

K1 Lube

Brand Identity Design Guidelines

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CI Basic System

Signature

Color System

Signature

Combining the company symbol and logotype, the signature is an essential visual element in representing K1 Lube and making it stand out from the other companies. To avoid changes, please use the file included in Data

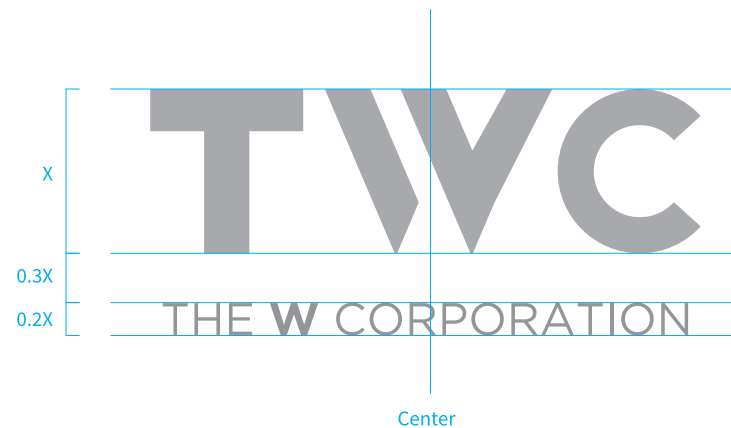


Minimum size

3mm /
12px



6mm /
18px



Color System

The signature color is essential for accurately showing the brand's consistency to various visual media. To avoid changes, please use the file included in Data



W Blue

Pantone 2995 C
C: 90 / M: 10 / Y: 0 / K: 0



W Black

Pantone Black C
C: 0 / M: 0 / Y: 0 / K: 100

BI Basic System

Wordmark & Slogan

Signature

Color System

Wordmark & Slogan

The wordmark and slogan are the essential visual elements for representing K1 Lube and making it stand out from the other companies. To avoid changes, please use the file included in Data

Minimum size

10mm /
24px 

4mm /
16px 

2mm /
5px 

Wordmark (Basic)



Wordmark (Horizontal)



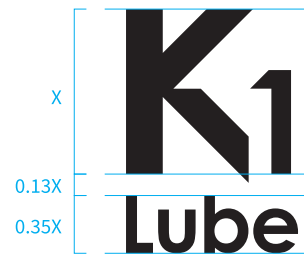
Slogan



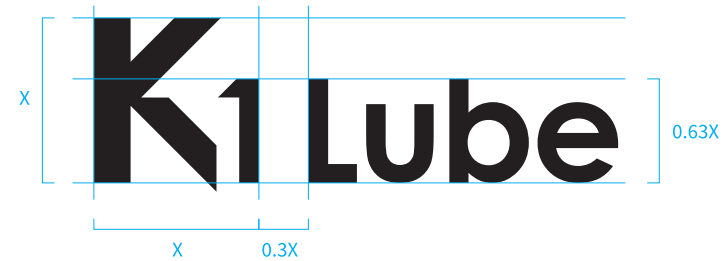
Signature

The signature combines the wordmark and the slogan. To avoid changes, please use the file included in Data

Basic Mark



Horizontal Mark



Minimum size



Wordmark & Slogan



Color System

The wordmark color is essential for accurately showing the brand's consistency to various visual media. To avoid changes, please use the file included in Data.

K₁
Lube



K Black

Pantone Black C
C: 0 / M: 0 / Y: 0 / K: 100

K₁
Lube



K Silver

Pantone 877 C
C: 0 / M: 0 / Y: 0 / K: 40

K₁
Lube



K Gold

Pantone 871 C
C: 20 / M: 25 / Y: 60 / K: 25

BI Applications System

Signage for Workshop 1-2

Business Card

Envelope

Letterhead & Memo

Name Tag

Carrier Bag

Uniform 1-2

Workwear

Uniform for Exhibition Staffs 1-2

Cap

Motorcycle Helmet

Maintenance Gloves & Oversleeve

Product Shelf

Umbrella

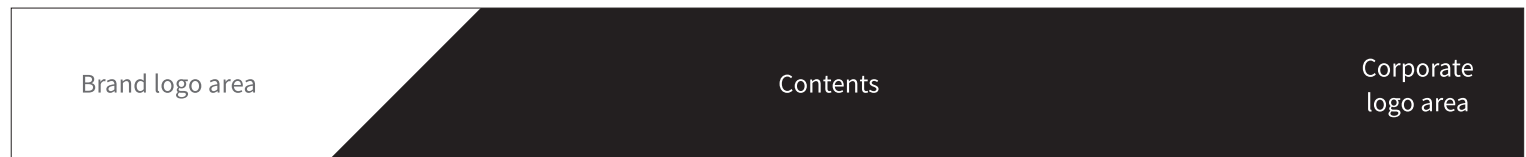
Pen & Tumbler

Car Sticker

Car Wrapping 1-3

Signage for Workshop 1

If there are additional things that need to be added or deleted, it can be done as long as the overall design remains intact.



Type A



Type B



Type C



Signage for Workshop 2

If there are additional things that need to be added or deleted, it can be done as long as the overall design remains intact.

