



# Visual Identity Guidelines

Version 7/2018

# Visual image

These guidelines cover the entire visual image of a company. Various design elements (e.g. logos, fonts, colors) are combined into an unmistakable framework that represents a brand or company. Strict application of all elements in all means of communication creates an effect of recognition with every contact.

This effect creates a certain feeling of trust in the customer. Corporate design is also used in internal communication media, so that employees can also identify themselves as part of the company, and can carry the image of the company beyond it.

To ensure that corporate design is implemented as efficiently as possible, the individual basic visual elements as well as examples of their use are documented on the following pages.





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# 1. Base elements





# 1. Base elements

## 1.1 Logo

The KiK logo comprises the word mark embedded in a square. The dot above the “i” is replaced with a tick.

The primary logo creates a 3D effect through the deliberate use of color gradients on the text, frame and background.

### Safety distance:




The minimum distance from the logo (also referred to as the safety area) is defined by the width of the letter “k”. Half of the letter “k” applies here only in the case of small or narrow formats.

The safety distance refers to the distance from the edge of the page to the graphic elements. Images not included.

### PLEASE NOTE:

The minimum size of the 3D logo is 15 x 15 mm. The safety distance must at least match the size of the letter “k” (any exceptions must be checked by marketing).



	<b>KiK red:</b> CMYK c: 0   m: 100   y: 100   k: 0 RGB r: 226   g: 0   b: 26
	<b>KiK silver 30%:</b> CMYK c: 0   m: 0   y: 0   k: 30 RGB r: 198   g: 199   b: 200
	<b>KiK silver 10%:</b> CMYK c: 0   m: 0   y: 0   k: 10 RGB r: 236   g: 237   b: 237

### Background gradient:

30% black | 10% black | 30% black | Angle: 30°

### 3D effect gradient:

KiK red | KiK red + 80% black



# 1. Base elements

## 1.1.2 Logo position and size

In all common print media, the KiK logo must ALWAYS be placed at the top right. The sizes for DIN formats and for the brochure are strictly defined.

The rule of thumb for special formats:  
The width of the logo including the protected area must be at least 1/4 of the shortest side of the medium.

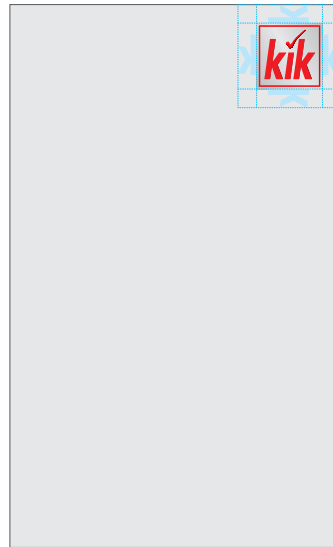
In the case of large or narrow formats, the width of the logo including the protected area must be at least 1/3 of the shortest side of the medium.

### Fixed logo sizes:

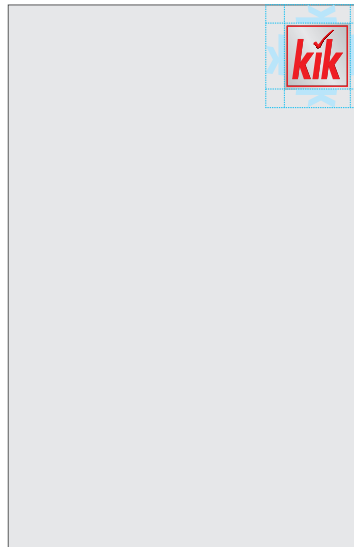
Brochure (front/back cover)	40 × 40 mm
Brochure footer	15 × 15 mm
DIN A0	120 × 120 mm
DIN A1	100 × 100 mm
DIN A2	80 × 80 mm
DIN A3	60 × 60 mm
DIN A4	40 × 40 mm
DIN A5	30 × 30 mm
DIN A6	20 × 20 mm

### PLEASE NOTE:

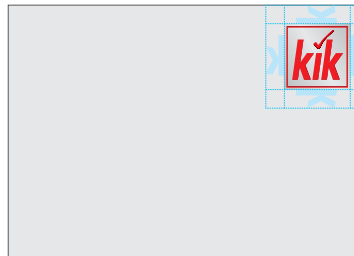
If positioning of the logo at the top right is not possible, a separate approval must be obtained for this advertising material.



