

Co-Branding Guide

The Future of Real Estate Teamwork

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Why Co-Brand?

Using two brands together symbolizes partnership - a commitment to provide the market a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand, causing confusion to the market, or more important – the end customer.

To make sure that Kammbium benefits from our partnerships with other brands, it's important that we clearly and appropriately communicate these associations in a manner that is: efficient, consistent and effective.

What to Co-Brand?

Kammbium has developed templates and guidelines with pre-defined logo locations for items that we frequently co-brand with our partners: Email Headers, Workbooks, Spreadsheets.

We also have Kammbium identified items that are NOT suitable for co-branding: White Papers, Technical Documentation.

This is not intended to be a comprehensive list of items - just examples for illustrative purposes.

Brand Dominance

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What is Brand Dominance?

Brand dominance means one partner will have a clear visual lead in executions, often using their identity/brand system in a dominant manner. This is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.

Expressing brand dominance is simple and can be achieved by the following:

1. Placing the emphasized brand in the most visible and valuable space (e.g. Above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity to each other in a brand-neutral environment, the dominant brand will be placed on the left.



Partner
Logo

Establishing Brand Dominance?

Brand dominance is established when Kammbium most heavily influences the communication experience. This is when Kammbium is driving the customer experience or if our resources are most depended upon. Kammbium dominant experiences rely heavily on our visual system for look and feel.

Partner dominance is established when the partner brand heavily influences the communication experience. As a result, the partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it's critical that we protect and appropriately display the Kammbium logo.

Logo

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Main Logo Features

The Kammbium logo consists of a tree graphic, combined with a typographic letter form of the name “Kammbium” that together create a single, unified image.

We have developed multiple versions of our logo, a color version, a black version and a white version, in order to cover all usage scenarios. Please follow the provided guidance in order to select the most appropriate logo for your usage scenario.

In all situations, please select the logo version that offers the most visual contrast against the background color and/or image. This ensures proper readability of our logo.



Do's and Don'ts

Please exercise care when using our logo. Do not modify, change or otherwise alter any of the logo elements; color, font, proportions, etc. Pay close attention when resizing the logo as to not distort it.