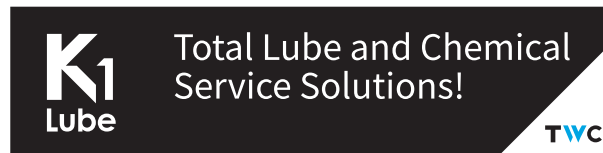
10:1



6:1



4:1



Business Card

An important item in making yourself and the brand known to others. Depending on how much information is contained in the business card, font sizes and line spacing can be adjusted as needed as long as the placement of each content remains intact.

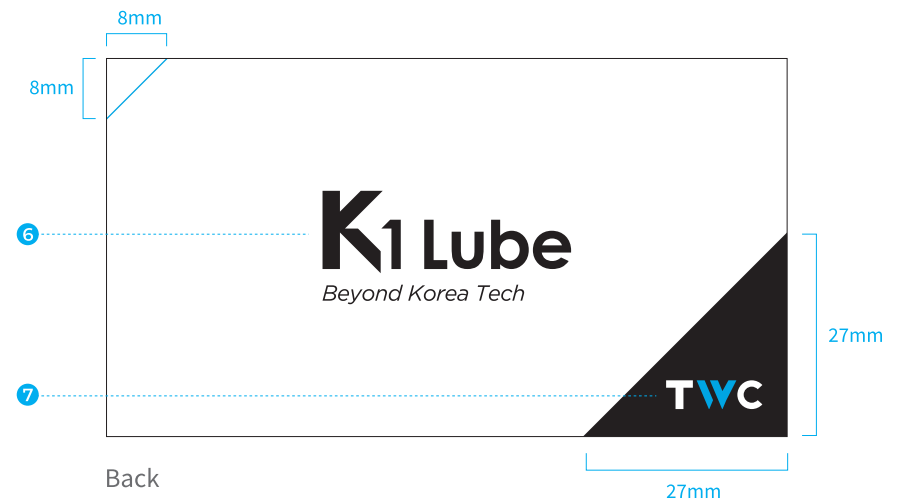
Size : 90x 50 mm

Process : Offset printing

1. Name : noto sans bold (12pt)
2. position : noto sans medium (7pt)
3. Wordmark : height (14mm)
4. Contact : noto sans regular (8pt)
5. Contact : noto sans regular (7pt)
6. Signature : height (15mm)
7. Corporate logo : height (3.8mm)