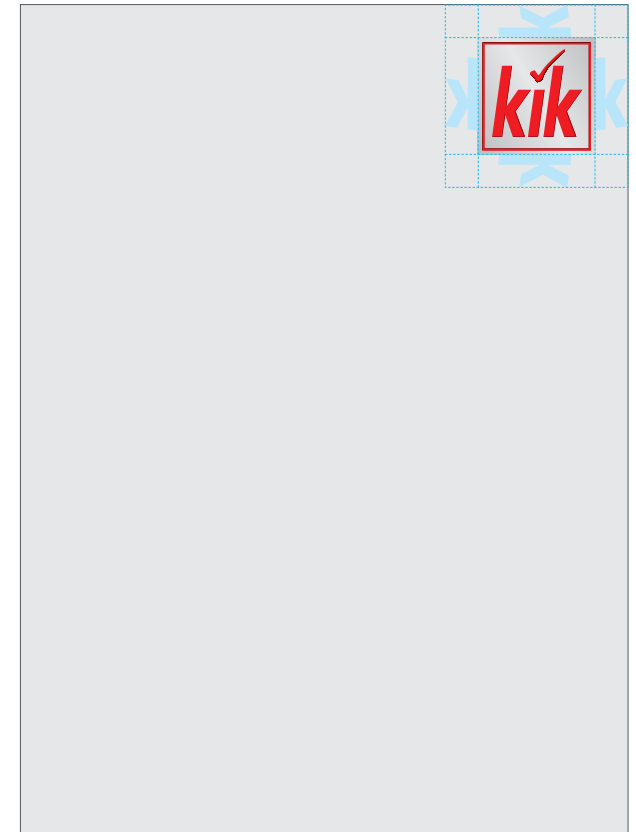
Brochure front/back cover



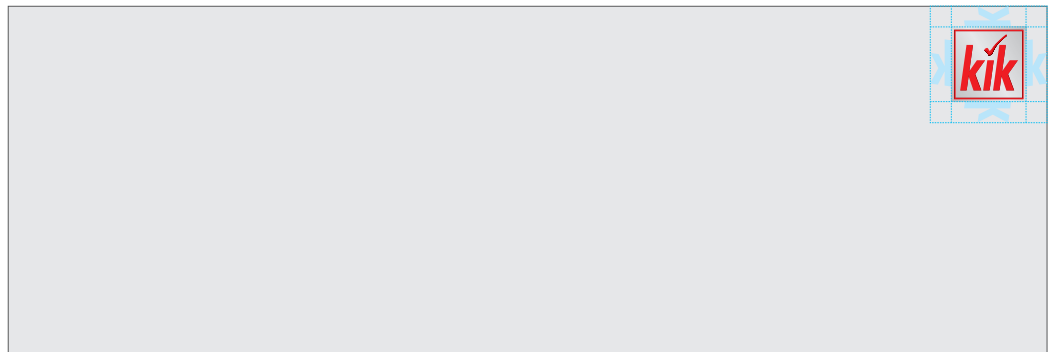
DIN A4 portrait



DIN A5 landscape



Branch poster



OOH special format

# 1. Base elements

## 1.1.2 Logo position and size

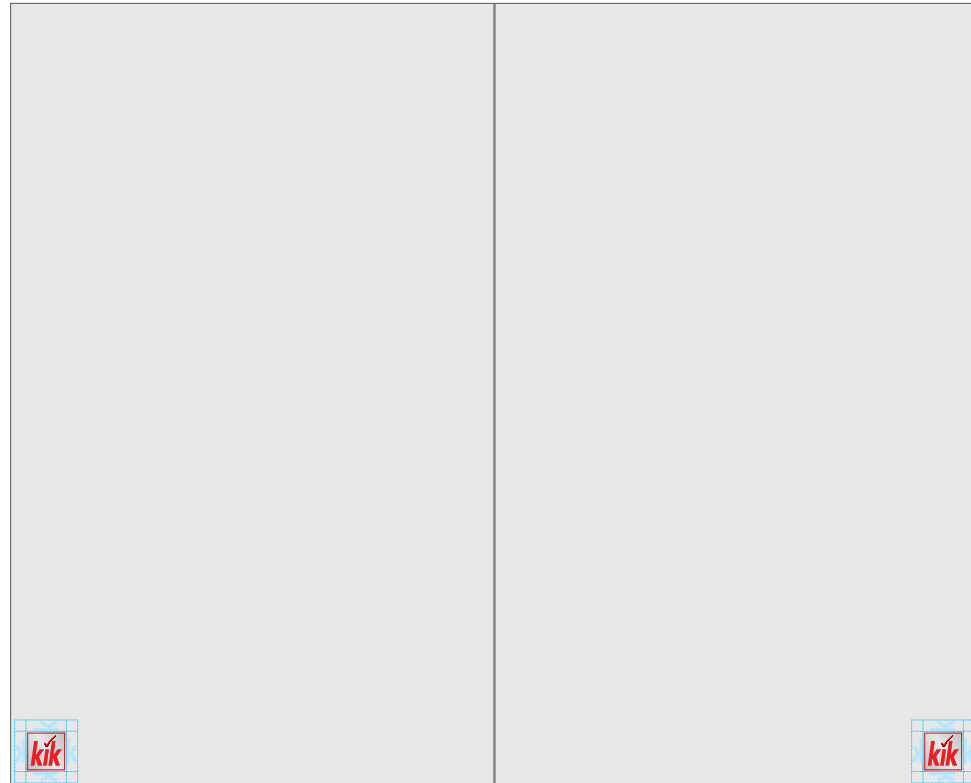
### EXCEPTION:

