

**< KISHIGO<sup>®</sup>**

**PARTNER SYTLE GUIDE**

MARCH 2024



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Our logo is the primary visual expression of our brand. This signature is a combination of the logo mark and our company name. Our logo must be valued and used in accordance with these guidelines.

The logo mark consists of an arrow that emphasizes the “go” in “Kishigo,” inspired by the workers who wear Kishigo apparel and are always on the move. Furthermore, the arrow is a symbol commonly seen at construction sites, where Kishigo vests are commonly worn. The form of the arrow influences the rest of the logo, particularly apparent in the “K” and the “G.”



It is important to keep the Kishigo logo clear of any other graphic elements. To ensure this, we have established an amount of minimum clear space around the logo.

We have also established a minimum size of 0.4" wide for the logo. This required minimum size is put in place to ensure that the logo is always legible.



MINIMUM CLEAR SPACE



MINIMUM SIZE (0.4" WIDE)

The provided Kishigo logos must not be altered or modified. Consistent use of the Kishigo logo creates a professional image and message to our audiences.

### DO NOT:

- < Do not distort the logo
- < Do not move the logomark
- < Do not change the ratio of the logo
- < Do not alter the typography
- < Do not use an unauthorized color variation
- < Do not add effects to the logo elements

### DO:



### DO NOT:



The Kishigo logo may be used with its accompanying tagline, Quality that reflects. Generally, the tagline should be used whenever marketing communication is being used, but it is not necessary when Kishigo is simply identifying itself (e.g. labels, wearables, etc.)

In the case that Kishigo decides to change its tagline in the future, the tagline must be relevant to and in-line with Kishigo's brand and message.

### TAGLINES MUST BE

- < Initial caps
- < Using font Univers 55 Roman
- < Aligned left to the "K" in Kishigo
- < Spaced below Kishigo at "X" height
- < "X" Height
- < Not extending past the "O" in Kishigo



We have selected the font family Univers for the Kishigo brand. These versatile typefaces should be used whenever possible for all Kishigo materials.

When Univers is not available, Verdana Bold and Verdana Regular may be used as alternatives.

PRIMARY FONTS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz!?!&\$#@**

Univers Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz!?!&\$#@**

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz!?!&\$#@

Univers Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz!?!&\$#@

Univers Light

ALTERNATIVE FONTS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz!?!&\$#@**

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz!?!&\$#@

Verdana Regular

HEADLINES

Fonts: Univers Roman, All Caps

Font: Univers Bold for emphasized copy, All Caps

Leading: X / X (e.g. 24pt / 24pt)

THE PERFORMANCE YOU WANT.  
THE VISIBILITY YOU NEED.



SUBHEADS

Font: Univers Black, All Caps  
Color: Orange (refer to Pg. 11)

BODY COPY

Font: Univers Roman, Sentence Caps  
Color: Medium Gray (refer to Pg. 11)

BODY COPY W/ EMPHASIS

Font: Univers Black, All Caps  
Color: Medium Gray (refer to Pg. 11)

**CONTRASTING MESH VEST**

**PERFORMANCE FEATURES**

- < Comfortable Ultra-Cool 100% polyester mesh material on back with solid front.
- < Zipper front closure.
- < 2" wide high performance reflective material with 3" contrasting color.
- < Left and right chest mic tabs.

**POCKETS**

- < Two lower outside patch pockets with flaps.
- < Right chest 2-tier, 4-division pocket.
- < Left chest radio pocket with flap.
- < Two lower inside patch pockets.