Front



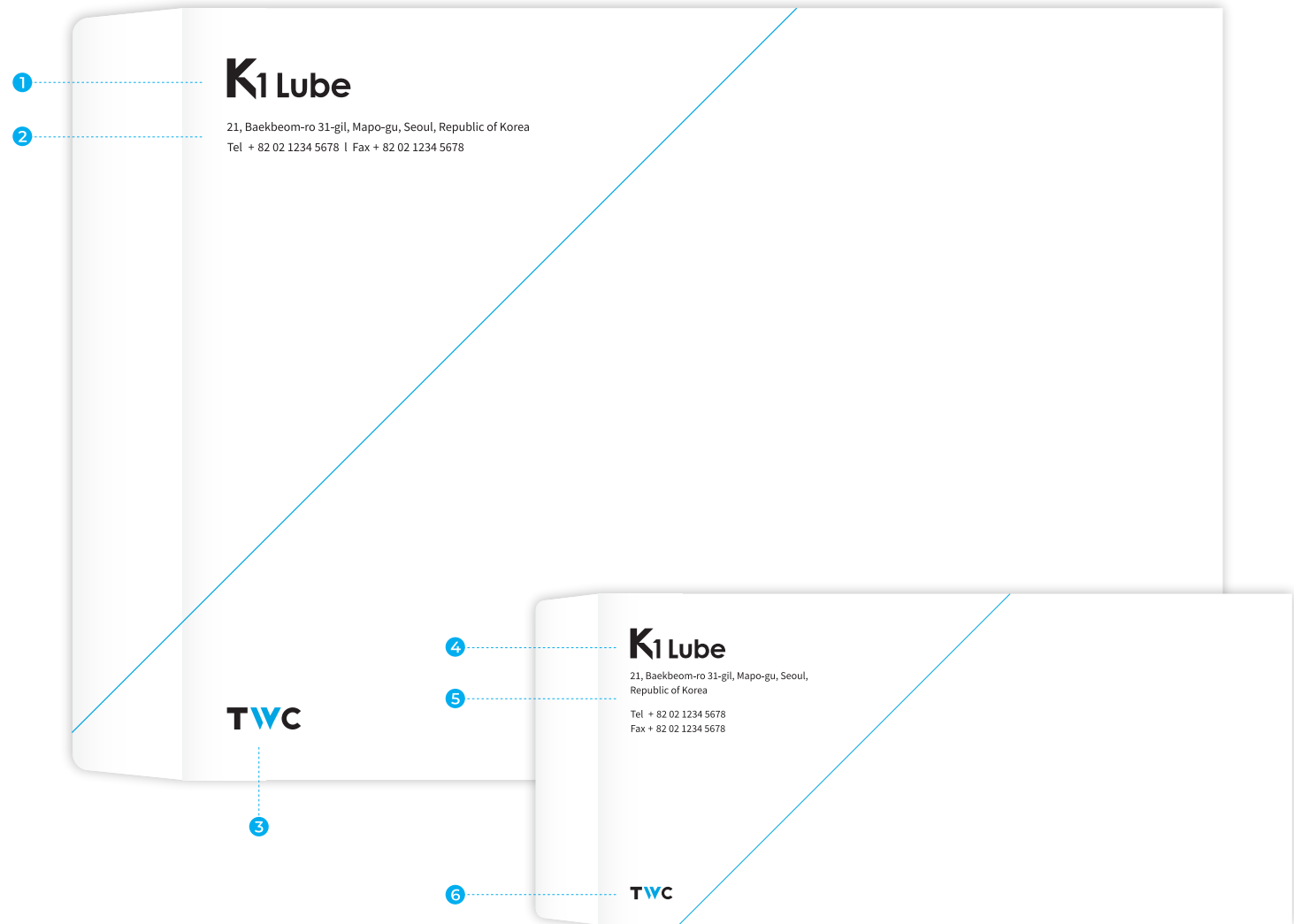
Back

Envelope

There should be big and small envelopes. Use designated sizes, colors, and fonts to maintain a uniform brand image.

Size : 330 x 245 / 220 x 105 mm
Process : Offset printing

1. Wordmark : height (13mm)
2. Address : noto sans regular (10pt)
3. Corporate logo : height (7mm)
4. Wordmark : height (10mm)
5. Address : noto sans regular (8.5Pt)
6. Corporate logo : height (4mm)



Letterhead & Memo

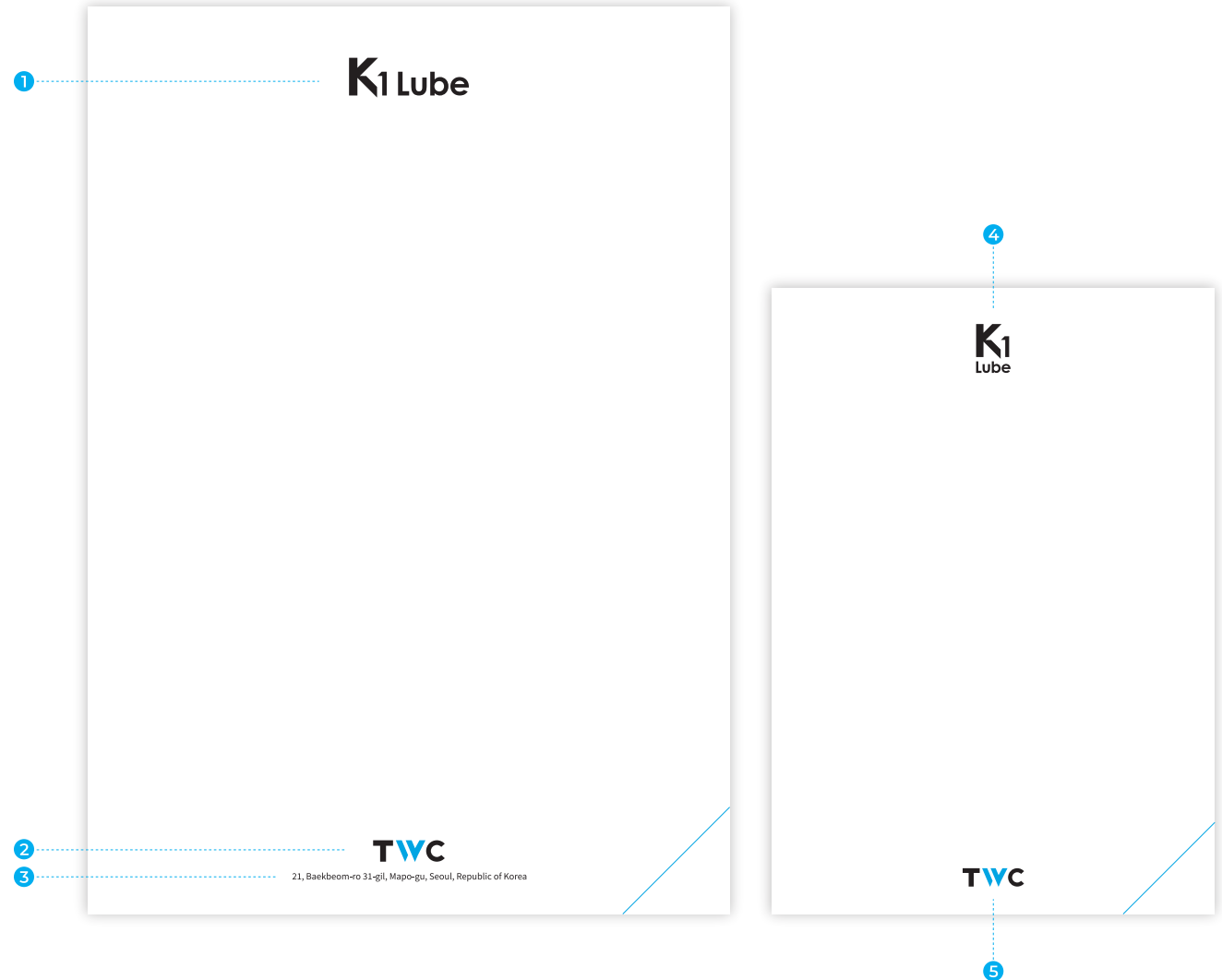
The letterhead and memo should use designated sizes, colors, and fonts to maintain a uniform brand image.

Letterhead size : 297x 210 mm

Memo : 145 x 205 mm

Process : Offset printing

1. Wordmark : height (13mm)
2. Corporate logo : height (7mm)
3. Address : noto sans regular (8pt)
4. Wordmark : height (16mm)
5. Corporate logo : height (6mm)



Name Tag

The name tag shows the identify of a person that attends an event. Follow the rules listed here to maintain the brand image.

