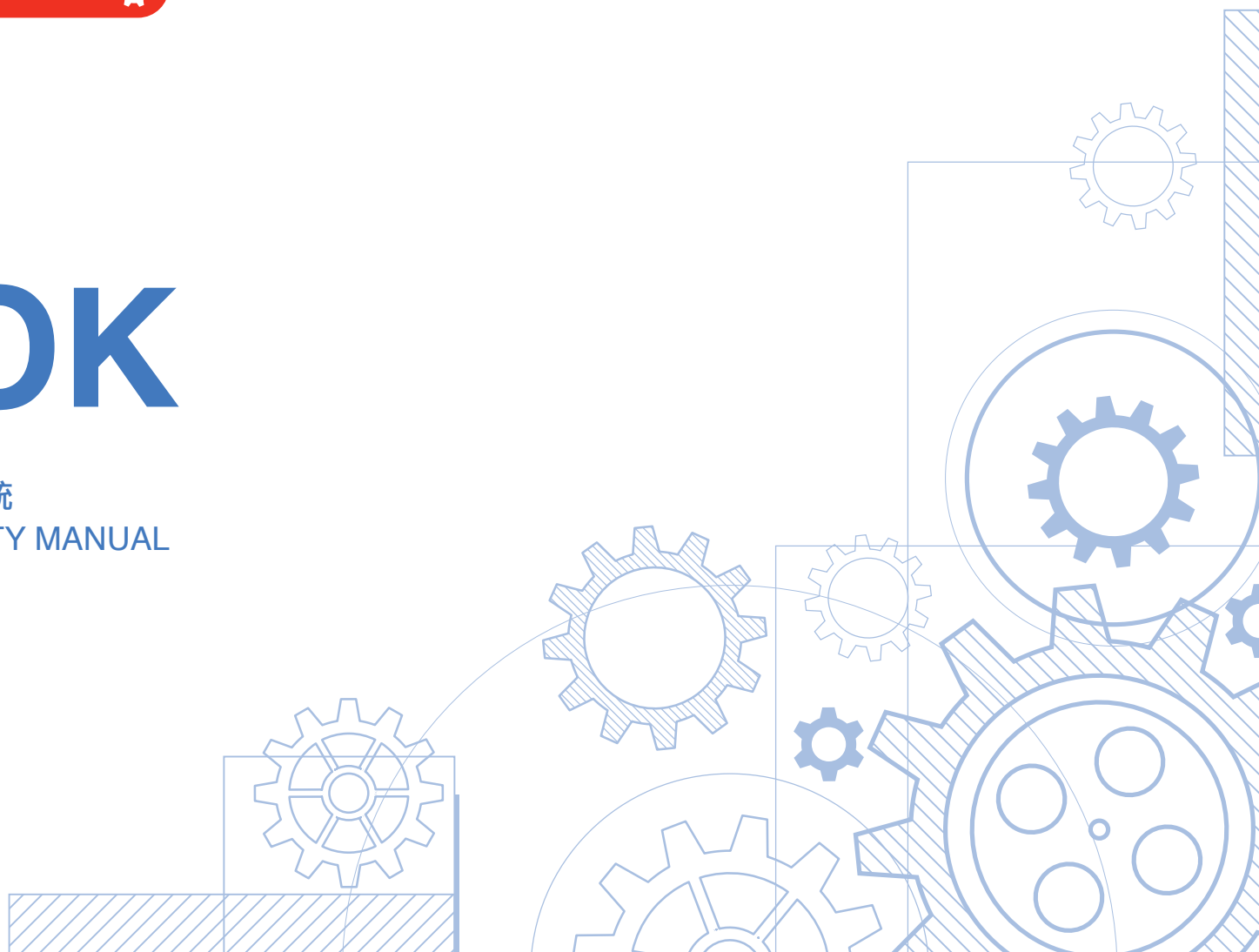




⚙️ KEEP CONVEYOR PROFESSIONALLY ⚙️

IP BOOK

KCP專業輸送帶 / 品牌視覺識別系統
KCP CONVEYOR BRAND IDENTITY MANUAL



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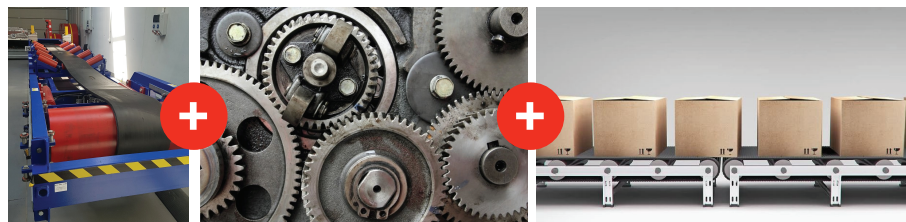
1/01

BRAND CONCEPT

The KCP conveyor belt logo is designed to symbolize dynamic flow, high-speed efficiency, and a modern aesthetic.