In the case of print media with multiple pages, e.g. brochures, flyers and leaflets, the KiK may also be placed in the footer.

The logo must be placed at least once per spread.

### PLEASE NOTE:

The minimum 15 x 15 mm size of the logo must also be observed here.



Inside pages of media with multiple pages

Placement:  
at least once per spread

# 1. Base elements

## 1.1.3 Logo variants

There are multiple variants of the logo, to cover all media and production procedures.

They are used on such special products as beach flags, pens, T-shirts, etc.

**PLEASE NOTE:**

These logos should only be employed if, due to technical printing reasons, the 3D logo cannot be used.



**3D logo, grayscale**

This variant is available in different shades of black, and is used, for example, in black and white printing.



**2D logo, 2 colors**

This logo is only used if, due to technical printing reasons, the use of the 3D variant is not possible.



**KiK red:**

CMYK c: 0 | m: 100 | y: 100 | k: 0  
RGB r: 226 | g: 0 | b: 26  
Full tone Pantone 2035c | HKS 13 | RAL 3028



**KiK silver 20%:**

CMYK c: 0 | m: 0 | y: 0 | k: 20  
RGB r: 217 | g: 218 | b: 219  
Full tone Pantone 427c | HKS 92 – 20%  
RAL 7047 or 9006  
(metallic color, exception for B+E)

# 1. Base elements

## 1.1.3 Logo variants

“KiK24 e-Commerce GmbH” was renamed “KiK Digital GmbH”. The logo is used accordingly on KiK Digital business equipment.

KiK24 Logistik is an independent company of EMX24 GmbH. The logo is used accordingly on EMX24 business equipment.

**PLEASE NOTE:**  
These logos should only be employed if there are express instructions to do so.



**KiK red:**  
CMYK c: 0 | m: 100 | y: 100 | k: 0  
RGB r: 226 | g: 0 | b: 26

**KiK silver 30%:**  
CMYK c: 0 | m: 0 | y: 0 | k: 30  
RGB r: 198 | g: 199 | b: 200

**KiK silver 10%:**  
CMYK c: 0 | m: 0 | y: 0 | k: 10  
RGB r: 236 | g: 237 | b: 237

**KiK gray:**  
CMYK c: 0 | m: 0 | y: 0 | k: 80  
RGB r: 87 | g: 87 | b: 86

**Background gradient:**  
30% black | 10% black | 30% black | Angle: 30°

**3D effect gradient:**  
KiK red | KiK red + 80% black



**KiK red:**  
CMYK c: 0 | m: 100 | y: 100 | k: 0  
RGB r: 226 | g: 0 | b: 26

**KiK silver 30%:**  
CMYK c: 0 | m: 0 | y: 0 | k: 30  
RGB r: 198 | g: 199 | b: 200

**KiK silver 10%:**  
CMYK c: 0 | m: 0 | y: 0 | k: 10  
RGB r: 236 | g: 237 | b: 237

**KiK gray:**  
CMYK c: 0 | m: 0 | y: 0 | k: 70  
RGB r: 112 | g: 111 | b: 111

**Background gradient:**  
30% black | 10% black | 30% black | Angle: 30°

**3D effect gradient:**  
KiK red | KiK red + 80% black

# 1. Base elements

## 1.1.4 Expansion logos

Expansion logos are used in company communications for e-mail signatures, and in print media.

