

The Premium Home Cinema Experience

The Kaleidescape logo is the keystone of the Kaleidescape™ brand identity. It exemplifies the simple yet premium cinematic experience provided by our products and services. The logo is a unique piece of artwork indicating ownership and corporate endorsement. It is our calling card, our corporate signature. This signature is made up of two elements: the Kaleidescape logotype and the jewel icon. Do not alter the artwork in any way.

As one of our most important pieces of intellectual property, the Kaleidescape logo must be protected through proper usage and attribution. Only use the files available in the Press Room section of the Kaleidescape website.

The Jewel Icon

Kaleidescape has employed this icon for more than 20 years. Derived from the image seen within a kaleidoscope, the icon glows with movement and possibilities.



The Logotype

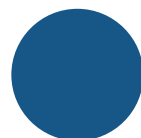
A clean, bold, and modern rendering of our name.

kaleidescape

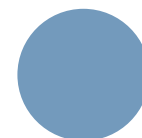
The **Kaleidescape Name** brings together two different notions—kaleidoscope and escape. The term “kaleidoscope” derives from ancient Greek, meaning “to observe beautiful forms.” And indeed, the company’s products deliver an escape for customers to truly experience the beauty of the cinema in their own homes. The logo combines the vibrancy of a kaleidoscope form with a solid, modern treatment of the company’s name, delivering on the idea of high-performance beauty in both picture and sound.

Four Color Logo

Whenever possible, use the four-color version of the Kaleidescape logo. See exact color matches at right. On dark and black backgrounds, be sure to use the logo with white type.



Kaleidescape Blue
RGB 21 88 137
HEX #155889
CMYK 95 68 23 6
PMS 647C



Kaleidescape Light Blue
RGB 116 154 188
HEX #749abc
CMYK 57 31 13 0
PMS 645C



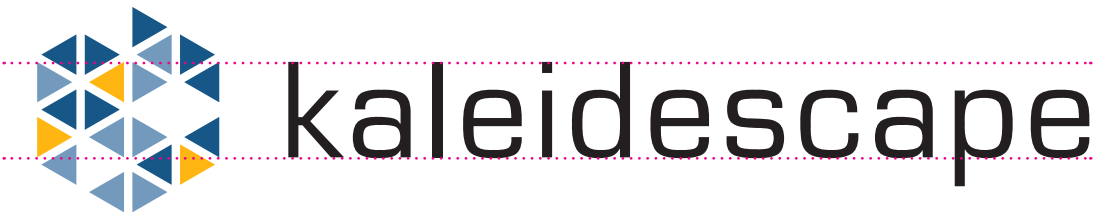
Kaleidescape Yellow
RGB 253 181 24
HEX #fdb518
CMYK 0 32 100 0
PMS 124C



Kaleidescape Black
RGB 0 0 0
HEX #000000
CMYK 60 40 40 100
PMS BLACK C

Variations

The Kaleidescape logo is available in two variations: the horizontal format for primary usage, and the stacked format for secondary use. The horizontal treatment should be used in most applications. The stacked treatment, with the jewel icon on top, may be used when space is an issue.



Primary Usage: Horizontal logo



Secondary Usage: Stacked logo

Placement

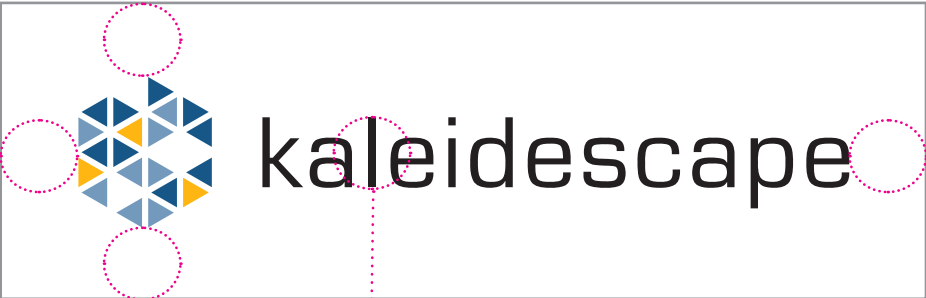
The Kaleidescape logo should be placed to ensure optimal legibility. You can use the logo in both horizontal or vertical placements. Be sure to leave clear space around the logo and center the logo optically.

Clear Space

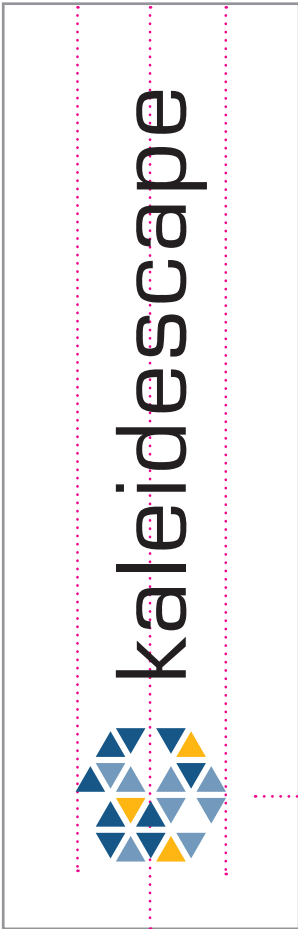
Do not place any significant graphics or text too close to the Kaleidescape logo. Use the height of the letter "l" as a guide and ensure that there is clear space around all sides of the logo (see below).

Color Logo Usage

The Kaleidescape logo should appear in its four-color format. Place the logo on either a white or a black background and use the appropriate logotype color (white or black) to make it stand out. If needed, a single color version of the logo is also available.



Use the height of the letter "l" to determine the minimal clear space around the logo



Centering

When centering the logo horizontally, use the jewel icon as the reference point to center, not the type. Note how the horizontal logo can be used in a vertical format, with the text reading toward the top.

Use the jewel symbol as the reference point to center the primary logo

