

The Kantata Logotype

The name Kantata was inspired by “cantata” – a classical music composition that intricately and beautifully combines multiple voice and instrumentation elements. This style of classical music is a metaphor for the collaborative creation that is the foundation of all successful professional services organizations.

The Kantata logotype is the primary visual signature of our brand, and the following pages explain how to correctly display and treat the Kantata logo to ensure it remains a powerful representation of our company for years to come.

To help ensure consistency, legibility and to build brand equity, the Kantata logo is displayed in only three colors: Kantata orange or white.

LOGO COLORS



Logotype Usage

To ensure prominence and legibility, the Kantata logotype is always surrounded by an area of clear space that remains free of other graphic elements. Clear space for the logo is based off the height of the logotype.

To maintain maximum clarity at all times, the logo should not be reproduced below the minimum size indicated for both print and on-screen (digital) uses.

LOGO CLEAR SPACE



MINIMUM SIZE

Kantata

100 PX
3/4 IN

Logo Misuse

The Kantata logo is the primary identifier of our brand. Incorrect use of the logo reduces its effectiveness and negatively impacts perceptions of the Kantata brand. The examples on this page illustrate some, but not all, potential misuses of our logo.

Keep in mind that the logo is carefully rendered artwork and any alteration of the logo, apart from proportional scaling, is considered misuse.



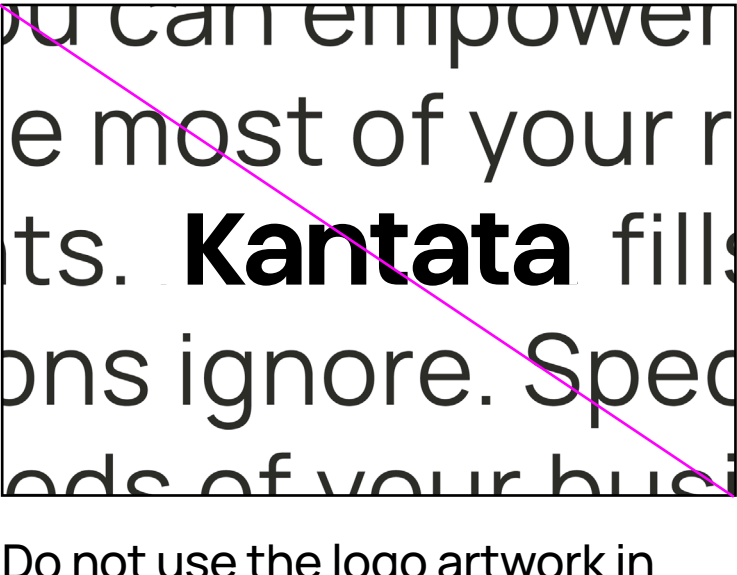
Do not stretch, skew, or alter the logo proportions.



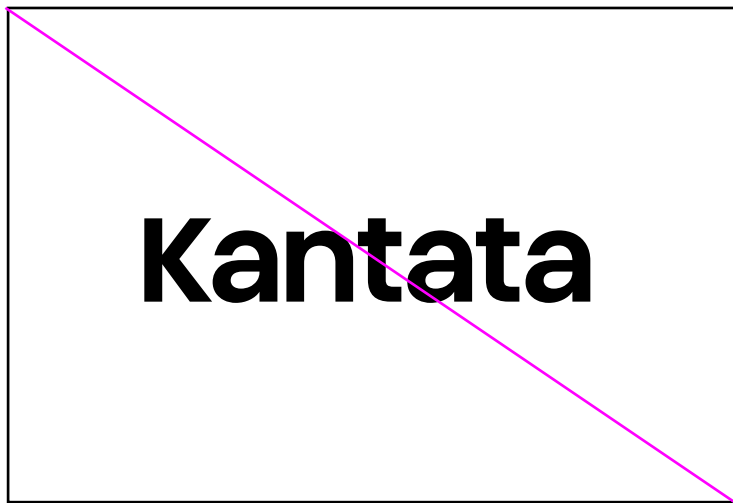
Do not place on a background with insufficient contrast.



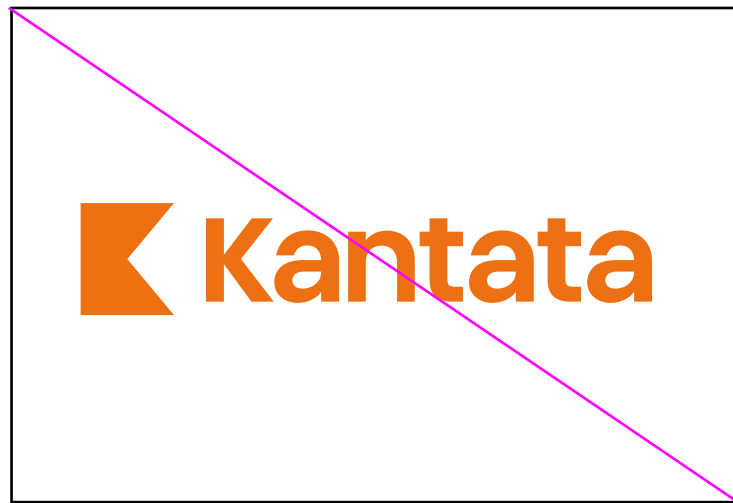
Do not create new lockups with the logotype.



