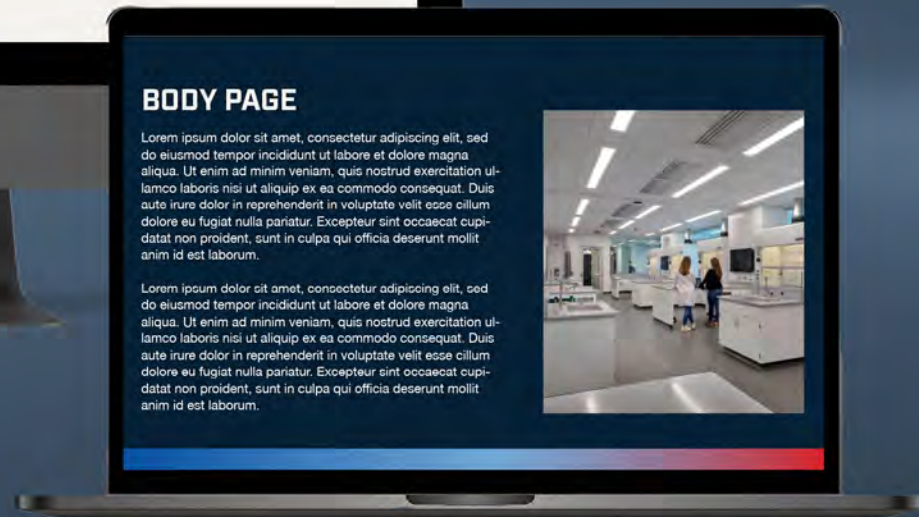
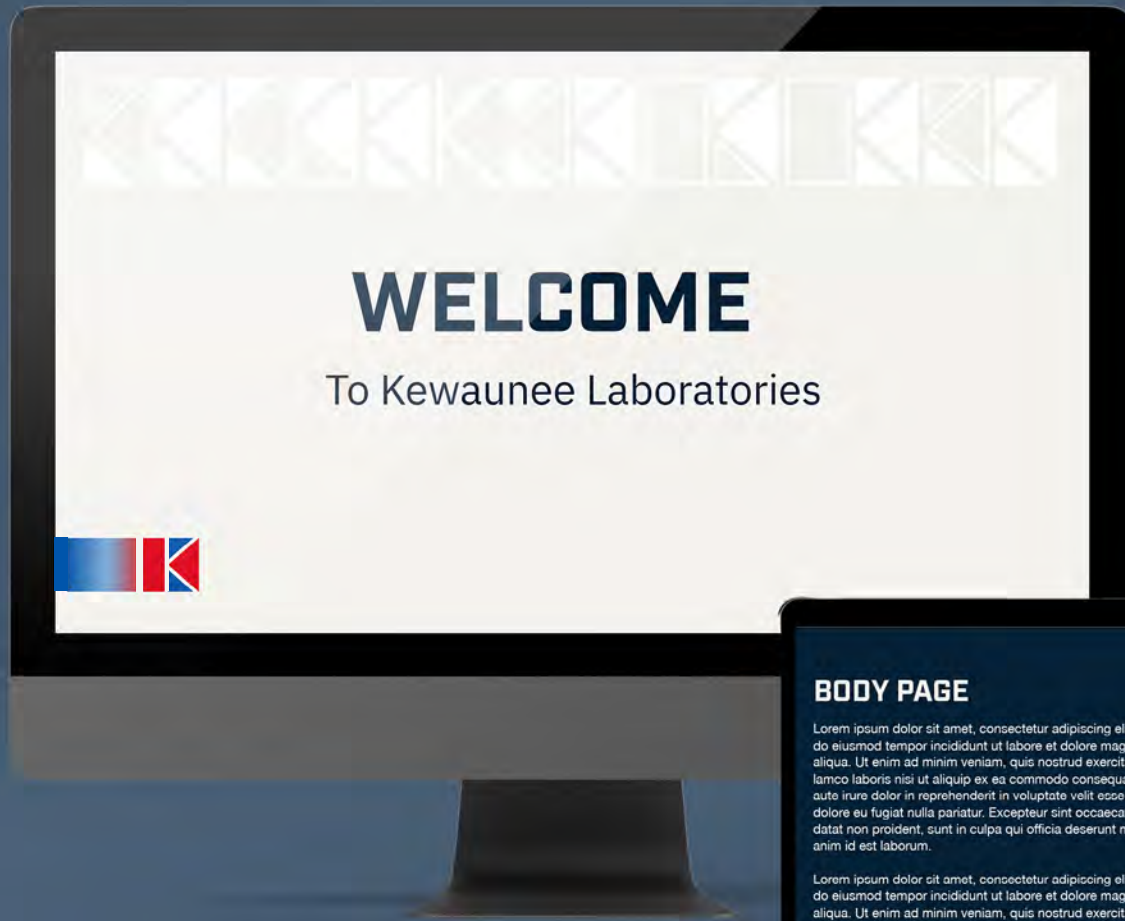

