

**HELLO.**

# **LOGO STORY FOR EASTERN INSPECTION**

# CONTENT

**01.**

Masterbrand and Brand  
guideline study

**02.**

Process of the  
Logo design

**03.**

Logo in use

# **MASTERBRAND AND BRAND GUIDELINE STUDY**

# MASTERBRAND COLORS



**Pantone 116 C**  
C-0 M-16 Y-100 K-0  
R-255 G-210 B-0



**Pantone Reflex Blue**  
C-100 M-94 Y-14 K-12  
R-0 G-22 B-137



**Pantone Cool Gray 7**  
C-42 M-35 Y-35 K-1  
R-153 G-153 B-154



**Pantone Cool Gray 10**  
C-61 M-53 Y-48 K-19  
R-100 G-101 B-105



# MASTERBRAND PRIMARY TYPEFACE

Gotham Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

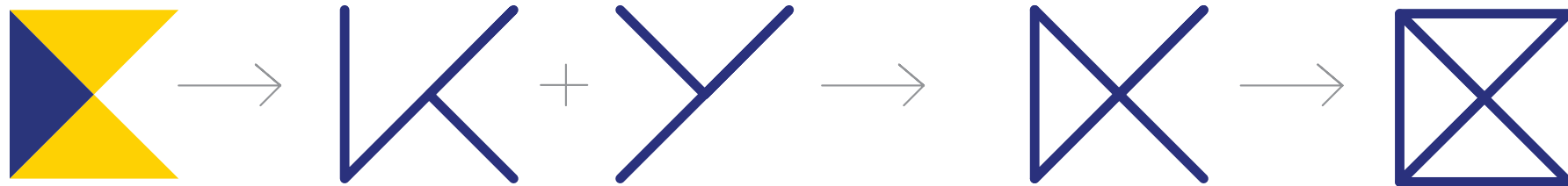
Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# MASTERBRAND LOGOGRAM STRUCTURE



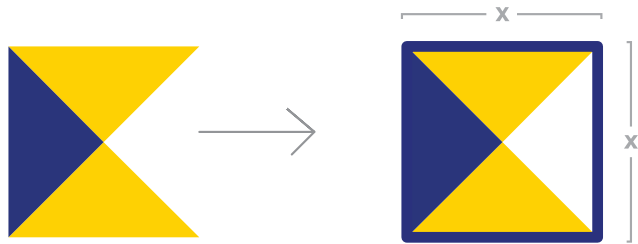
Designed with First letter "K" and last letter "Y" of the brand name.



# MASTERBRAND LOGOGRAM STRUCTURE



Composed in a square and designed with geometry shapes.



# **PROCESS OF THE EASTERN INSPECTION LOGO DESIGN**

# SELECTED COLORS



**Pantone 116 C**  
C-0 M-16 Y-100 K-0  
R-255 G-210 B-0



**Pantone Reflex Blue**  
C-100 M-94 Y-14 K-12  
R-0 G-22 B-137



**Pantone Cool Gray 7**  
C-42 M-35 Y-35 K-1  
R-153 G-153 B-154



**Pantone Cool Gray 10**  
C-61 M-53 Y-48 K-19  
R-100 G-101 B-105

# SELECTED PRIMARY TYPEFACE

Gotham Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**



Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**



Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# SELECTED KEY WORDS

**Ref : Brand Guideline Book  
KIELY Civil / Building Vision**

*[Positioning Statement]*

Civil customers share their vision with us and we build it, a commitment that demands an exceptional design-build philosophy and capabilities.

We innovatively design, build and restore the infrastructure of our nation, helping communities **grow safer** and **more connected**.

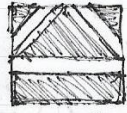
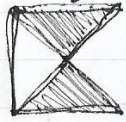
Projects delivered on time, on budget and on expectation require a unique breed of problem solver. Kiely team members understand this and they focus on customer success.

Because the work we do affects everyone's quality of life, Kiely Civil is focused on turn-key projects and long-term thinking, actively building a lasting legacy for our customers and communities.

**“ Safe + Connect ”**

# **SKETCHES AND TRYOUTS**

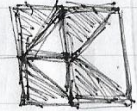
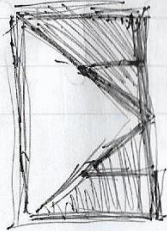
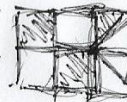
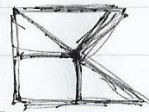
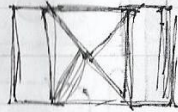
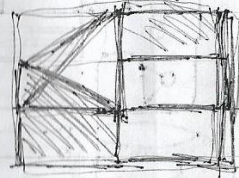
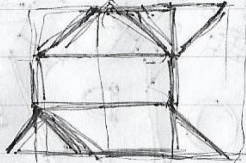
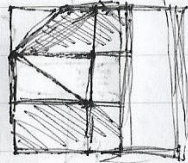
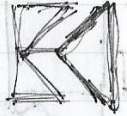
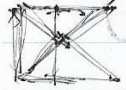
K+Y → X



