

# Brand Book

Usage guidelines



Usage guidelines

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KUT OUT KUT OUT

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Usage guidelines

# Logo development

First step in designing KUTOUT's logo was bringing in something to remind where the company has started out. The act of cutting out elements, making a paper collage made KUTOUT successful and their name known in the world of animation. Now the logo reflects that, but also moves forward to modern future, flat and minimalistic style.



Usage guidelines

# Logo versions

White logo on red background should be used whenever possible, as it's the most characteristic of all versions. On white backgrounds a red logo should be used. When it's really necessary, dark purple background with white logo is also acceptable.

KUTOULT

KUTOULT

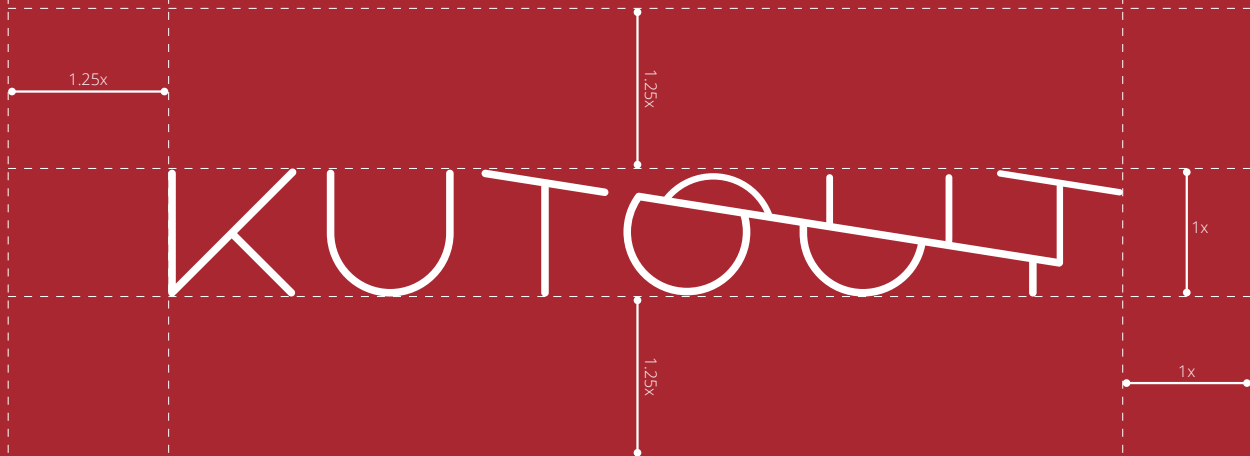
KUTOULT

KUTOUHT

KUTOUHT



Monochromatic editions of logo make use of pure white and pure black. Use when necessary, but colour versions are preferable.





Usage guidelines

# Safe space

1x corresponds to logo's height. Safe space should be kept at 1.25x at all sides with exception of right side. It should be kept at 1x, to optically correct for more negative space compared to left side.



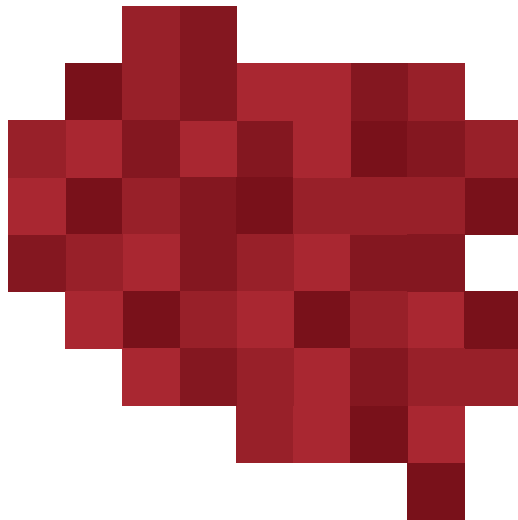
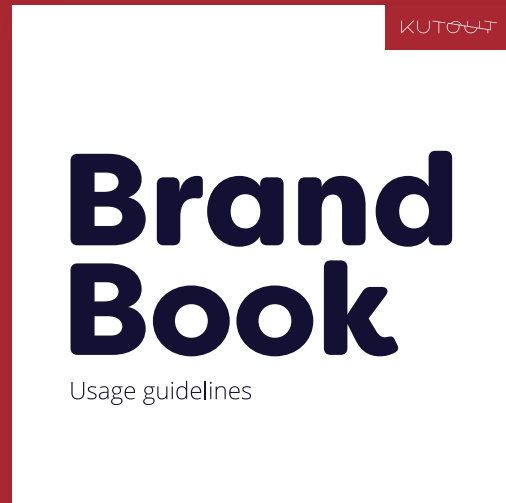
Usage guidelines

# Characteristic elements

Our brand communicates very clearly its main values: simplicity and professionalism. You can use these elements to represent us in every situation and application.

