



Our Logo 2019

The Kestral logo has been part of the international defence and security scene for over three decades. To keep it fresh and contemporary, we periodically evolve it. Naturally, we want everyone to respect the integrity of the Kestral logo. The guidelines that follow are designed to ensure consistent representation, wherever it features.

THE IDEA

Aviation. It's a long-time passion of Kestral's founder, and a big reason why Kestral was founded. While Kestral is about much more than aviation today, the symbolic aeroplane in our logo reminds us of our heritage.



Plane Model



Silhouette



Low Fidelity Extract

THE CONCEPT



Alphabet "K"



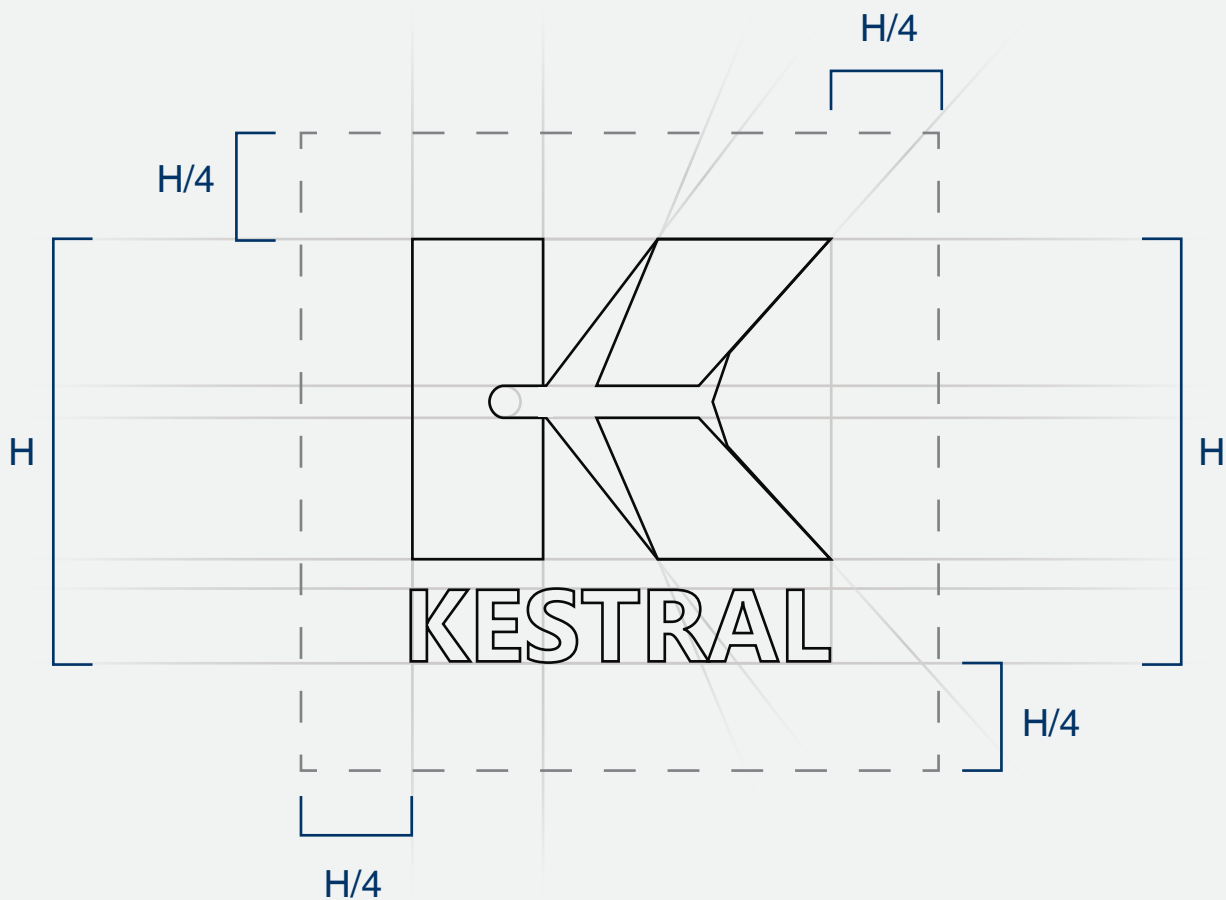
Highlighting the Idea



Low-Res Master Logo

LOGO CONSTRUCTION

Good design is often based on grid structure. Grids enable different visual elements to be compiled in an orderly manner, to create a single, unified form. This visual illustrates how this applies to the Kestral logo.



