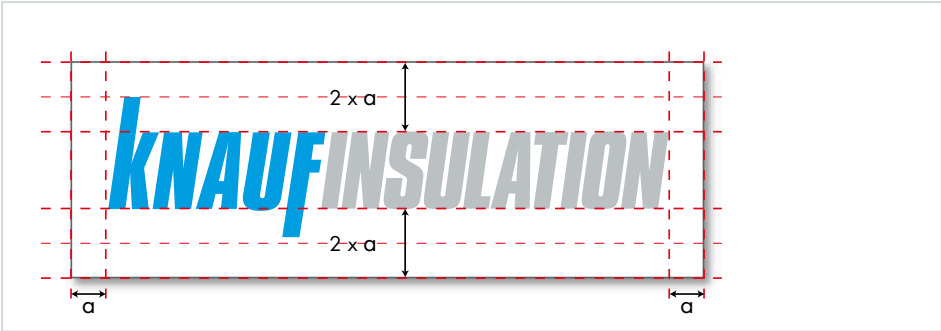


# 2.1 Master Logo

## 2.1.1 Standard Master Logo



### Usage

- Use the master logo on:
- Stationery
  - Business Cards (except on business cards for Knauf Insulation Process Solutions (Technical Insulation) and Industrial Solutions (OEM) employees, see 2.3 and 2.4)
  - Email Signatures
  - Packaging (except on transparent packaging, see 2.1.2)
  - Work Wear

### Minimum Clear Space

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

### Minimum Reproduction Size

30 mm (1 1/4") wide



### Colour

The master logo is made up of the corporate colours KI blue and KI grey. Under no circumstances the colours can be changed.



Pantone: Process Cyan  
CMYK: 100/0/0/0  
RAL: 5015  
HKS: 47  
RGB: 0/136/206



Pantone: 429  
CMYK: 6/0/0/34  
RAL: 7042  
HKS: 91  
RGB: 165/172/175

### Background

The master logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

### Unacceptable Use



Do not use mono KI blue



Do not use mono KI blue and tint



Do not rotate in any direction



Do not stretch in any direction



Do not combine with another logo or company name

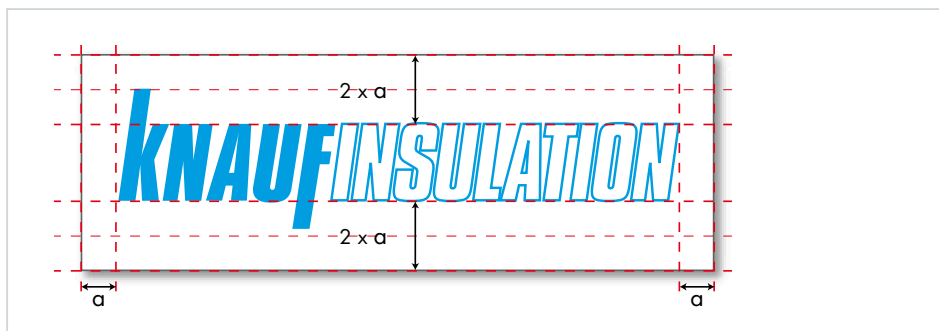


Do not use on a coloured background



Do not use on a photographic background

## 2.1.2 Outlined Version of the Master Logo



### Usage

This is a restricted use of the logo and can be used if only one colour is available for print. It can also be used on transparent packaging.

### Minimum Clear Space

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

### Minimum Reproduction Size

30 mm (1 1/4") wide.



### Colour

The outlined version of the master logo is made up of the corporate colour KI blue.



Pantone: Process Cyan  
CMYK: 100/0/0/0  
RAL: 5015  
HKS: 47  
RGB: 0/136/206

### Background

The outlined version of the master logo may be used on a white background or transparent background. Coloured or photographic backgrounds are not acceptable.

## Unacceptable Use



Do not use the outlined logo in two colours



Do not use on a coloured background

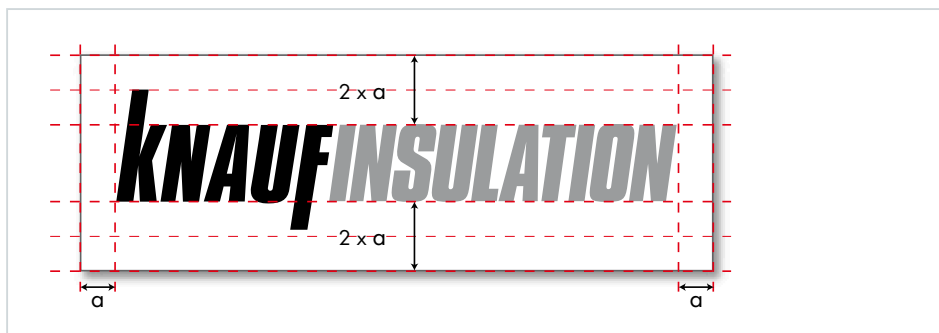


Do not use the outlined logo in black and white



Do not use on a photographic background

### 2.1.3 Black and White Version of the Master Logo



#### Usage

This is a restricted use of the logo and can only be used if you need to print in black and white.

#### Minimum Clear Space

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

#### Minimum Reproduction Size

30 mm (1 1/4") wide.



#### Colour

"Knauf" in black and "Insulation" in 50% of black



Black  
CMYK: 0/0/0/100  
RGB: 0/0/0



Black 50%  
CMYK: 0/0/0/50  
RGB: 128/128/128

#### Background

The black and white version of the master logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

### Unacceptable Use



Do not use mono KI grey



Do not use mono KI grey and tint



Do not use white out logo



Do not use on a coloured background



Do not use on a photographic background