

Konnex Association

**Logos for
Associated Entities**





Identity Strategy Graphic Guidelines

- Logotype
- Typography
- Corporate colours
- Stationary
- Pictograms
- Corporate pictures
- Slides

Logotype ■ Associated Entities

Osmosis between the words KNX & the associated entities

The word follows the KNX bow

KNX supports in a convincing way the entity

The colour of the word maybe adapted to colours of the entity corporate logo and of the using the KNX logo (e.g. blue, grey, green)

■ Partner



PANTONE® Coated 293 C

CMYK components:
100 % (C), 57 % (M),
0 % (Y), 2 % (K)

RGB components:
12 % (R), 75% (G),
157 % (B)

RAL : 5005.



PANTONE® Coated 430 C

CMYK components:
6 % (C), 0 % (M),
0 % (Y), 47 % (K)

RGB components:
128 % (R), 132 % (G),
133 % (B)



PANTONE® Coated 362 C

CMYK components:
76 % (C), 0 % (M),
100 % (Y), 11 % (K)

RGB components:
54 % (R), 146 % (G),
38 % (B)

RAL : 6018



Black 7 (Coated paper)

CMYK components: 100 % (C),
100 % (M), 100 % (Y), 100 % (K)



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The current colour range comprises the three colours of the logo and 6 extension colours. This new family of colours creates a harmonious look, distinguished by a high degree of individuality. The two parallel rows of cool and warm shades can be used to create balanced primary warm-cool contrasts and harmonious monochromatic combinations.

Corporate colours ■ Basic

PANTONE® Coated 293 C

100%	50%	25%
CMYK: 100 % (C) 57 % (M) 2 % (K)	CMYK: 50 % (C) 29 % (M) 1 % (K)	CMYK: 25 % (C) 14 % (M) 1 % (K)
RGB: 12 (R) 71 (G) 157 (B)	RGB: 6 (R) 36 (G) 79 (B)	RGB: 3 (R) 18 (G) 39 (B)
Colour PC: Indigo		

PANTONE® Coated 362 C

100%	50%	25%
CMYK: 76 % (C) 100 % (Y) 11 % (K)	CMYK: 38 % (C) 50 % (Y) 6 % (K)	CMYK: 19 % (C) 25 % (Y) 3 % (K)
RGB: 54 (R) 146 (G) 38 (B)	RGB: 27 (R) 73 (G) 19 (B)	RGB: 14 (R) 37 (G) 10 (B)
Colour PC: Green		

PANTONE® Coated 430 C

100%	50%	25%
CMYK: 6 % (C) 47 % (M)	CMYK: 3 % (C) 24 % (M)	CMYK: 2 % (C) 12 % (M)
RGB: 127 (R) 132 (G) 133 (B)	RGB: 64 (R) 66 (G) 67 (B)	RGB: 32 (R) 33 (G) 33 (B)
Colour PC: Grey 50%		



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