

Kaleidescape Logo Family

WHITE BACKGROUND

HORIZONTAL LOGO



VERTICAL LOGO



SQUARE LOGO



HORIZONTAL LOGO WITH TAGLINE



VERTICAL LOGO WITH TAGLINE



JEWEL ICON

Kaleidescape Logo Family

BLACK BACKGROUND

HORIZONTAL LOGO



VERTICAL LOGO



SQUARE LOGO



HORIZONTAL LOGO WITH TAGLINE



VERTICAL LOGO WITH TAGLINE



JEWEL ICON

Kaleidescape Logo Usage

PLACEMENT

Choose the logo variation that maximizes legibility. The Kaleidescape name should be easy to read, while the entire logo maximizes available space.

COLOR

Whenever possible, use the four-color version of the Kaleidescape logo. Four-color options are available for black and white backgrounds. Single color options are available for colorful backgrounds.

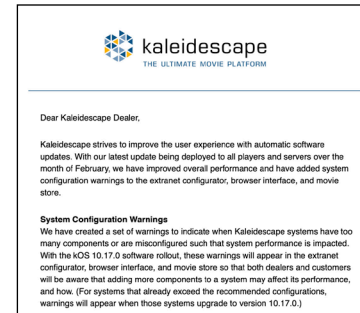
TAGLINE

Use the tagline in applications where it's legible and adds to the brand message. Avoid using the tagline in permanent docs or if mentioned elsewhere.

ICON

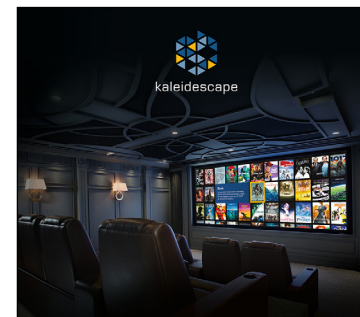
The Kaleidescape jewel icon can be used by itself in certain circumstances, such as in social media outlets as a favicon or an app icon.

EXAMPLES



Horizontal Logo:

For horizontal usages, such as letterhead and other applications where there is little vertical space



Vertical Logo:

For vertical usages where there is ample space and the Kaleidescape name is legible



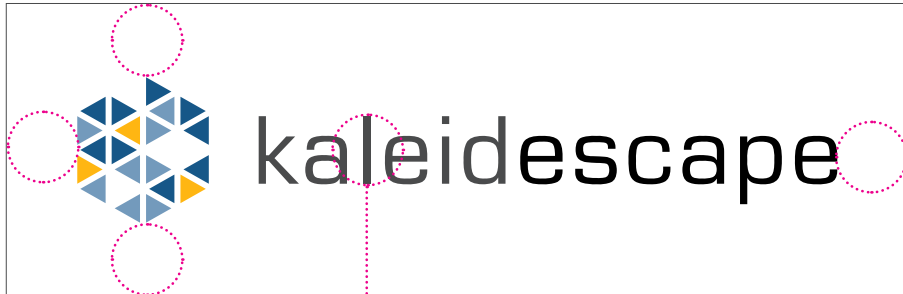
Square Logo:

For usages where the square format makes the Kaleidescape name easier to read, such as in a layout among several other brand logos

Kaleidescape Logo Clear Space

Make sure there is ample clear space around the Kaleidescape logo. See examples below for guidelines on proper clear space.

HORIZONTAL & SQUARE LOGOS



Use the height of the "i" to determine the minimal clear space around the horizontal and square logos.



VERTICAL LOGOS & JEWEL ICON

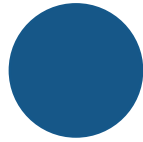
Use the height of 1/2 jewel as your guide when adding clear space around the vertical logo or jewel icon.



Kaleidescape Brand Identity

The **Kaleidescape name** brings together two ideas: kaleidoscope and escape. The term "kaleidoscope" derives from ancient Greek, meaning "to observe beautiful forms." The Kaleidescape platform delivers an escape for customers to truly experience the beauty of cinema in their own homes.

KALEIDESCAPE COLOR PALETTE



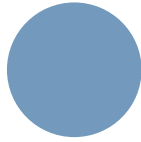
Dark Blue

RGB 22, 87, 136

HEX #165788

CMYK 95, 68, 23, 6

PMS 647 C



Light Blue

RGB 115, 154, 188

HEX #739abc

CMYK 57, 31, 13, 0

PMS 645 C



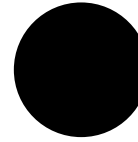
Yellow

RGB 255, 182, 18

HEX #ffb612

CMYK 0, 32, 100, 0

PMS 124 C



Black

RGB 0, 0, 0

HEX #000000

CMYK 75, 68, 67, 90

PMS BLACK C



White

RGB 255, 255, 255

HEX #ffffff

CMYK 0, 0, 0, 0

PMS Opaque White

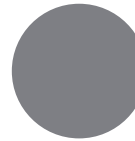


Silver

RGB 215, 210, 209

HEX #d7d2d1

CMYK 10, 10, 10, 5

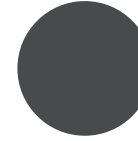


Gray

RGB 126, 127, 131

HEX #7e7f83

CMYK 53, 44, 41, 7



Charcoal

RGB 74, 75, 76

HEX #4a4b4c

CMYK 0, 0, 0, 86

KALEIDESCAPE TYPOGRAPHY

Kaleidescape:

The Kaleidescape typeface evokes the techie feel of Eurostyle while blending the simplicity and elegance of Univers, two of our founding typefaces.

Arial:

Arial is Kaleidescape's secondary typeface and should be used everywhere Kaleidescape is not used and when documents require a publicly available font.

For help with Kaleidescape brand identity, contact: marketing@kaleidescape.com

Last update: January 2025