Size : 70 x 20 mm
Process : Silk screen

1. Wordmark : height (13mm)
2. Position : noto sans bold (8pt)
3. Name : noto sans bold (18pt)

Type A



Type B



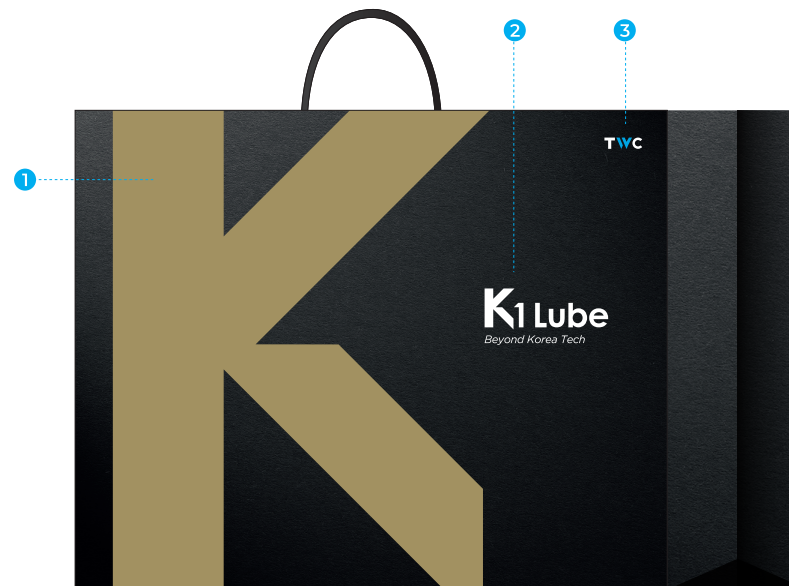
Carrier Bag

A carrier bag can influence the brand image that is seen by visitors. To maximize its effect on the brand image, detailed supervision is required. Within regulations, size, color, or printing method can be modified as needed.

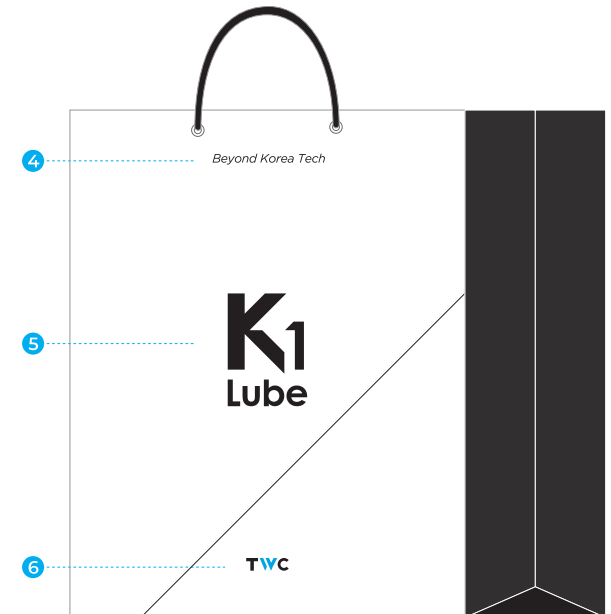
Size : 420 x 340 x 100 mm
280 X 360 x 100 mm
Process : Offset printing

1. graphic motif : color (K Gold)
2. Signature_height (40mm)
3. Corporate logo_height (8mm)
4. Slogan : height (8mm)
5. Wordmark : height (80mm)
6. Corporate logo_height (9mm)

Type A



Type B



Uniform 1

Polo shirt

Uniforms are important for brand image. They give a sense of unity for the brand of K1 Lube. Depending on production settings, size, color, or printing method can be modified as needed after consulting with the related departments.

Front



Back



Size : free

Process : Computer embroidery/
digital textile printing/
silk screen



Uniform 2

Round t-shirt

Uniforms are important for brand image. They give a sense of unity for the brand of K1 Lube. Depending on production settings, size, color, or printing method can be modified as needed after consulting with the related departments.

Front



Back



Size : free

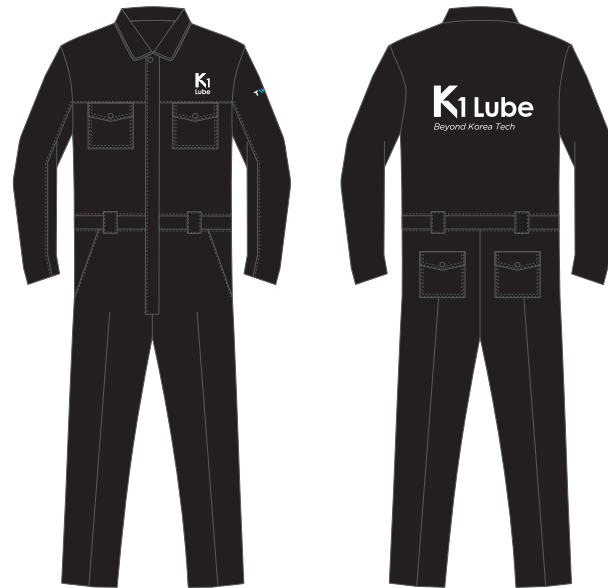
Process : Computer embroidery/
digital textile printing/
silk screen



Workwear

Workwear is essential for brand image, giving a sense of unity for the brand of K1 Lube. Rules and regulations regarding manufacturing are as follows.