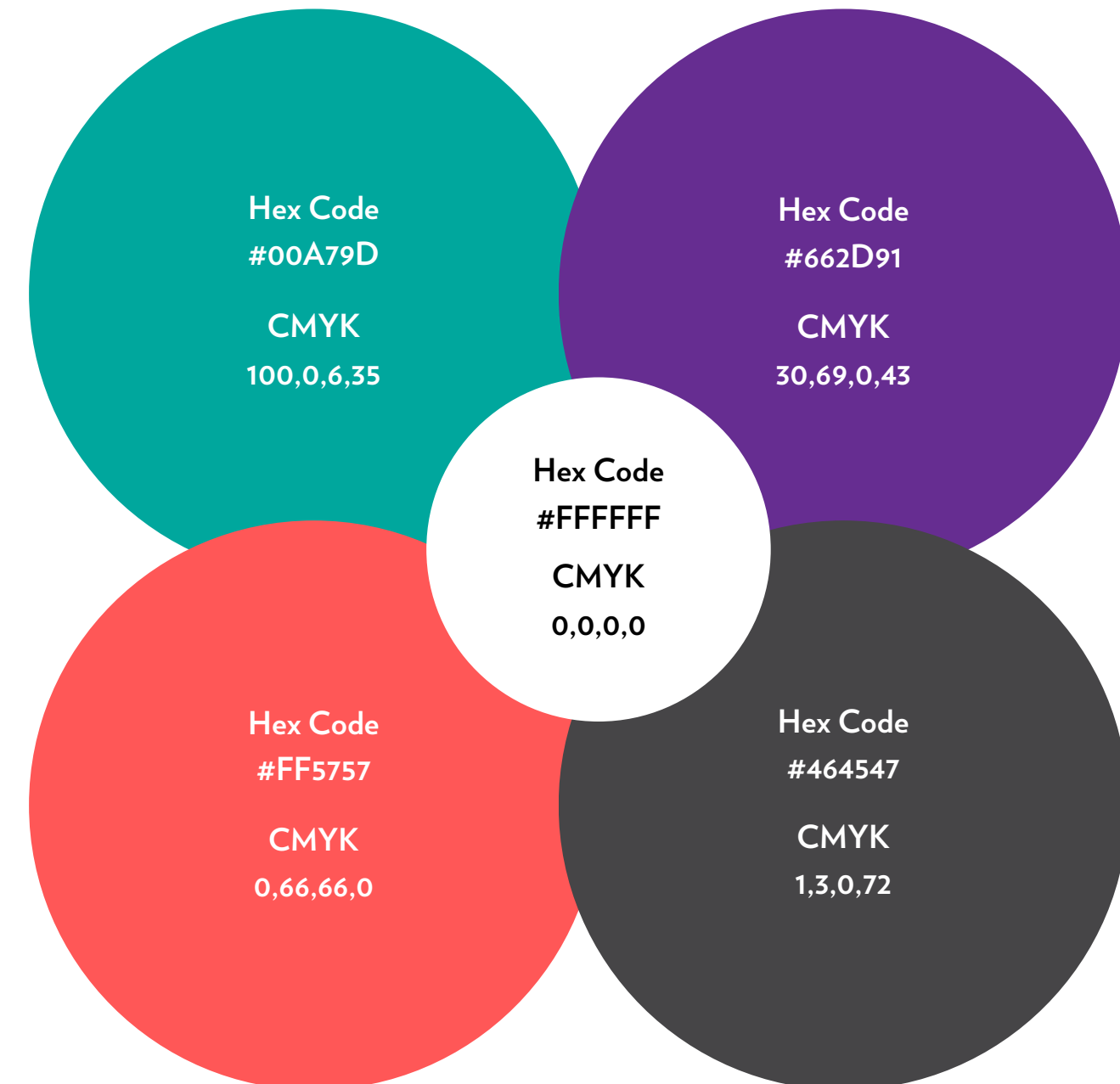
To obtain the official Kammbium logo artwork files, please contact:
hello@kammbium.com

Color Palette

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Our Colors

These colors reflect our brand's identity and personality. Kammbium core colors consist of Persian Green, dark gray and white. Our color palette also includes Coral Red and Dark Violet for extra splashes of color, to be used sparingly.



Font Overview

A systematic approach to typography will create a clear and consistent visual hierarchy, and will communicate a sense of clarity, order and structure. Our header font is Verlag Bold, and our subheader and paragraph font is Gill Sans Medium.

For Headers

Verlag Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy123
4567890!@#\$%^&*()

For Subheaders and Paragraphs

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyI23456789
0!@#\$%^&*()

Logo Lockup

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Lockup Overview

Many cobranding instances will require the Kammbium logo to be placed side by side with a partner logo (locked up). The guidelines on this page outline the proper way to construct a lockup with the Kammbium logo.

Each logo should be sized to be optically equal in size. The left or top positions of the lockup indicates brand dominance in brand neutral environments.

Clear Space Requirements



Examples

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Inspired for Results Dominant



The screenshot shows a form titled "KAMMBIUM INTENTION TRACKER" with "Weekly Meeting" below it. On the right is a dark grey box labeled "Partner Logo". The form has four rows: "Name:", "Company Values (list 3):", "Personal Values (list 3):", and "MY ANNUAL GOALS for:".

Kammbium dominance is established when Kammbium most heavily influences the communication experience. This is when Kammbium is driving the customer experience or if our resources are most depended upon. Kammbium dominant experiences rely heavily on our visual system for look and feel.