**SIZES:** S-5X (Size small only has left mic tab)

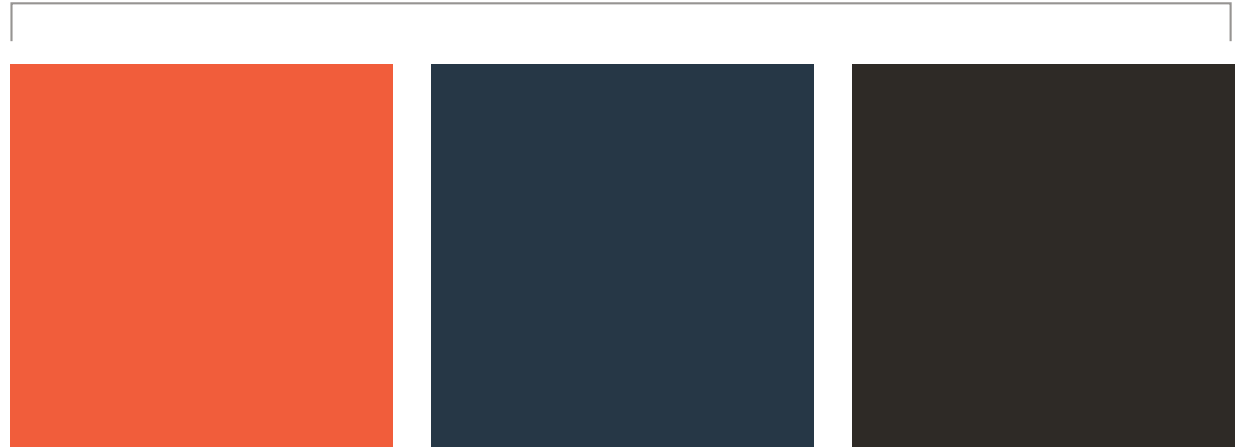
ANSI 107 Type R | Class 2 Compliant

**1163 LIME / 1164 ORANGE**



The color palette is bold and innovative, representing the spirit of the Kishigo brand. The palette is divided into the Primary Palette, which is most commonly used across the board, and the Secondary Palette, which serves in a supporting role when additional accent colors are required.

## PRIMARY PALETTE



## SECONDARY PALETTE

**PMS** / Use for premium printing and spot colors (offset printing only)

**CMYK** / Use for standard printing (offset or digital printing)

**RGB** / Use for digital/web/on screen

**HTML** / Use for web

## PRIMARY PALETTE

### ORANGE

PMS / 171  
CMYK / 0 61 72 0  
RGB / 255 92 57  
HTML / FF5C39

### BLUE

PMS / 7546  
CMYK / 73 45 24 66  
RGB / 37 55 70  
HTML / 253746

### BLACK

PANTONE / BLACK  
CMYK / 0 0 0 100  
RGB / 44 42 41  
HTML / 2C2A29

## SECONDARY PALETTE

### TEAL

PMS / 339  
CMYK / 100 0 24 30  
RGB / 0 179 136  
HTML / 00B388

### JADE

PMS / 337  
CMYK / 33 0 12 16  
RGB / 143 214 189  
HTML / 8FD6BD

### SLATE

PMS / 5405  
CMYK / 68 35 17 40  
RGB / 79 117 139  
HTML / 4F758B

### OCEAN

PMS / 7703  
CMYK / 79 2 10 11  
RGB / 0 156 189  
HTML / 009CBD

### SKY

PMS / 544  
CMYK / 27 4 1 1  
RGB / 189 214 230  
HTML / BDD6E6

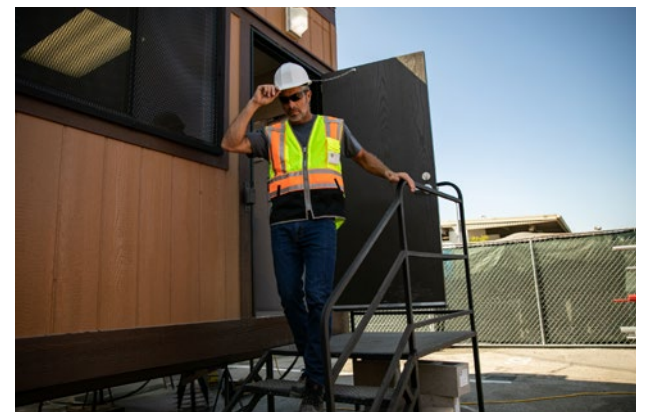
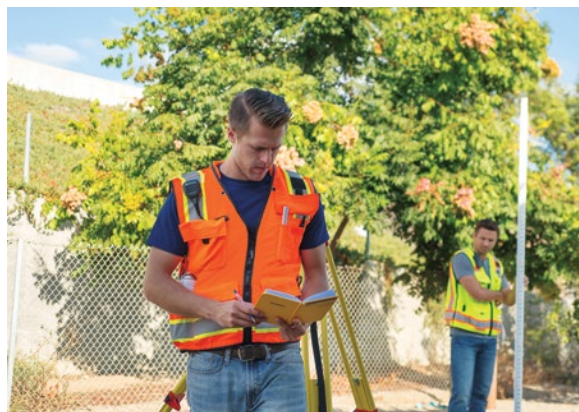
### MEDIUM GRAY

