Brand Guidelines

Brand Guidelines

CONTENTS

Brand Identity

OVERVIEW

K2 Consulting

INTRODUCTION

Welcome to the K2 Brand Guidelines.
The following pages illustrate the concept,
rationale and implementation of the K2 brand.

MESSAGING

WHAT'S IN A NAME

Why base our name on the deadliest mountain on the planet?

Because we have the skills, the experience and the tools to meet the regulatory industry's toughest challenges head on.

Like a native guide with years of practical experience, K2 Consulting can help companies safely navigate the pitfalls, the uncertainties, and the ever-changing climate of regulatory requirements.

THE "K" IN K2

Kelly Hnat is an industry leader in RIM and IDMP and heads a specialty consultancy with expertise in business processes and systems for RA and RA's partner functions. She is an active participant on the EMA's Substance, Product, Organization, and Referentials (SPOR) Task Force.
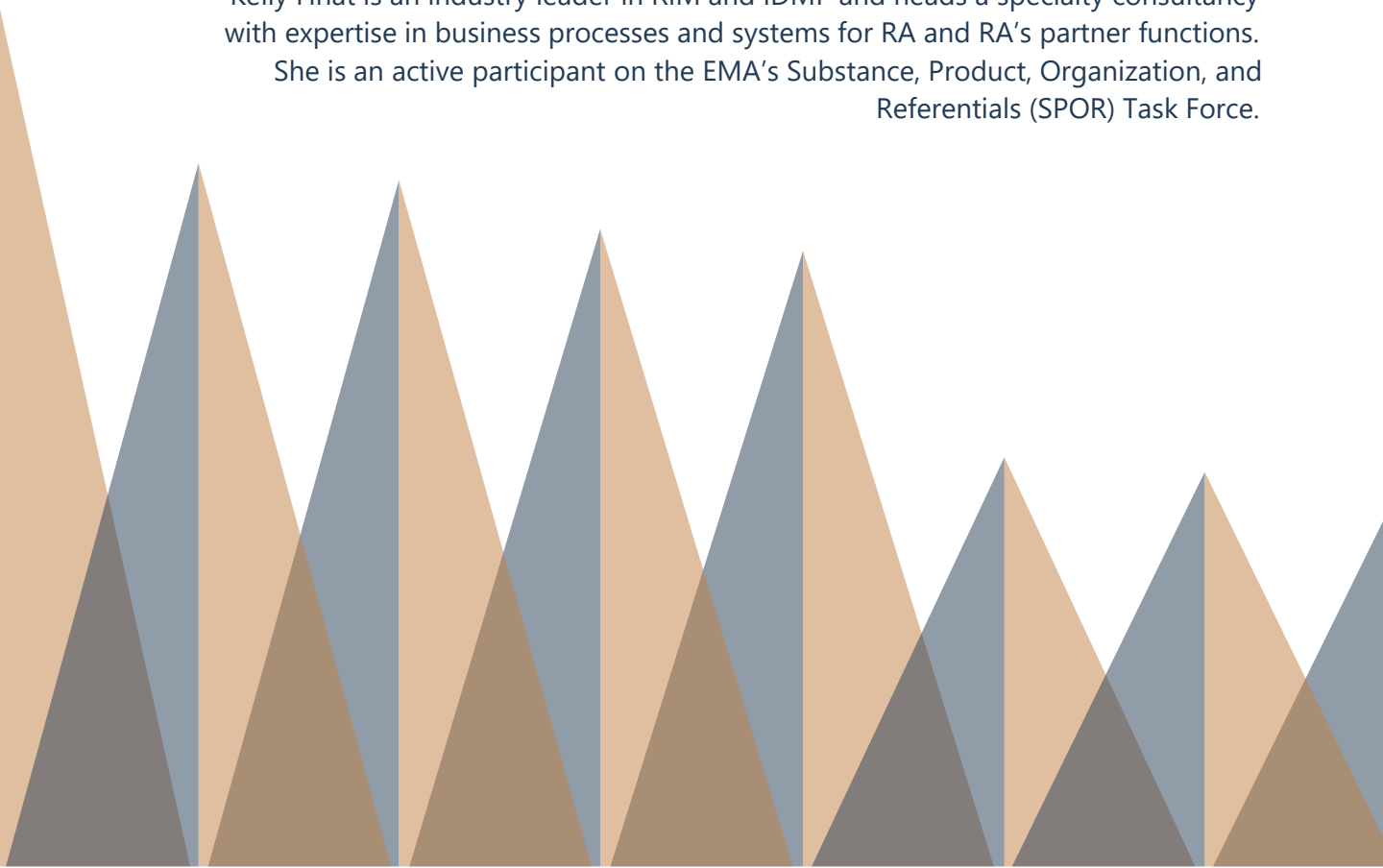
The Logo

Brand Guidelines

LOGO CONCEPT & USAGE

CONCEPT

K2 can't be contained, effortlessly escaping the boundaries of its circle.
The mountain scape, with the celestial body (sun or moon) at the pinnacle,
optimistically draws the eye to the goal, the summit of a difficult, dangerous climb.