The logo is comprised of three elements: the aeroplane, letter K, and the word Kestral. These elements work optimally together at a defined scale. Never distort or separate these elements or attempt to publish them separately: they exist together.

The dotted square represents the area around the logo that should remain free from any visual infringements (e.g. other logos, images or text).

The minimum size for publishing the Kestral logo is 210x297 mm. The proportions will remain consistent if the logo is extracted from an SVG file (Scalable Vector File). Such files can be obtained via your current contact at Kestral.

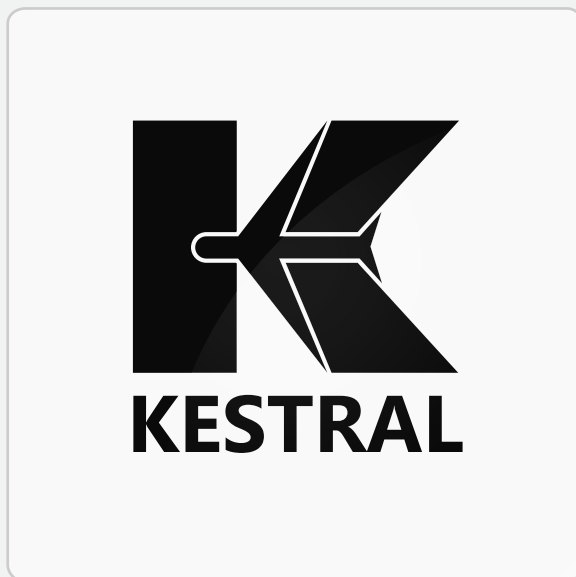
MASTER COLOURS

Colours are a key part of visual identity. In Kestral's identity, the master colours are Royal Blue and Pineapple Yellow. In design terms, royal blue is traditionally associated with: loyalty, responsibility and trust. While yellow conveys original thought and inquisitiveness. The design codes for these master colours are listed on page 7.



MONOTONE VARIANTS

Sometimes, it's necessary to use a monotone version of the Kestral logo. Usually this occurs when the logo is to be set against a background which clashes with the master colours. Or, when the logo is being used in conjunction with other logos, in monotone. There are two monotone colours for Kestral: either all white or all black. The design codes for these master colours are listed on page 7.



TYPOGRAPHY

Typography plays a subtle but important role in establishing and reinforcing Kestral's visual identity.

There are two primary typefaces used in Kestral's visual identity. The logo typeface is from Microsoft's font family; Ebrima, with bold weightage. Ebrima typeface (in bold) is what's applied to the word KESTRAL in the logo, but to nothing else.

Helvetica is a contemporary, versatile typeface. It's the preferred template for template designs, corporate profile, and copywriting.

Primary Fonts

Ebrima
Bold

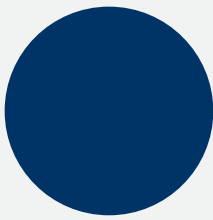
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

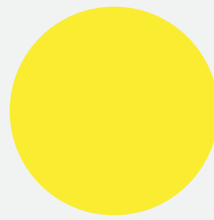
COLOUR PALETTE

Primary Colors



Kestral Blue

Hex: 003366
R:0 G:51 B:102
C:100 M:87 Y:33 K:23



Kestral Yellow

Hex: f9ec31
R:249 G:236 B:49
C:5 M:0 Y:91 K:0



Kestral White

Hex: f9f9f9
R:249 G:249 B:249
C:1 M:1 Y:1 K:0



Kestral Black

Hex: 0a0a0a
R:10 G:10 B:10
C:74 M:68 Y:66 K:86