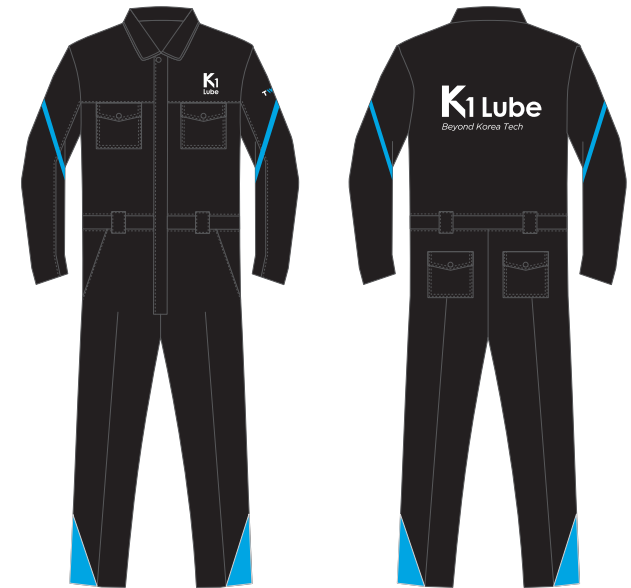
Type A



Front

Back

Type B



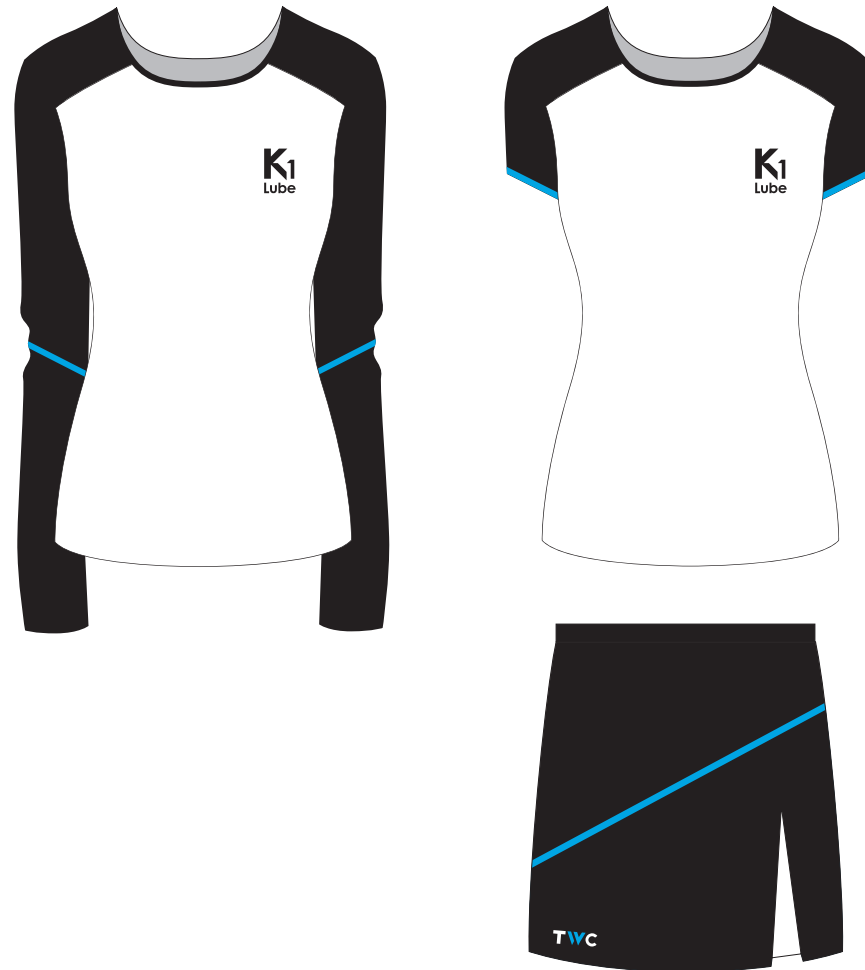
Front

Back

Uniform for Exhibition Staffs 1

Tops, long sleeve t-shirt, and skirt for women

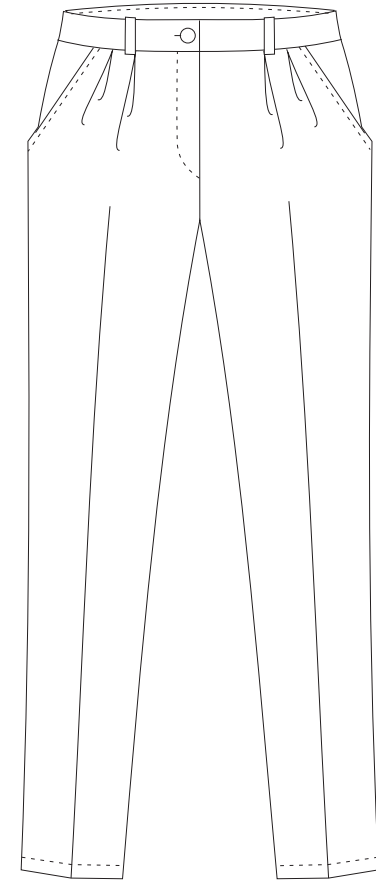
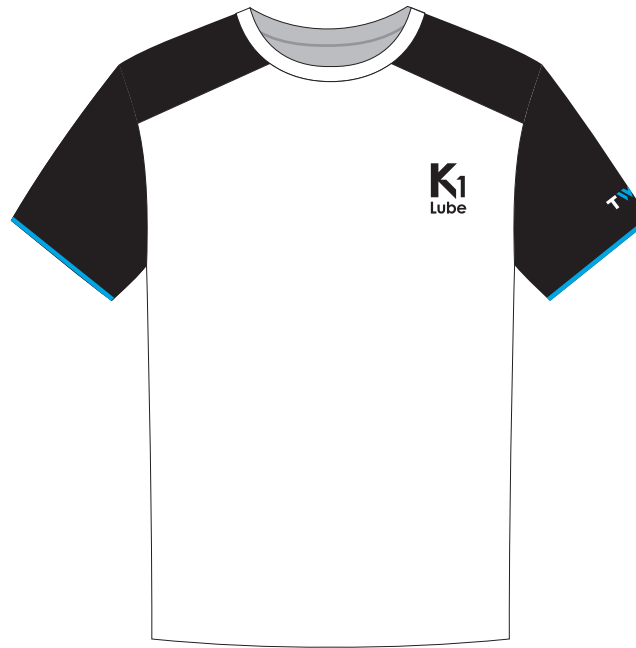
Workwear is essential for brand image, giving a sense of unity for the brand of K1 Lube. Rules and regulations regarding manufacturing are as follows.



Uniform for Exhibition Staffs 2

T-shirt and pants for men

Event uniforms are essential for brand image, giving a sense of unity for the brand of K1 Lube. Rules and regulations regarding manufacturing are as follows.

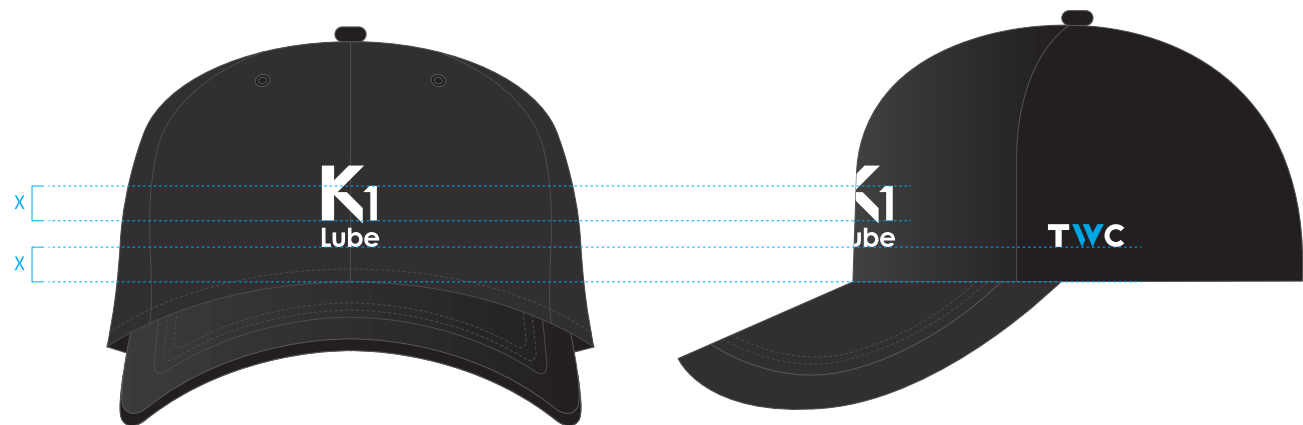


Cap

Combined with the uniform, the cap plays a part in the brand image, giving a sense of unity for the brand of K1 Lube. Color and other design details for the cap are as follows.

Front

Side



Size : Free

Process : Computer embroidery

Motorcycle Helmet