PMS / COOL GRAY 10  
CMYK / 40 30 20 66  
RGB / 99 102 106  
HTML / 63666A

### LIGHT GRAY

PMS / COOL GRAY 2  
CMYK / 5 3 5 11  
RGB / 208 208 206  
HTML / D0D0CE

Photography should feature people wearing Kishigo apparel, on the job and in action. The photography must be sharp, high contrast, and captured in natural lighting. Photography should aim to show off the design, details, durability and functionality of the Kishigo product line.



PRINTED MATERIAL- CATALOGS, FLYERS, BROCHURES

We require that all printed material use the flat product photography as shown here.



FLAT PHOTOGRAPHY

PREMIUM BLACK SERIES 1513 | 1514

**PREMIUM BLACK SERIES** **HEAVY DUTY VEST**

**PERFORMANCE FEATURES**

- ◀ Ultra-Cool™ 100% polyester mesh
- ◀ Zipper front closure reinforced with durable webbing reinforcement.
- ◀ 2" wide high performance reflective material with 3" breathable contrasting color.
- ◀ Reflective trim around arms and piping down sides for added low light visibility.
- ◀ Performance meets style, breathable black sides provide visual contrast.
- ◀ Left and right chest mic tabs.

**POCKETS**

- ◀ Two lower outside cargo pockets with adjustable flaps and grommets.
- ◀ Right chest 2-ster pencil pocket.
- ◀ Left chest heavy duty gassed radiolabelity pocket with reflective piping.
- ◀ Two inside patch pockets.

**SIZES**

- ◀ M-5X (Size Medium does not have black zipper or trim around neck and bottom. Will match garment color)

ANSI 107 Type R | Class 2 Compliant

**1513 LIME | 1514 ORANGE**

**KISHIGO**  
Quality that reflects

800 338 9480

INFO@KISHIGO.COM KISHIGO.COM

2" wide silver reflective materials with 3" breathable contrasting color.

Two lower outside cargo pockets with adjustable flaps and grommets.

Reflective trim around arms and piping down sides for added low light visibility.

SELL SHEET EXAMPLE

## ONLINE MEDIA- WEBSITE, EMAIL

We require that all online material use the ghost product photography as shown here.



## GHOST PHOTOGRAPHY

**KISHIGO** PRODUCTS ^ 1971-USA FAQs ^ ABOUT US QUOTE REQUEST CONTACT US ^ SALES REP PORTAL DISTRIBUTION PORTAL CONTACT US

**PREMIUM BLACK SERIES**

### HEAVY DUTY VEST

Style # 1513 Lime | 1514 Orange

**SIZES:**  
M L XL 2X 3X 4X 5X  
(Size Medium does not have black zipper or trim around neck and bottom- Will match garment color)  
[View Size Chart](#)

**COMPLIANCE:**  
ANSI 107 Type R | Class 2 Compliant

**WARNING**

1513 1513 HEAVY DUTY VEST  
CLICK HERE TO WATCH PRODUCT VIDEO

#### PERFORMANCE FEATURES

- Ultra-Cool 100% polyester mesh.
- Zipper front closure reinforced with durable webbing reinforcement.
- 2" wide high performance reflective material with 3" breathable contrasting color.
- Reflective trim around arms and piping down sides for added low light visibility.
- Performance meets style, breathable black sides provide visual contrast.
- Left and right chest mic tabs.