The main element is rectangle with KUTOUT logo. It resembles a tag, that you would find on a clothing or pillows, for example. When used on documents, it should be 1/4 of width of the document, apart from extreme situations when it looks off, then you should take these proportions from height and apply the tag to the right upper corner. Use just safe space for sizing the tag and make sure it hugs bleed.

Second, we have the pixelated pattern. You can use it almost anywhere! Observe the example and apply accordingly to your own project.





**RGB**

171  
35  
40

**HEX/HTML**

AB2328

**CMYK**

0  
100  
87  
22



**RGB**

34  
28  
53

**HEX/HTML**

221C35

**CMYK**

94  
93  
0  
79



## Usage guidelines

# Colors

There are just two colors associated with our brand, we keep it simple.

The red is Pantone 7621 C, not too bright, not too pastelle, just the perfect balance between flashy and official, with a drop of character. Used for characteristic elements, some backgrounds and logo.

Red and white combination also represents where KUTOUT started out. In Poland!

Dark purple color, Pantone 276 C, goes well with our red. Not too dark, so it still carries a bit of purple in itself. Used for text and any other dark element.



Usage guidelines

# Typography

You need text in your life. Most of communication relies on it, so does our visual communication. We picked two typefaces that complete each other: Open Sans for pure text that's intended to be read in longer paragraphs and Filson Soft for ornaments and headlines.



Secondary text

# Headline

Longer paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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} Filson Soft Light 18pt

} Filson Soft Black 35pt

} Open Sans Light 10pt

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**27/11/2019**

Drogi Amadeuszu,

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Z pozdrowieniami,  
Jan Kowalski



Usage guidelines

# Stationery designs

Here you can find finished designs for letterhead, business card and a website concept thrown into the mix for good measure.



KUTOUT

# Ever wondered why your competitor has better ads?

Check out our animations  
and work with us!



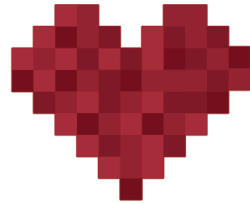


Usage guidelines

# Usage examples

Current sample designs for adverts of our company.  
Those should guide you and inspire you to create  
others, eg. for different mediums.

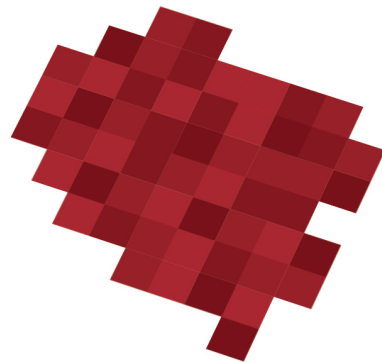
KUTOUT



**Yes, we DO love  
animation.  
Care to see how  
much?**

Check out our work at  
[kutout.io](http://kutout.io)

## Professional animation from Poland.



KUTÓBT

son Porter, director at  
Blevins Franks, said: "For  
those that have already  
moved their government  
defined benefit [DB] scheme  
to a Qrop prior to Sept 7, the  
normal rules around Qrops  
and how you can take the  
pension benefits will apply.  
"This is also dependent  
upon the jurisdiction of the  
Qrop, and the jurisdiction  
where the policyholder is tax

more to come on this story.  
He said: "These schemes  
are not funded, so the  
government put a ban on  
transfers because otherwise  
it would have to come up  
with the resources.  
"In theory, under EU law,  
you are allowed freedom  
of transfer of pensions  
across EU member states,  
so it appears to contravene  
EU law."  
The numbers involved are  
significant, and could result  
in billions of pounds being  
lost to the Treasury if a  
number of people had  
decided they wanted to

is sure that there is  
from  
tom  
fund  
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Justi  
director  
said: "The  
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showed, poss  
do change.  
"Expats shou  
in exploring the  
available to them  
more important th  
to retain specialist  
advice. It is not eno  
assume that a partic  
course of action may  
not be possible or pru  
Some people did ma  
to take advantage of the  
loophole to move their  
scheme before it was clos  
Once their transfer is  
complete they will need to  
consider what to do with  
their pension next.  
James McLeod, head of  
pensions at AES  
International, said: "Those  
people lucky enough to have  
squeezed through HMRC's  
ultimate cut off point on  
September 7 will now have  
almost complete control  
over their pensions, for the  
first time.  
"The list of investments  
permitted under the Rops  
[the new name for Qrops]  
legislation is very similar to  
that offered under the UK's  
Sipp rules and so is very  
wide indeed.  
"Investors will be able to  
build an investment  
portfolio which should allow  
them to continue to grow  
their capital, while also  
taking an income - although  
this of course depends very  
much on the size of the pot  
to begin with. The major





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