**PLEASE NOTE:**  
The use of these logos must be defined by KiK Marketing.

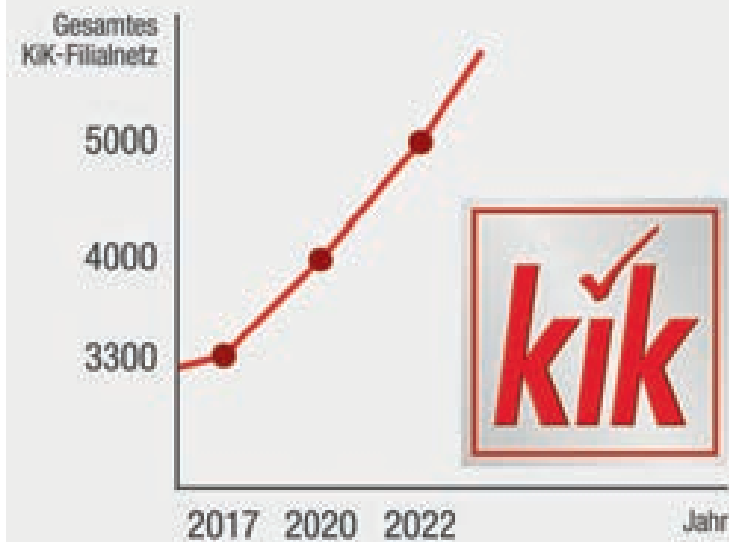
**5000 FILIALEN**  
— BIS 2022 —

IMMOBILIE ZU  
VERMIETEN?



JETZT MELDEN!  
[www.kik.de/immobilien](http://www.kik.de/immobilien)

**IMMOBILIE MELDEN! PRÄMIE SICHERN!**



# 1. Base elements

## 1.1.5 Special logo formats

There is a special format of KiK logos for logo walls and perimeter ads.

These logos should only be used with these advertising materials and be approved separately.



In 2,600  
branches



or at  
[www.kik.de](http://www.kik.de)

In 3,500 branches  
in Europe



or online at  
[www.kik.de](http://www.kik.de)

The text is adjusted for the number of branches and the language of the country.

### PLEASE NOTE:

These logos should only be used for special advertising formats, and they must not appear in traditional print and PoS media.

# 1. Base elements

## 1.2 Colors

Since the color adjustment from red to silver, the color red is now only used as a highlight color, and no longer to fill complete surfaces.

This must be taken into account in all media, and any exceptions require separate approvals.

### PLEASE NOTE:

Red may only be used as a highlight color, and is not intended for full-surface use.

## Primary

### KiK red

Used for color highlights

CMYK c: 0 | m: 100 | y: 100 | k: 0

RGB r: 226 | g: 0 | b: 26

Full tone Pantone | 2035c | HKS 13 | RAL 3028

### KiK gray 80 %

Boiler plate texts, slogan

CMYK c: 0 | m: 0 | y: 0 | k: 80

RGB r: 177 | g: 179 | b: 180

Full tone Pantone 425c | HKS 88 – 80 %

### KiK gray 90 %

Boiler plate texts, slogan

CMYK c: 0 | m: 0 | y: 0 | k: 90

RGB r: | g: | b:

Full tone PANTONE 426c – 90% | HKS 88 – 90 %

## Secondary

### Black

Product texts, prices

### KiK silver 20 %

CMYK c: 0 | m: 0 | y: 0 | k: 20

RGB r: 217 | g: 218 | b: 219

Full tone Pantone 427c | HKS 92 – 20 % | RAL 7047

### KiK silver 40 %

CMYK c: 0 | m: 0 | y: 0 | k: 40

RGB r: 177 | g: 179 | b: 180

Full tone Pantone 429c | HKS 92 – 50 % | RAL 7040

### KiK silver gradient



### KiK silver 30 %:

CMYK c: 0 | m: 0 | y: 0 | k: 30

RGB r: 198 | g: 199 | b: 200

### KiK silver 10 %:

CMYK c: 0 | m: 0 | y: 0 | k: 10

RGB r: 236 | g: 237 | b: 237

### White

Product texts, prices, etc. on a dark background



## 1.3 Fonts — primary uses

The KiK company font is Helvetica Neue LT Com, and it is consistently used in all print media.

The boldface and condensed face are predominantly used.

### PLEASE NOTE:

The italic style of Helvetica is outdated and may not be used anymore. Capitals may only be used for short statements, such as headlines and sublines.

The use of other fonts is possible, but no more than three different fonts per medium (except for logos).

