



BRAND GUIDELINES

INTRODUCTION

Katech Engineering's brand is a symbol of innovation, precision, and engineering excellence. These guidelines have been created to ensure that every representation of the brand reflects its values and maintains consistency across all platforms. By following this document, stakeholders can strengthen the identity of Katech Engineering while upholding professional and aesthetic standards.

CORE BRAND VALUES

Katech Engineering's identity is grounded in the following principles:

- Innovation: Constantly pushing the boundaries of engineering solutions.
- Quality: Commitment to delivering precision in every product and service.
- Reliability: Building trust through consistency and excellence.
- Professionalism: Upholding the highest standards in communication and interaction.

LOGO USE

The Katech Engineering logo is a visual representation of the brand's identity. Proper use of the logo is crucial to maintaining brand consistency and recognition. The exact colors, proportions, and font must remain unchanged to preserve its integrity.

BRAND LOGO PRIMARY

The PRIMARY business logo should be used whenever possible including business cards, e-mail signature lines, letterhead, invoices and all printed company materials.



BRAND LOGO SECONDARY

The SECONDARY logo should only be used when logo is small and the word ENGINEERING would appear too small.



BRAND LOGO PERFORMANCE APPLICATIONS

The PERFORMANCE logo may be used in specific situations that pertain to racing such as logos on performance street cars, street car performance parts and apparel.



BRAND LOGO RACING APPLICATIONS

The RACING logo may be used in specific situations that pertain to racing such as logos on race cars, race car performance parts and apparel.



BRAND LOGO USAGE

Light Backgrounds Use the primary logo in its original color scheme.

Dark Backgrounds Use the white version of the logo..

Logo on Images Ensure the logo is clearly visible and legible on all images.

Resizing Do not stretch, skew, or distort the logo in any way. Maintain the original proportions.

Effects Avoid excessive use of effects like shadows, gradients, or 3D effects.

Combining with Elements Avoid combining the logo with other graphics or text in any way.



BRAND LOGO PROTECTIVE MARGIN

To ensure maximum impact and legibility, our logo requires a dedicated clear space around it. This protective margin must be at least 25% of the logo's height on all sides. No other elements, such as text or graphics, should infringe upon this area.



COLOR SYSTEM PRIMARY COLORS

Adhere strictly to the approved Katech Engineering brand colors.



HEX #B2D6E8
CMYK 22%, 0%, 0%, 8%



HEX #6FB6D4
CMYK 44%, 0%, 0%, 17%



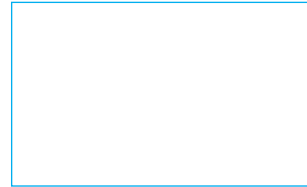
HEX #0083AF
CMYK 88% 0% 0%34%



HEX #000000
CMYK 60% 40% 40% 100%



HEX #F58220
CMYK 0% 60% 100% 0%



HEX #FFFFFF
CMYK 0% 0% 0% 0%

LOGO SIZE

The logo must be scaled proportionally and should never be resized smaller than 2 inches in width for print or 192 pixels for digital applications.

UNACCEPTABLE LOGO USAGE

To safeguard the brand identity, the following alterations are strictly prohibited:

- Changing the logo colors.
- Distorting or stretching the logo.
- Adding shadows, gradients, or other effects.
- Rotating or flipping the logo.
- Placing the logo on busy or low-contrast backgrounds.

BEST PRACTICE USAGE

SVG (Scalable Vector Graphics)

Ideal for digital use (web, apps) because it's lightweight, scalable without losing quality, and supports interactivity. Great for logos, icons, and illustrations online.

PNG (Portable Network Graphics)

Best for digital raster images where transparency is needed.

Common for web graphics, screenshots, and UI elements.

Not recommended for large-scale print because it's pixel-based.

EPS (Encapsulated PostScript)

Preferred for print because it's a vector format widely supported by professional printers.

Maintains sharpness at any size and works well for high-resolution output.

WE WOULD LOVE TO HEAR FROM YOU!

At Katech Engineering, your feedback drives us forward. Share your thoughts, reviews, WINS and photos of your builds, we want to see how Katech power performs for you! Your stories inspire our team and help us keep pushing the limits of performance. Drop us a comment, leave a review, or send us your favorite shots, we can't wait to feature your success!

Best Regards,




Lynn Rapson

CONTACT INFO

LYNN Rapson
Owner | Director of Marketing & Brand Strategy
Katech Engineering LLC

Main (586) 791-4120
Mobile (832) 314-7161 Call or Text

24324 Sorrentino Ct,
Clinton Township, MI 48035 

www.KatechEngines.com

FOLLOW US ON SOCIAL MEDIA!