USAGE

Because of the simple, independent components, the design is available in several
variations, including solid, outline, and gradient. The "Solid" version (shown above)
should be considered primary and used whenever possible; however, the variations
offer flexibility and should be used as needed.

LOGO VARIATIONS

SOLID

OUTLINE

SOLID GRADIENT

OUTLINE GRADIENT

LOGO VARIATIONS

1-COLOR SOLID

1-COLOR OUTLINE

**REVERSE
1-COLOR WHITE**

**REVERSE
1-COLOR OUTLINE**

03

Typography

Aa

Typography

(pronounced SEE-goh) ...like seagull, but with "oh" at the end

The Segoe family of fonts is best known for its use by Microsoft, who designed to improve the consistency in how users see all text across all languages. Segoe is a modern, professional, robust sans serif font family available in several weights. It is more spacious and modern than traditional fonts like Arial or Times New Roman, but is easier to read than Verdana.

Segoe Bold

Segoe Regular

Segoe Light

Typography

With weights ranging from Black to Light, Segoe offers great flexibility within the same font family. As a general rule of thumb light fonts should be used at a large size. Heavy fonts, like Segoe Black should be used sparingly and for emphasis.

Segoe Black

Segoe Semibold

Segoe Semilight

Aa

ABCDEFGHIJKLMNOPQRSTU VWXYZ
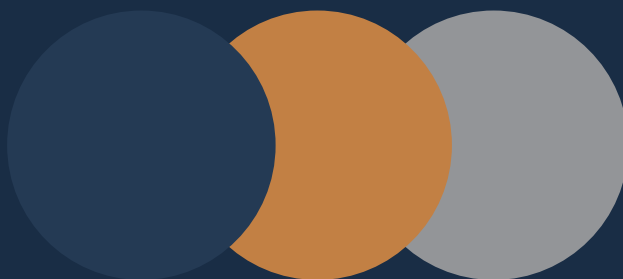
!@#$%^&*()_+-{}[]\|<>?;"

TYPOGRAPHY BASICS

For best legibility and readability blocks of copy should be set in black typeface and left justified. Block justification is appropriate for infographics, but not for full paragraphs.

ALL CAPS
Use of all upper case is appropriate for short phrases. The longer a phrase or sentence is, the less appropriate "ALL CAPS" becomes.

04

Color Guides

PRIMARY COLOR PALETTE

NAVY

CMYK: 91/75/43/36
RGB: 36/58/84
Hex: #243A54
PMS: 4151U

CARAMEL

CMYK: 21/53/83/4
RGB: 194/128/68
Hex: #C28044
PMS: 2014U

K2's three logo colors comprise the primary palette, not only for the logo, but for overall branding.

Navy should dominate the color landscape, with caramel and mist as equal partners.

MIST

CMYK: 0/0/0/50
RGB: 147/149/152
Hex: #939598
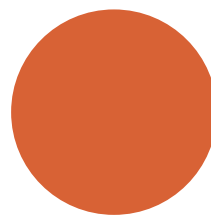PMS: Cool Gray 8U

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SUPPORTING COLOR PALETTE

A six-color supporting palette is used for charts, graphs and applied as needed. Used sparingly and in small quantities, these colors should not overshadow the primary palette.
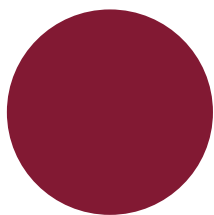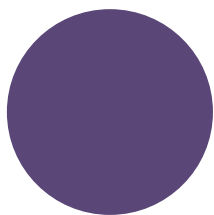
RUBY

CMYK: 31/98/71/33
RGB: 130/25/51
Hex: #82133
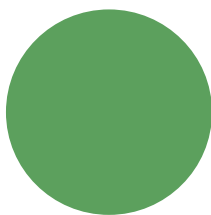
MOSS