Motorcycle helmets play a part as a PR item for K1 Lube's unified brand image. Rules and regulations regarding manufacturing are as follows.

Side



Front



Back



Umbrella

Umbrellas play a part as a PR item for K1 Lube's unified brand image. Rules and regulations regarding manufacturing are as follows.

Type A



Type B



Type C



Pen & Tumbler

Pens and tumblers play a part as a PR item for K1 Lube's unified brand image. Rules and regulations regarding manufacturing are as follows.

Pen



Tumbler



Maintenance Gloves & Oversleeve

Maintenance gloves and oversleeves used in stores help play a part in the brand image of K1 Lube, giving a sense of unity for the brand. The samples here show the color and details of the items.

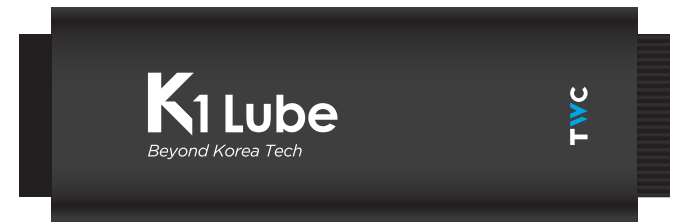
Maintenance gloves



Front

Back

Oversleeve



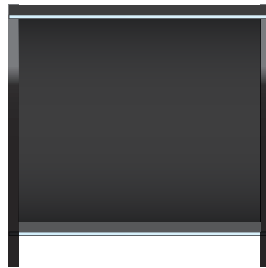
Size : Free

Process : Computer embroidery /
silk screen

Product Shelf

For product sales, the product shelf is essential in helping put focus on the brand. Colors and details should follow regulations.