#### POCKETS

- Two lower outside cargo pockets with adjustable flaps and grommets.
- Right chest 2-tier pencil pocket.
- Left chest heavy duty gusseted radio/utility pocket with reflective piping.
- Two inside patch pockets.

[GET A CATALOG](#)

## PRODUCT DETAIL PAGE (PDP)





**1971**  
BY KISHIGO  
MADE IN USA



1971 is Kishigo's heritage sub-brand, which includes the Kishigo products that are made in the United States. The name 1971 originates from the year that Kishigo was originally established. The 1971 logo is heavily influenced by the main Kishigo logo, utilizing the same iconic arrow shape to represent the American flag.

**1971 LOGO-** to be used on 1971 products and marketing material whenever possible



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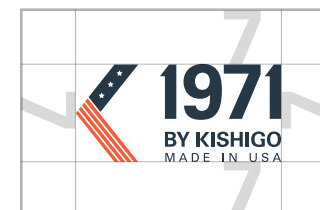
**1971 ALTERNATIVE LOGO-** to be used on 1971 products and marketing material whenever there is a need for an increase in legibility and/or an extreme horizontal application





The 1971 logo must not be altered or modified in any way. We have established a minimum clear space as well as a minimum size for the logo. The required minimum size should be enforced to ensure that the logo is always clearly legible.

## 1971 LOGO



Minimum clear space



Minimum size (1" wide)

## 1971 ALTERNATIVE LOGO



Minimum clear space



Minimum size (1.25" wide)

The 1971 by Kishigo logo must not be altered or modified. Consistent use of the 1971 logo creates a professional image and message to our audiences.

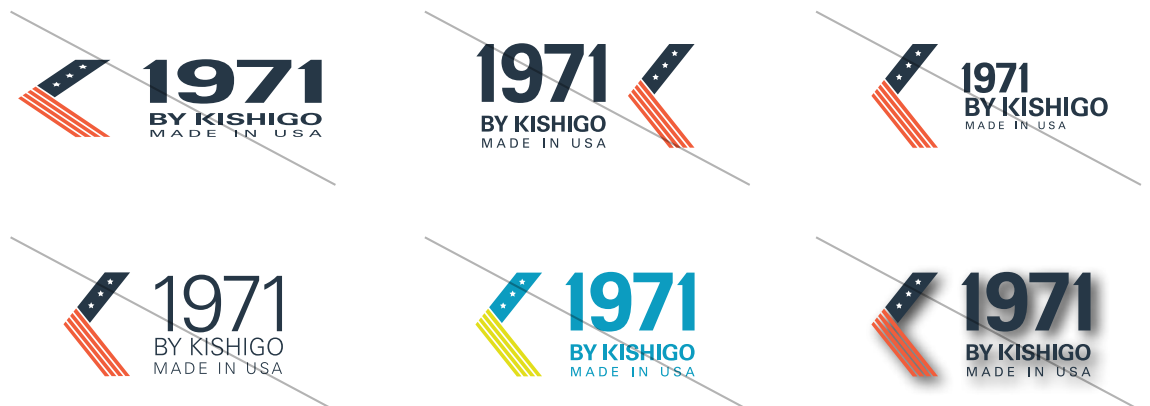
### DO NOT:

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- < Do not move the logomark
- < Do not change the ratio of the logo
- < Do not alter the typography
- < Do not use an unauthorized color variation
- < Do not add effects to the logo elements

### DO:



### DO NOT:



The 1971 by Kishigo alternative logo must not be altered or modified. Consistent use of the 1971 alternative logo creates a professional image and message to our audiences.

### DO NOT:

- < Do not distort the logo
- < Do not move the logomark
- < Do not change the ratio of the logo
- < Do not alter the typography
- < Do not use an unauthorized color variation
- < Do not add effects to the logo elements

DO:



DO NOT:





800 338 9480  
INFO@KISHIGO.COM

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