Partner Dominant

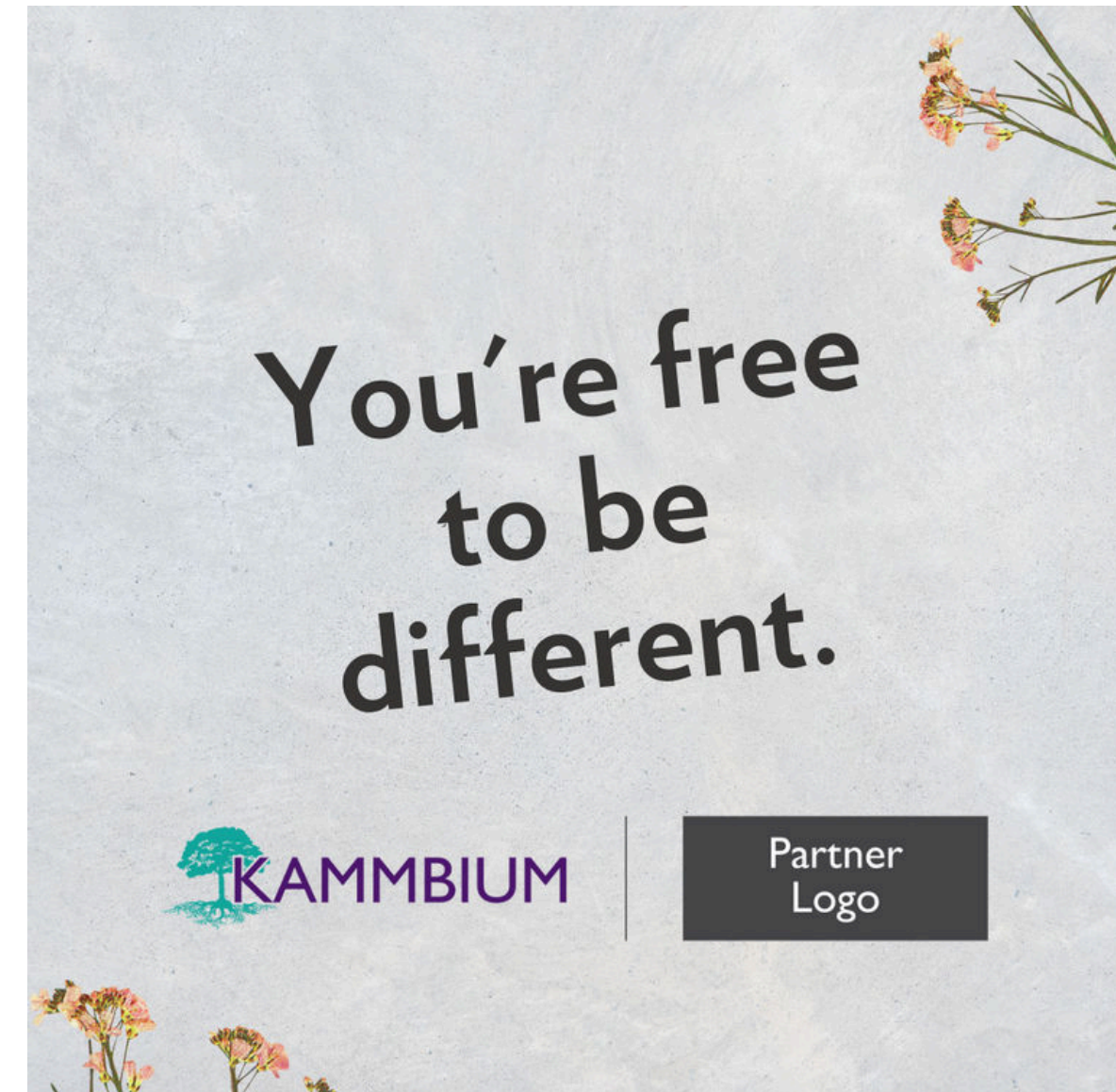


Partner dominance is established when the partner brand heavily influences the communication experience. As a result, the partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it's critical that we protect and appropriately display the Kammbium logo.

Examples

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Social Media



Contact Information

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