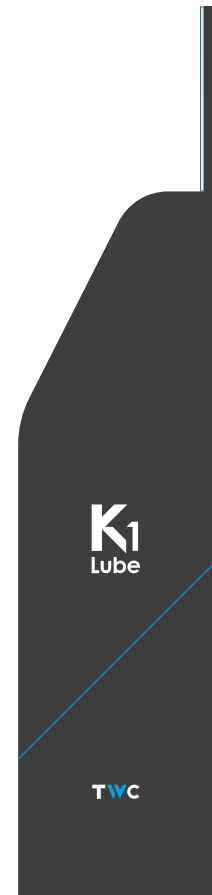
Top



Front



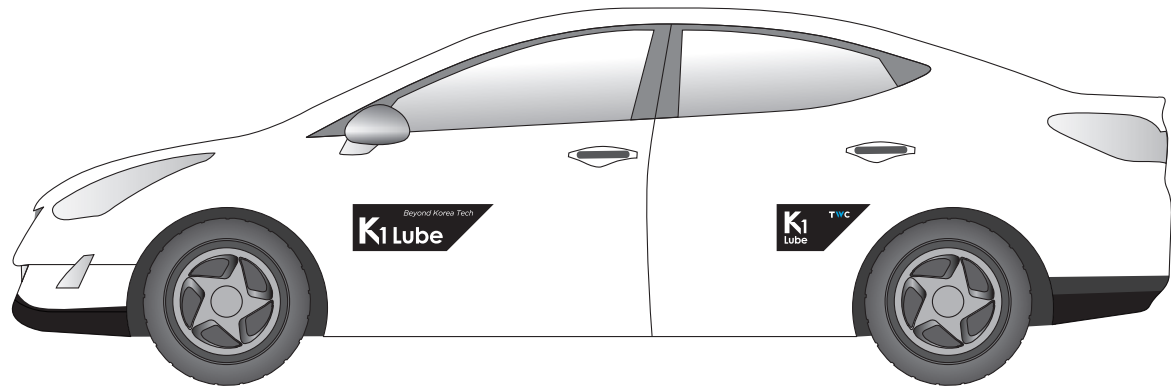
Side



Always use the latest PR poster in the image area.

Car Sticker

Car stickers play a part as a PR item for K1 Lube's unified brand image. Rules and regulations regarding manufacturing are as follows.



Size : 300 x 100 / 200 x 100 mm
Process : Label Sticker

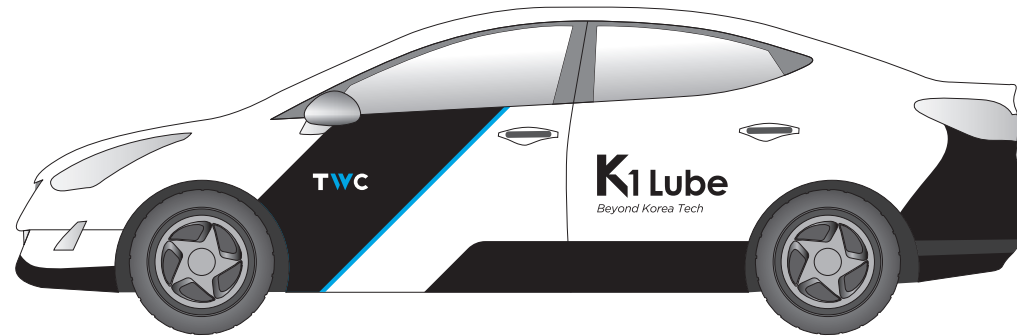


Car Wrapping 1

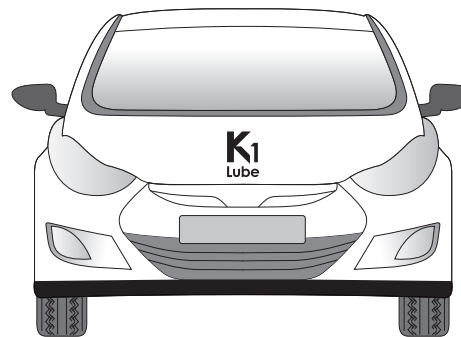
CI, BI signature application (For passenger car)

Vehicles play a major part in mobile PR media for the brand image. As vehicle shapes may vary, adjustments can be made depending on the circumstances as long as regulations are followed for color and proportion elements.

