


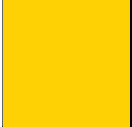
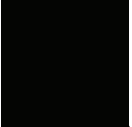
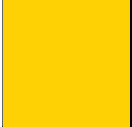
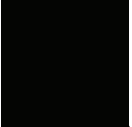
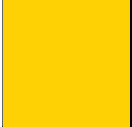
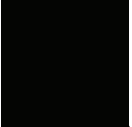

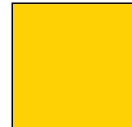

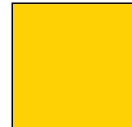

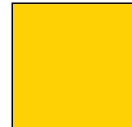



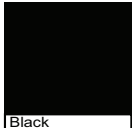

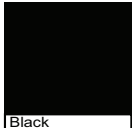

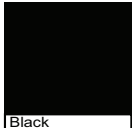

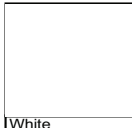
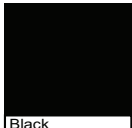
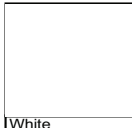
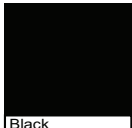
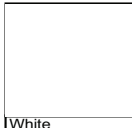
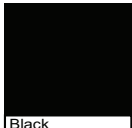
Brand Style Guide



Colors

To preserve our brand's unique look, a consistent use of colors is very important. The core brand colors are black, yellow and white.

Color Guide

	<table border="1"><tbody><tr><td></td><td>C 0 M 16 Y 100 K 0</td><td></td><td>C 0 M 0 Y 0 K 100</td></tr></tbody></table> <p>Color guide for logo placement on light backgrounds</p>		C 0 M 16 Y 100 K 0		C 0 M 0 Y 0 K 100
	C 0 M 16 Y 100 K 0		C 0 M 0 Y 0 K 100		
	<table border="1"><tbody><tr><td></td><td>C 0 M 16 Y 100 K 0</td><td></td><td>C 0 M 0 Y 0 K 100</td></tr></tbody></table> <p>Color guide for logo placement on dark backgrounds</p>		C 0 M 16 Y 100 K 0		C 0 M 0 Y 0 K 100
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	C 0 M 0 Y 0 K 0		C 0 M 0 Y 0 K 100		

Typography

When creating any documents or web content related to KRK, we strongly encourage you to use the preferred fonts and specifications for text accompanying our brand mark.

Recommended Document Fonts

TEXT FONT

Myriad Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SUB HEADLINE/TEXT

Myriad Pro - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

HEADLINE/TEXT

Myriad Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



STYLE AND TRADEMARK GUIDE

KRK[®] Trademarks

The absence of a name or logo in this list does not constitute a waiver of any and all intellectual property rights that KRK or its subsidiaries have established in any of their product, feature, or service names or logos. The status column refers to the status of the trademark in the United States and/or other countries.

Trademark	Status	Descriptor
KRK	®	
ERGO	®	
Expose'	®	
VXT	®	
Rokit	®	

General KRK Trademark Guidelines

The name *KRK* is synonymous with the finest audio monitors, room correction and recording accessories. KRK trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with KRK. This page contains detailed information about how to refer to KRK trademarks in different scenarios.

Using KRK Trademarks in Text

Proper use of KRK trademarks is important. You may use KRK trademarks or product names to refer to KRK products and services provided you follow these guidelines. Your use must not mislead consumers as to any KRK sponsorship, affiliation, or endorsement of your company, or of your products or services.

Properly Identify KRK Brand Products

When referring to KRK software and products, apply the appropriate trademark symbols in accordance with the list of current KRK trademarks.

- [View the KRK Trademarks List](#)



Use Trademark Notices

Include an attribution of KRK ownership of the trademark(s) in the credit notice section of your documentation or advertisement. Follow this format:

- *KRK, VXT, ERGO, etc. are either registered trademarks or trademarks of KRK in the United States and/or other countries.*

Additional Guidelines for Advertising Collateral, Marketing, and Product Packaging

You may use the names of KRK products and services on packaging, on Web sites, and in advertising materials to indicate your product's compatibility with a specific KRK product or service, provided the reference complies with the guidelines herein and the specifications below.

Logos

Do not use the KRK logo or any other KRK logos, symbols, or icons on or in connection with products, packaging, manuals, promotional or advertising materials, or Web sites for any purpose except pursuant to an express written trademark license from KRK.

Link Logos

You may place a text link to a KRK Web page on your site if the text link is not a prominent feature on the site and is not used in a way that could confuse or mislead consumers. You may refer to the KRK company name or KRK product and service names in a plain text font and format, provided this use follows the general KRK trademark guidelines and you include appropriate wording such as "This way to KRK.com." Except for the link logos as provided by KRK, you may not use the KRK logo or any other KRK logo or graphic to link to KRK. You may use KRK link logos only in accordance with the guidelines applicable to each logo as provided.

Web Sites

You may use KRK product, service, and technology names on your Web site to indicate that your product runs on, or is compatible with, the referenced KRK product or technology, provided the reference complies with the guidelines herein. Do not use any KRK trademark in the title of your Web site or as a second-level domain name. You may not use any KRK logo without a license or written specifications from KRK.

Box Shots, Screen Shots, and Icons

Box shots, screen shots, and some icons may be used pursuant to KRK guidelines for these items.

Company, Product, Service, and Domain Names

Do not use or register any KRK trademark, including KRK logos, symbols, icons, or any potentially confusing variation thereof, as part of your company name, trade name, product name, service name, or domain name. Do not place your company name, trademarks, service marks, or product names next to, or



combine them with, a KRK product name.

Endorsement or Sponsorship

Do not use any KRK trademark in any manner that expresses or implies KRK affiliation, sponsorship, endorsement, certification, or approval. Do not use any KRK trademark in such a manner that it appears KRK is legally associated with your company. You must display your company name more prominently than any KRK trademark on all materials.

Merchandise Items

Do not manufacture, sell, or give away merchandise items, such as T-shirts or mugs, that bear any KRK trademark, including logos, except pursuant to an express written trademark license from KRK.

Trade Dress and Advertising Elements

Do not imitate KRK logos, logotypes, trade dress, or other elements of KRK product packaging and Web sites in any of your materials, including but not limited to advertising, product packaging, Web sites, and promotional materials.

Slogans and Taglines

Do not use or imitate any KRK tagline, including but not limited to *"Our Focus. Your Mix."*