Do not use the logo artwork in running text.



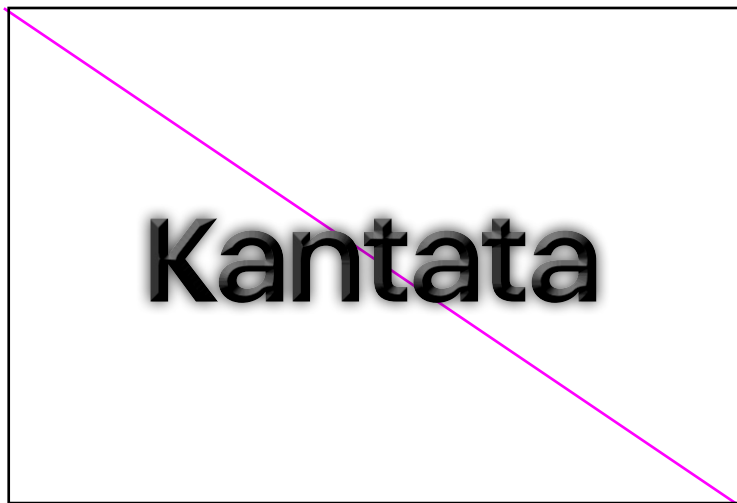
Do not use the logotype in colors other than Orange or White.



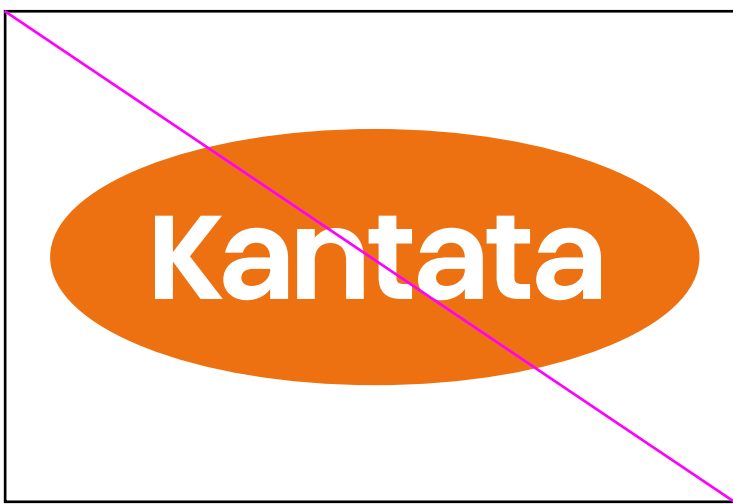
Do not create lockups with the logotype and avatar.



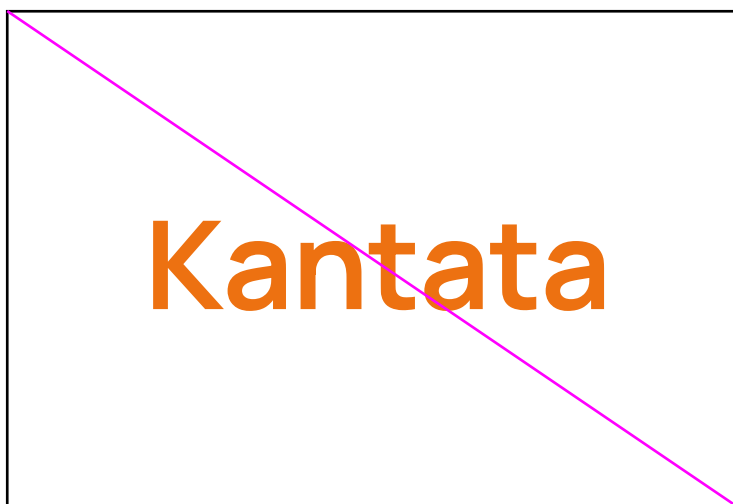
Do not alter the established configurations of the logotype.



Do not apply effects such as shadows or 3D bevels.



Do not place the logotype in a holding shape.



Do not approximate the logotype artwork or change the font.



Do not place over busy images or where there is insufficient contrast.



Do not use the logotype on a black background.