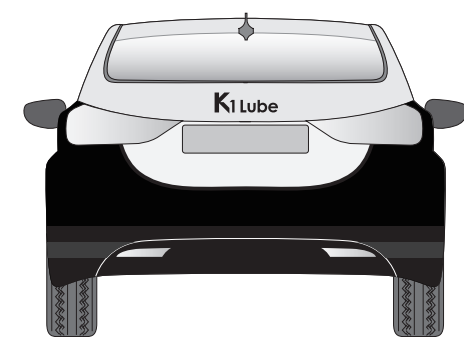
Side



Front



Back

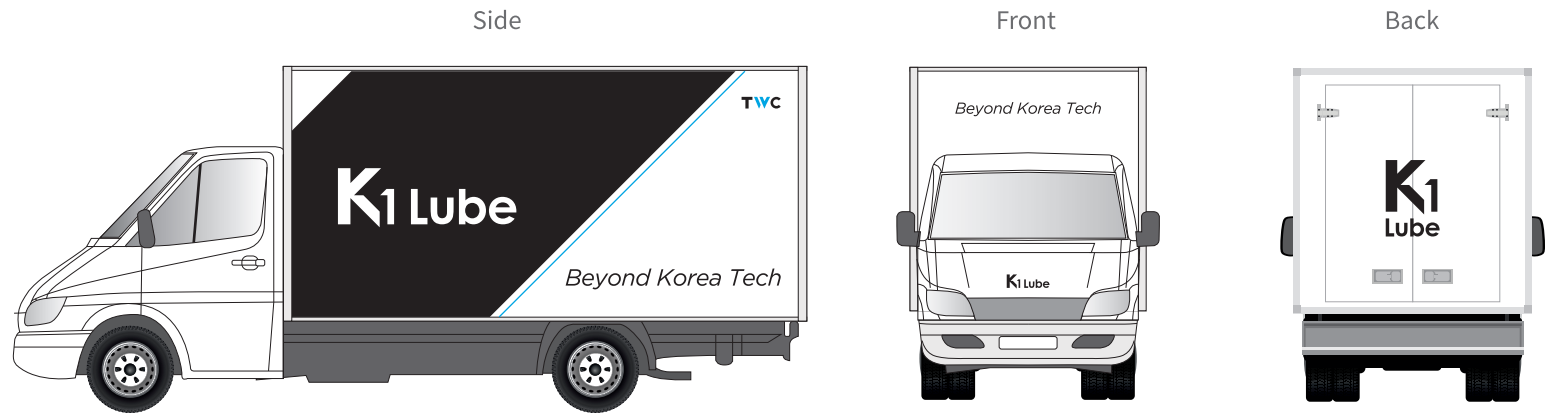


Car Wrapping 2

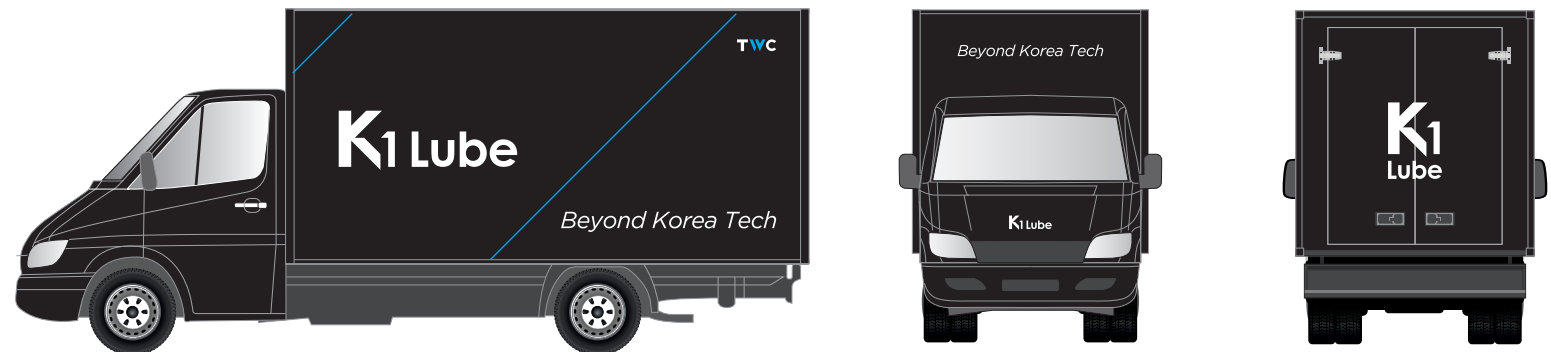
CI, BI signature application (For trucks)

Vehicles play a major part in mobile PR media for the brand image. As vehicle shapes may vary, adjustments can be made depending on the circumstances as long as regulations are followed for color and proportion elements.

Type A



Type B



Car Wrapping 3

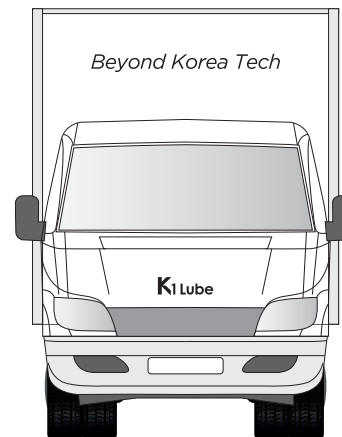
CI, BI signature + Product Image application (For trucks)

Vehicles play a major part in mobile PR media for the brand image. As vehicle shapes may vary, adjustments can be made depending on the circumstances as long as regulations are followed for color and proportion elements.

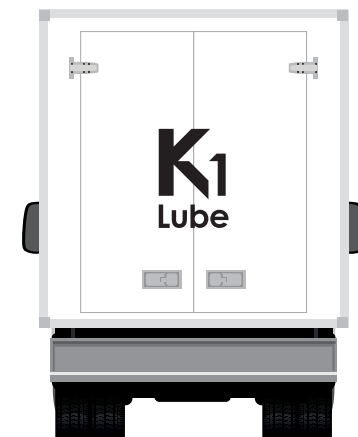
Side



Front



Back





K₁
Lube



TWC
THE W CORPORATION