

Kaleidescape Logo Family

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.

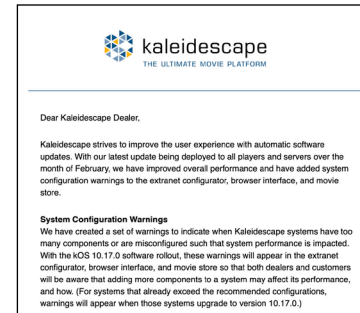
TAGLINE

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.

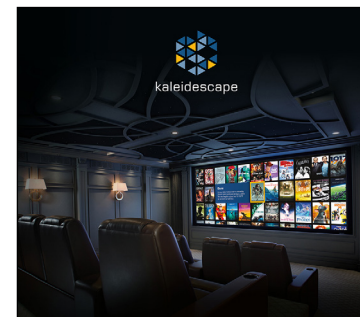
ICON

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

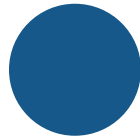
Use the height of 1/2 jewel as your guide when adding clear space around the vertical logo or jewel icon.



Kaleidescape Brand Identity

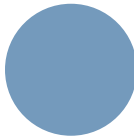
The **Kaleidescape name** brings together two ideas: kaleidoscope and escape. The term "kaleidoscope" derives from ancient Greek, meaning "to observe beautiful forms." The Kaleidescape platform delivers an escape for customers to truly experience the beauty of cinema in their own homes.

KALEIDESCAPE COLOR PALETTE



Dark Blue

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



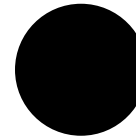
Light Blue

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



Yellow

RGB 253 181 21
HEX #fdb515
CMYK 0 32 100 0
PMS 124 C



Black

RGB 0 0 0
HEX #000000
CMYK 75 68 67 90
PMS BLACK C

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.