



C O R P O R A T E I D E N T I T Y G U I D E L I N E S

V2 – FEB 2025

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Remark: * items updated in this version

I N T R O D U C T I O N

These guidelines are intended to help bring the KLN brand to life and outline how the brand should be expressed. They illustrate the correct usage of our visual elements across various applications. For those communicating the brand, these guidelines serve as an essential tool to guide other creative efforts.