By incorporating elements of conveyor belts and gears, the logo captures the essence of seamless motion and mechanical precision, embodying the brand's commitment to innovation and reliability.

KCP 输送带的标志设计旨在体现动态的流动感、高速效率和现代美感。通过融入输送带和齿轮的元素，该标志展现了无缝运转与机械精密的核心理念，彰显了品牌对创新与可靠性的承诺。



2/02

BASIC LOGO



2/03

ANTI-WHITE BASIC LOGO



2/04

GRID COORDINATE LOGO DESIGN



2/05

**WORDMARK
CONSTRUCTION**

KCP BELT SOLUTION

(LA0052435-T)

KCP BELT SOLUTION

(LA0052435-T)

2/06

MINIMUM SIZE

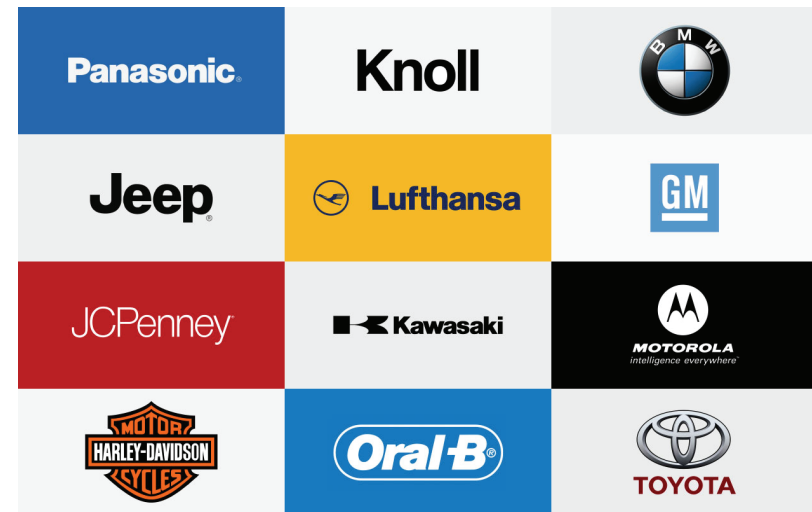
To protect legibility of the Brand Logo.
The recommended minimum size should
not be less than 150 pixels in Weight.



3/07

BRAND MAIN FONTS

Helvetica Neue 25 Ultra Light
 Helvetica Neue 35 Thin
 Helvetica Neue 45 Light
 Helvetica Neue 55 Roman
 Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black



*Famous Brands that Uses Helvetica

4/08

THE COLOUR PALETTE

JEANS BLUE PANTONE - HEX #197ACF RGB 25 122 207 CMYK 82 47 0 0	BLUE PANTONE - HEX #4567b0 RGB 69 103 176 CMYK 80 63 0 0	ROYAL BLUE PANTONE 2935 HEX #005788 RGB 0 87 184 CMYK 100 52 0 0	SPECIAL BLUE PANTONE - HEX #0F4C81 RGB 15 76 129 CMYK 97 70 23 9	NAVY BLUE PANTONE 64B HEX #002E5D RGB 0 87 184 CMYK 100 71 9 56	BLACK BLUE PANTONE - HEX #082742 RGB 8 39 66 CMYK 100 82 45 50
RED PANTONE - HEX #d22026 RGB 210 32 38 CMYK 11 100 100 03	RASPBERRY PANTONE - HEX #D21F3c RGB 226 22 26 CMYK 0 95 100 0	FERRARI PANTONE - HEX #e2191a RGB 226 25 26 CMYK 0 94 100 0	CRIMSON PANTONE - HEX #cc002f RGB 204 0 47 CMYK 7 100 78 1	PERSIAN PANTONE - HEX #b81e26 RGB 184 30 38 CMYK 14 94 88 4	BURGUNDY PANTONE - HEX #760a1a RGB 118 10 26 CMYK 27 100 91 30

5/09

PICTOGRAMS



KCP CONVEYOR
BRAND IDENTITY MANUAL



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MINI ICONS

