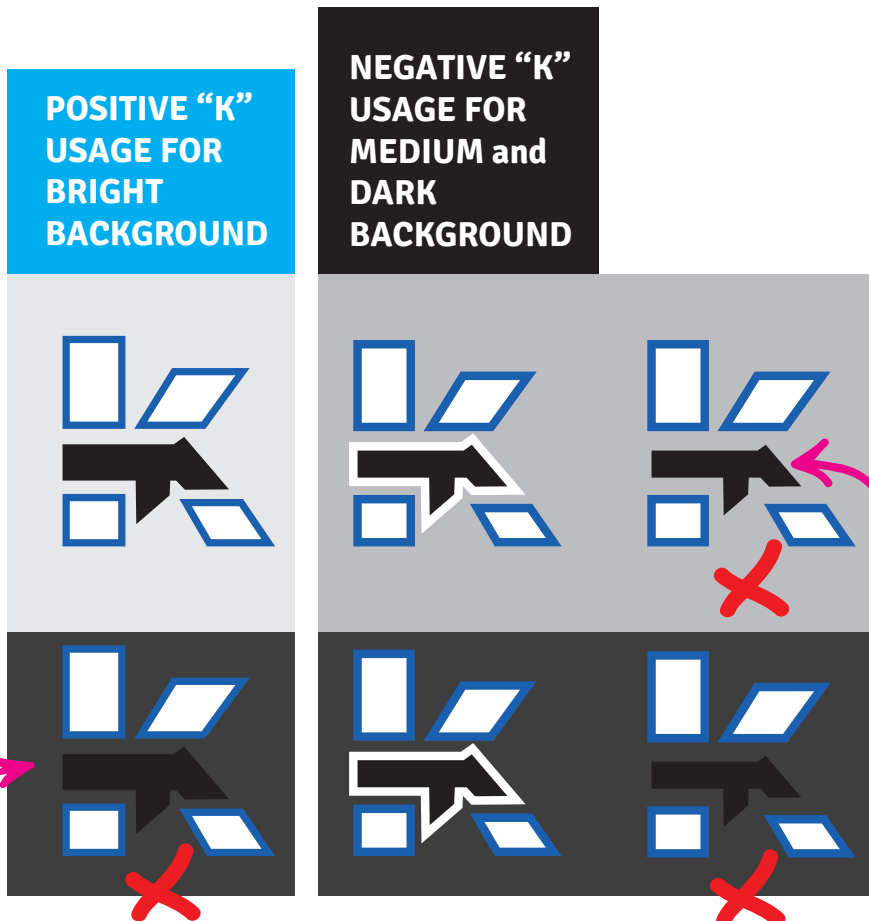




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SMALL  
BRAND  
USE  
MANUAL

The main aspect to be taken care of is the use of the letter “K”. We create the right proportion for each use linked to your background. If it is light or dark, the letter K should be specific to have the right aspect ratio graphics results and contrast.

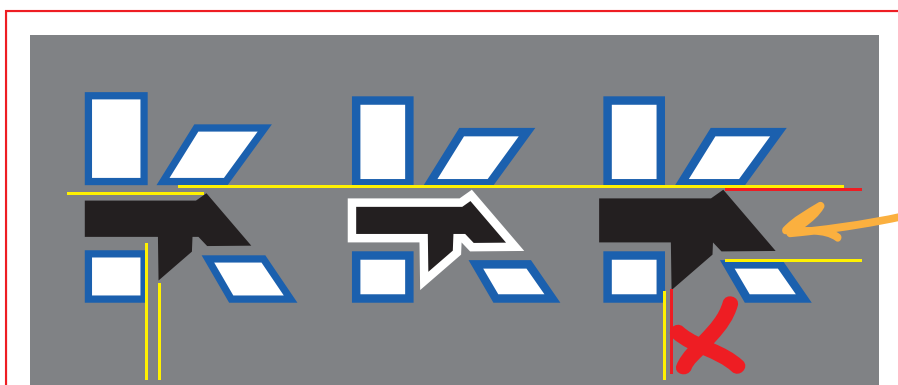


Take care not to change the use of negative “K” or positive on the respective background

Wrong space between belt and letter K

This makes belt almost disappear

It's not a matter of just take out the white outline here, or add black color here!



Wrong space between belt and letter K

The right study for every application of black belt. The 3rd is wrong because the outline of the 2nd was painted black, creating a wrong proportion between spaces of the belt and the other parts of the letter k.

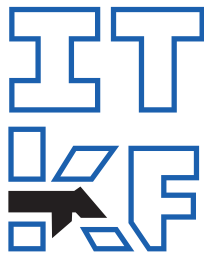
# POSITIVE "K"



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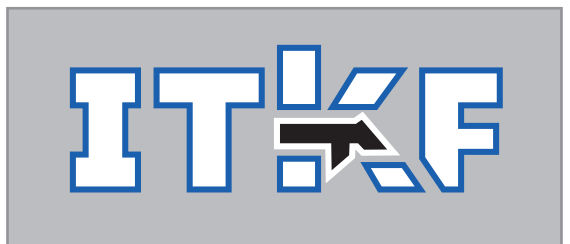
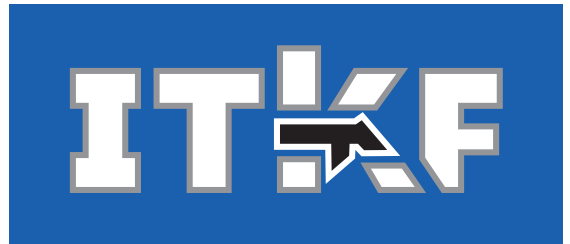


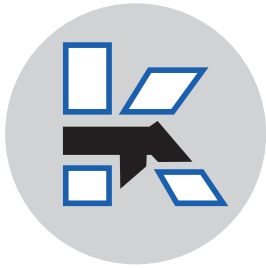
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## negative version B&W



## negative version COLORS





## extreme reductions



## Regional Logos\_ white background



## Regional Logos\_ filled background



## Aditional logo



## woman's day