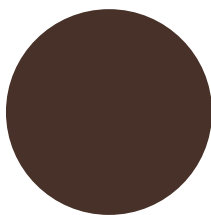CMYK: 68/16/82/2
RGB: 92/160/93
Hex: #5CA05D

PUMPKIN
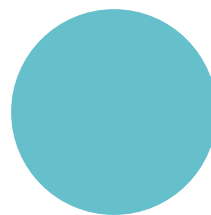
CMYK: 11/74/89/1
RGB: 216/98/53
Hex: #D86235

GRAPE SODA

CMYK: 74/80/27/11
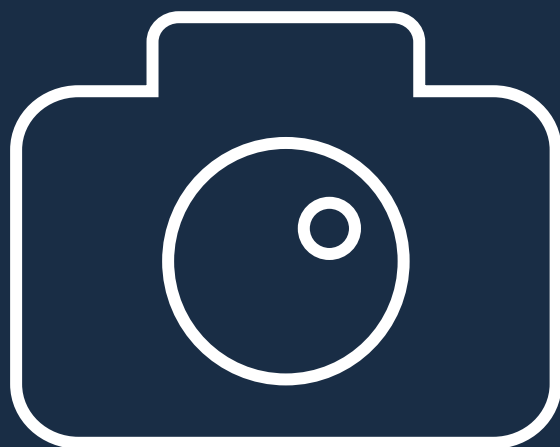RGB: 90/72/119
Hex: #5A4877

CHOCOLATE CAKE

CMYK: 52/67/71/59
RGB: 71/49/41
Hex: #473129

SKY

CMYK: 57/4/20/0
RGB: 101/192/204
Hex: #6500CC

05

Photography

PHOTO GRAPHY

GRAYSCALE

Simple yet dramatic, photography with a grayscale treatment provides a cohesive, consistent backdrop for K2 messaging and content.

SUBJECT

Simple.

Clean.

Single topic of focus.

Minimal-no collaging or effects.

"Color is everything, BLACK AND WHITE IS MORE."

~ Dominic Rouse

Mood Boards

M O O D
B O A R D

The tone of K2 branding is one of gravitas, emboldened by expertise.

The seriousness of the pharmaceutical regulatory industry is reflected in the conservative navy foundational color and black and white photography. While the caramel secondary color and jewel tone supporting colors offer energy and inspiration and confidence.

The mood boards on this and the following pages are 'collages' consisting of images, text, and samples. They can be used to convey a general idea of the look, feel and tone that is uniquely K2 Consulting.

INDUSTRY TREND
DATA AS A SUBMISSION READY ASSET

Companies are reporting strategies for Structured Data Submissions showing they are starting to look at data as a 'submission ready' asset.
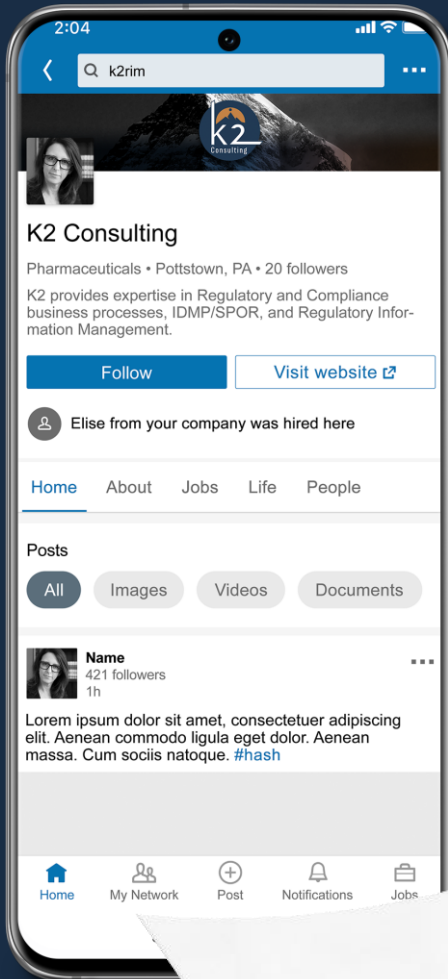
TOTAL
69%
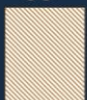
TOTAL
59%

Implement systems and data governance allowing us to automatically generate structured data submissions

Identify additional internal business use cases for structured regulatory data

k2 Consulting

mood board

Kelly Hnat
Principal

📞 610.401.4990
@ info@k2rim.com
🌐 www.k2rim.com

mood
board

> Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Kelly Hnat
K2, PRINCIPAL

mood
board