AMERICAS

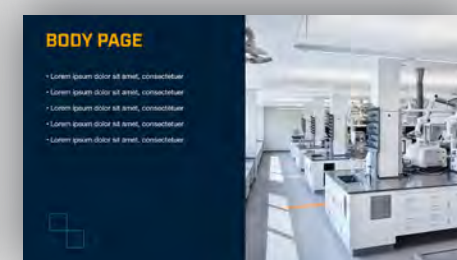


JOHN DOE
HR-Communications Specialist

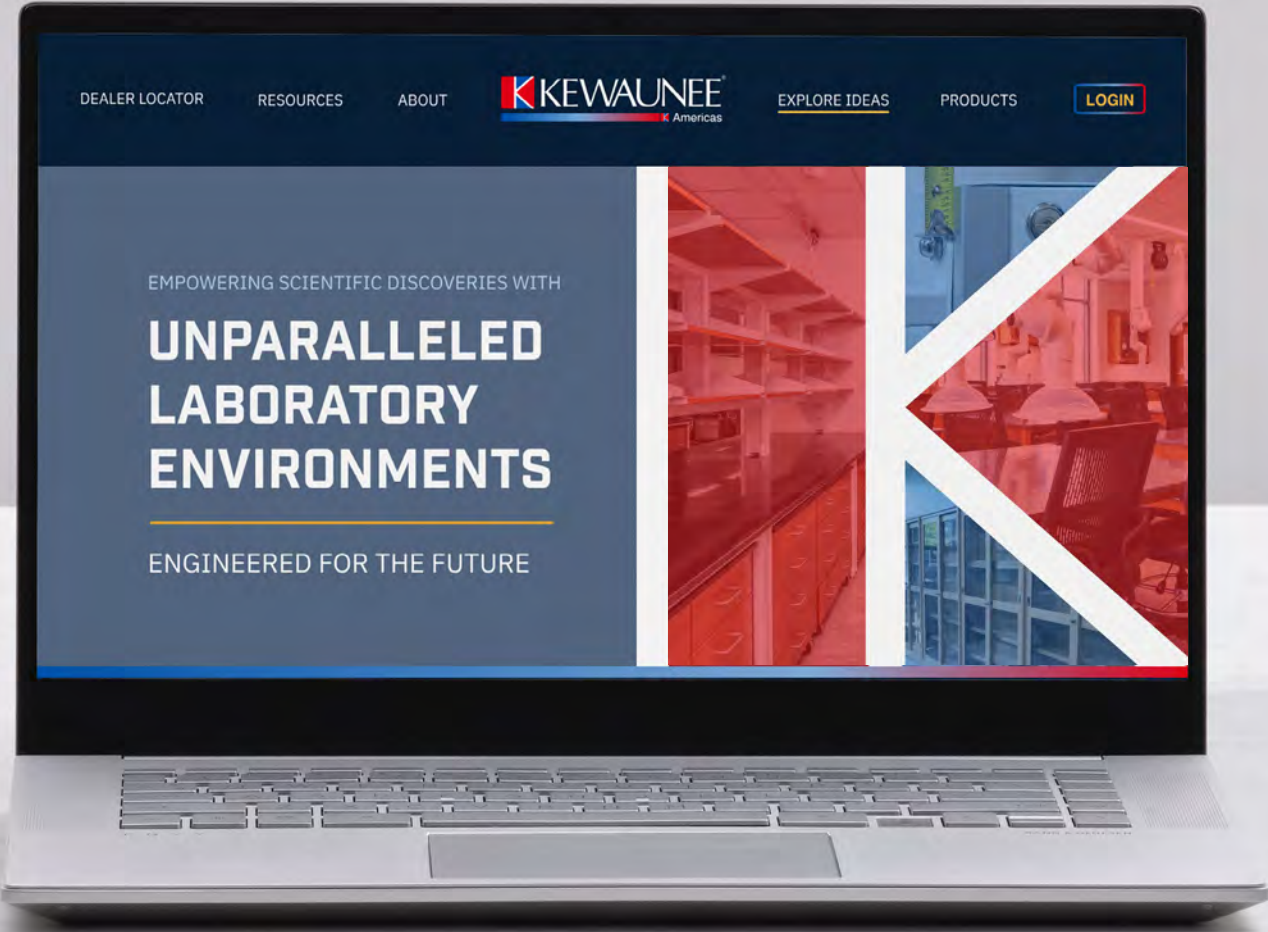
TEL: 704-871-3252
FAX: 704-871-2293
johndoe@kewaunee.com
www.kewaunee.com

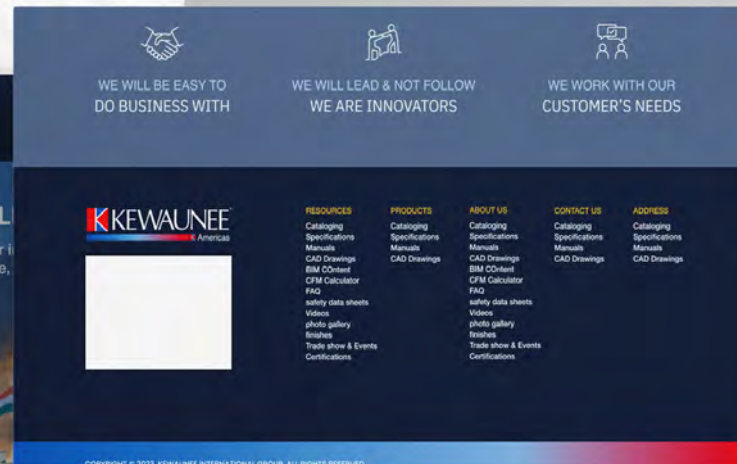






44 WEBSITE TEMPLATE





46 SOCIAL MEDIA TEMPLATES

