



BRAND GUIDE

I am Keith Finger, and I ignite revenue.

Keith Finger exists to help small and medium sized B2B companies grow through a comprehensive approach to diagnosing and managing every component of the business organization that impacts current and future revenue generation.

LOGO VARIATIONS



Only these approved variations of logo configuration may be used.



VERTICAL MONOGRAM,
TAGLINE, AND NAME



HORIZONTAL MONOGRAM,
TAGLINE, AND NAME



MONOGRAM AND TAGLINE



MONOGRAM ONLY

COLOR PALETTE

Color values for reproduction in Pantone, 4-color process, and RGB.



The logo features the letters 'KF' in a dark blue, bold font. An orange flame-like shape is positioned behind the 'F'. Below 'KF' is the tagline 'Ignite Revenue.' in orange, and 'KEITH FINGER' in a grey, sans-serif font. Three lines with circular endpoints point from the color swatches on the right to the corresponding elements in the logo: the dark blue swatch points to the 'KF' letters, the orange swatch points to the 'Ignite Revenue.' tagline, and the grey swatch points to the 'KEITH FINGER' text.

	PMS 308 C110 M18 Y8 K50 R0 G88 B125
	PMS 152 C0 M66 Y100 K0 R244 G119 B33
	PMS 430 C33 M18 Y13 K40 R124 G135 B142

 PRIMARY

 SECONDARY

 ACCENT

SINGLE COLOR USE



In some circumstances the logo may need to be reproduced in one color. Options are given for when screens may be used, as well as for when only a single solid color is used. The one color solid logo may be used over backgrounds or reversed out of darker colors without the use of a white box behind it (see "Logo Use" section for more detail). This is the only coloration that may be reversed out this way.



ONE COLOR WITH SCREENS



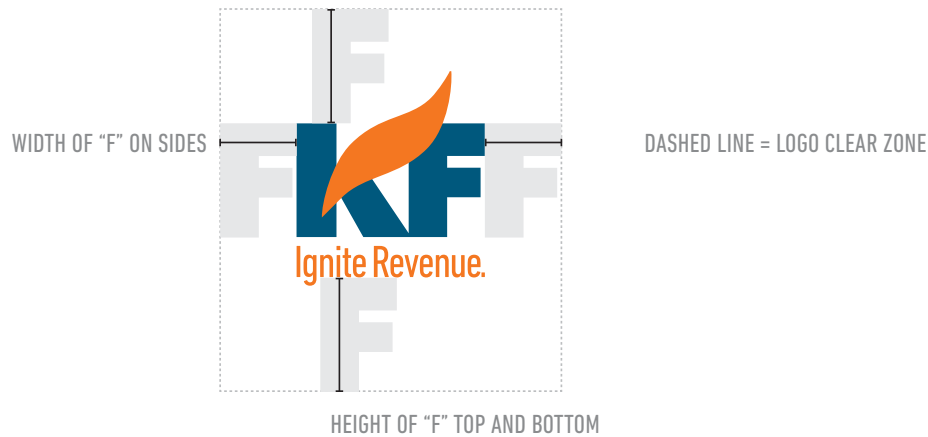
ONE COLOR SOLID



ONE COLOR SOLID, REVERSED
FOR DARK BACKGROUND

LOGO USE

When using other elements around the logo, regardless of which configuration is used, nothing should be placed closer to the logo than the width of the “F” to either side, and the height of the “F” top and bottom (excluding tip of flame and tagline descenders, as illustrated below).



EXAMPLES



LOGO USE



When using the logo over solid colors or photographs, the logo should be set off by a white box (utilizing minimum offset distances as outlined on the preceding page). The one color solid logo is the only exception to this.

EXAMPLES



LOGO USE



Examples of proper and improper use.

YES



NO



YES



NO



LOGO USE



Examples of proper and improper use.



TYPOGRAPHY



LOGO TYPEFACE: DIN Next LT Pro Condensed

I am Keith Finger, and I **ignite revenue.**

HEADLINE: DIN Next LT Pro Condensed

Keith Finger exists to help small and medium sized B2B companies grow through a comprehensive approach to diagnosing and managing every component of the business organization that impacts current and future revenue generation.

BODY: DIN Next LT Pro Regular

TYPEFACE FAMILY:

DIN Next LT Pro Condensed

DIN Next LT Pro Medium Condensed

DIN Next LT Pro Bold Condensed

DIN Next LT Pro Light

DIN Next LT Pro Light Italic

DIN Next LT Pro Regular

DIN Next LT Pro Regular Italic

DIN Next LT Pro Medium

DIN Next LT Pro Medium Italic

DIN Next LT Pro Bold

DIN Next LT Pro Bold Italic