

# KHM Travel Group Style Guide

corporate logo horizontal | logo 01

This is the main logo to use for all corporate related items. All the logos are either in KHM Travel Group Blue (Primary Color) or in White when needed.



corporate logo vertical | logo 02

This is the main logo to use for all corporate related items in which the horizontal logo will not fit.



knock-out logo vertical | logo 03

This is a secondary logo that is used in advertisements and educational materials.



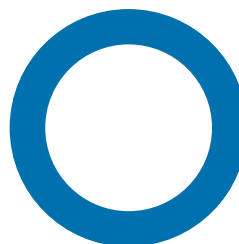
fonts | main

**Futura LT Book**  
**Futura LT Heavy**  
*Reklame Script*

font | secondary

*Pacifico*

primary color | main



CMYK: 100, 50, 10, 0  
RGB: 0, 113, 174  
HEX: #0071AE  
PANTONE: 7461 C

secondary colors | main

The secondary color is used occasionally in marketing materials. The logo is never in the secondary color.



CMYK: 0, 48, 88, 0  
RGB: 255, 153, 51  
HEX: #ff9933



CMYK: 71, 0, 37, 0  
RGB: 13, 192, 181  
HEX: #0DC0B5