Kaleidescape Logo Family

WHITE BACKGROUND

HORIZONTAL LOGO

VERTICAL LOGO

SQUARE LOGO

kaleidescape

kaleidescape

kaleid escape

kaleidescape

THE ULTIMATE MOVIE PLATFORM

kaleidescape

THE ULTIMATE MOVIE PLATFORM

HORIZONTAL LOGO WITH TAGLINE

VERTICAL LOGO WITH TAGLINE

JEWEL ICON

Kaleidescape Logo Family

BLACK BACKGROUND

HORIZONTAL LOGO

VERTICAL LOGO

SQUARE LOGO

kaleidescape

kaleidescape

kaleid ▶ escape

kaleidescape
THE ULTIMATE MOVIE PLATFORM

kaleidescape
THE ULTIMATE MOVIE PLATFORM

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.
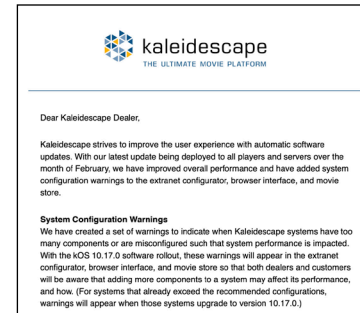
TAGLINE

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.
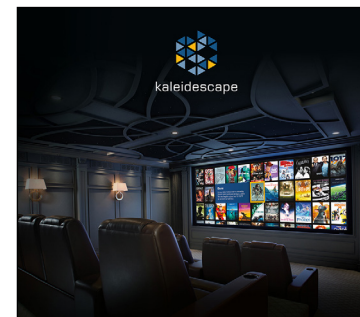
ICON

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
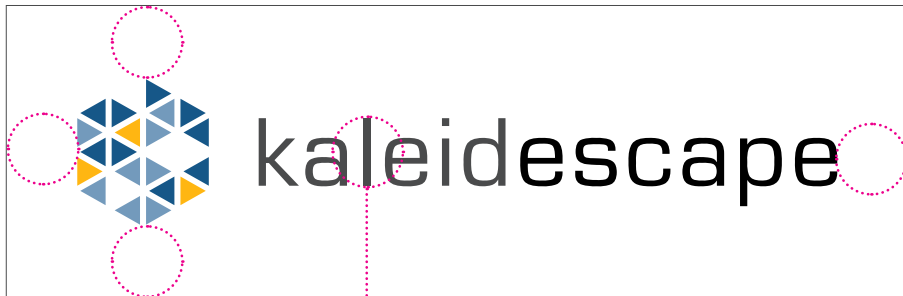

Square Logo:
For usages where the square format makes the Kaleidescape name easier to read, such as in a layout among several other brand logos

Kaleidescape Logo Clear Space

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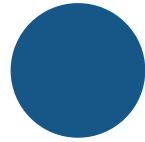
HORIZONTAL & SQUARE LOGOS

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

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

kaleid ▶ escape

kaleidescape

Kaleidescape Brand Identity

The **Kaleidescape name** brings together two ideas: kaleidescope and escape. The term "kaleidescope" 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.
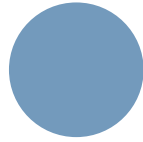
KALEIDESCAPE COLOR PALETTE

Dark Blue
RGB 22, 87, 136
HEX #165788
CMYK 95, 68, 23, 6
PMS 647 C

Light Blue
RGB 115, 154, 188
HEX #739abc
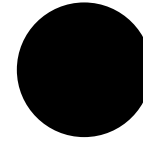CMYK 57, 31, 13, 0
PMS 645 C

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
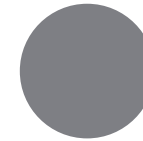CMYK 0, 0, 0, 0
PMS Opaque White

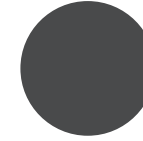**Silver**
RGB 215, 210, 209
HEX #d7d2d1
CMYK 10, 10, 10, 5

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