Eastern Inspection

E+I →

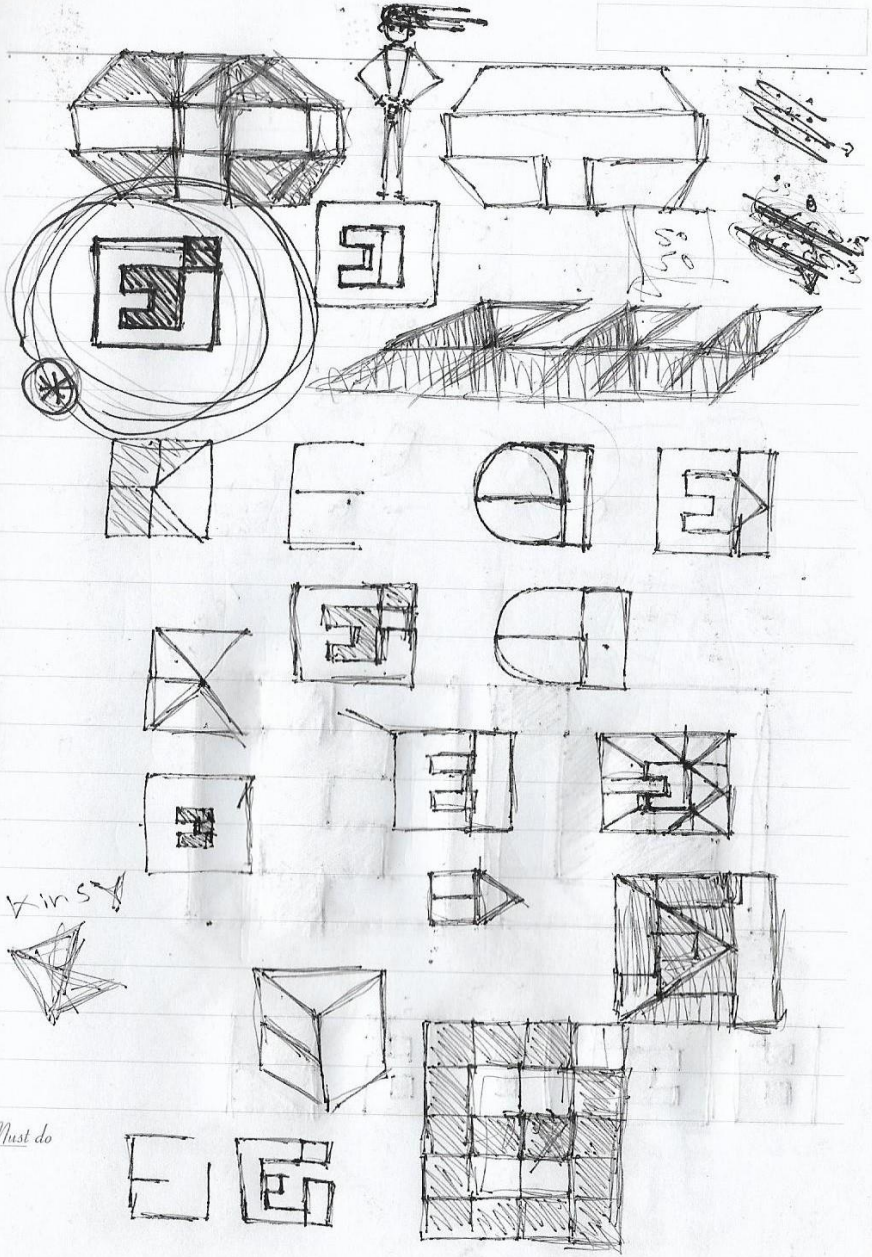
\* Safety  
or move  
contracted.



Must do

X in S

Must do



# SELECTED ICON FOR KEYWORDS



SAFE



CONNECT

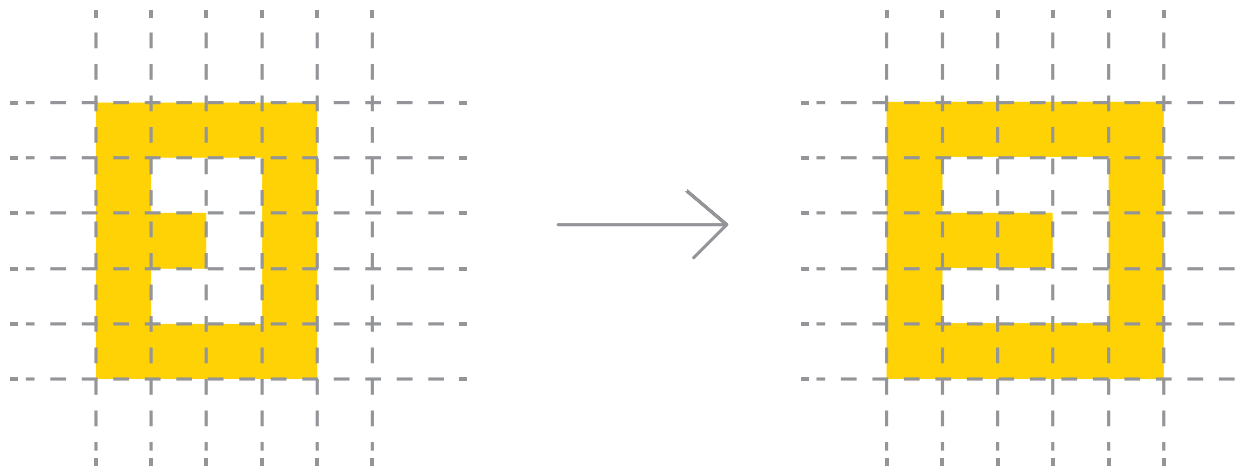
# EASTERN INSPECTION LOGOGRAM STRUCTURE

Start with First main letters “E” and “I”  
of the brand name.



# EASTERN INSPECTION LOGOGRAM STRUCTURE

Compose and maintain the logo  
in a square.



**FINALIZED  
LOGO**



**LOGO IN USE**







**THANK YOU.**

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