Helvetica  
Neue LT Com  
Bold

For product names and highlights

**AaBbCcDdEe123**

0123456789 °!“§\$%&/()=?`+\*#‘\_-:.;,><

Helvetica  
Neue LT Com  
Condensed

For continuous text/copy and sublines

**AaBbCcDdEe123**

0123456789 °!“§\$%&/()=?`+\*#‘\_-:.;,><

Helvetica  
Neue LT Com  
Light

Other examples

**AaBbCcDdEe123**

0123456789 °!“§\$%&/()=?`+\*#‘\_-:.;,><

Helvetica  
Neue LT Com  
Regular

**AaBbCcDdEe123**

0123456789 °!“§\$%&/()=?`+\*#‘\_-:.;,><

Helvetica  
Neue LT Com  
Heavy

**AaBbCcDdEe123**

0123456789 °!“§\$%&/()=?`+\*#‘\_-:.;,><

# 1. Base elements

## 1.4 Slogan

The slogan “attractive clever good” is integrated in the middle of the boiler plate, or separately in the middle of the design. The distance (with or without the bar) is always the same here.

The font color must be selected so that the slogan is distinguished from the background as much as possible.

### PLEASE NOTE:

The word “clever” is not used in all countries. In some of them, it is replaced with an alternative term. Due to the different width of the text of the slogan in different languages, a minimum height of 3 mm is set for it. This corresponds to a font size of 8 pt.

The slogan may only be used in one of the 4 color variants shown. The use of the red slogan requires special approval.

Germany/Austria

100 % black

*sympathisch clever gut*

80 % black

*sympathisch clever gut*

White

*sympathisch clever gut*

40 % black

*sympathisch clever gut*

KiK red

*sympathisch clever gut*

Primary use

Exception

### Overview of the slogan in other countries:

Czech Republic:

*sympatický chytrý dobrý*

Poland:

*korzystnie modnie z pomysłem*

Slovenia:

*kvalitetno pametno ugodno*

Netherlands:

*sympathiek clever goed*

Slovakia:

*sympatický výhodný dobrý*

Italy:

*belle idee, buoni affari*

Hungary:

*Jó választás Kedvező ár Minőség*

Romania:

*simpatic inteligent bun*

Croatia:

*kvalitetno pametno povoljno*

3 mm

*sympathisch clever gut*

## 1.5 Boiler plate

### Structure

The boiler plate contains important information (legal notes, return address etc.).

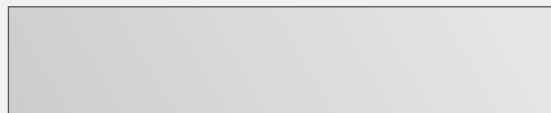
It provides support and improves recognition.

The contents depend on the medium.

### Color

The silver gradient is used as the basic color.

It comprises the following color tones:



**KiK silver 30 %:**  
 CMYK c: 0 | m: 0 | y: 0 | k: 30  
 RGB r: 198 | g: 199 | b: 200

**KiK silver 10 %:**  
 CMYK c: 0 | m: 0 | y: 0 | k: 10  
 RGB r: 236 | g: 237 | b: 237

### Bar gradient:

30% black | 10% black | 30% black | Angle: 30°

### PLEASE NOTE:

The font size on the boiler plate must not be less than 6 pt. The URL must always be included in the boiler plate (except for brochures).

## Contents and order of the boiler plate

### Online and social media links



**Work in progress**

Icons to be used if KiK is represented on Facebook, Instagram or Whatsapp in the respective country.

Order online now at [www.kik.de](http://www.kik.de)  
 You can find a branch near you at [www.kik.de/filialfinder](http://www.kik.de/filialfinder)  
 KiK Textilien und Non-Food GmbH • Siemensstraße 21 • 59199 Bönen

Applies only to Germany and to any location that has an online store

### Slogan

*sympathisch clever gut*

Placement in the middle of the boiler plate at the bottom of the page (except for the brochure, see page 29)

### URL

[www.kik.de](http://www.kik.de)

Placement in the middle under the slogan; clearance above it matches the size of the capital letter in the URL (except for the brochure, see page 29)

### Formal legal part

P15-D Offers valid while stocks last. Delivered only in amounts typical for households. Color deviations can be caused by printing equipment. Errors excepted.  
 KiK Textilien und Non-Food GmbH • Siemensstraße 21 • 59199 Bönen

For brochures only

DE This brochure was produced and printed in Germany. Designed by Echopark, Essen.

For brochures only

Brochure front cover, DE



Brochure back cover, DE



Advertisement, 1/1



Advertisement, 1/3



Advertisement, small



In very small formats, the links to social media are omitted.

## 1.5 Boiler plate — without silver gradient

### Application

In the case of special formats (e.g. OOH or special adverts), the silver gradient can additionally be omitted.

The slogan and the URL are placed at the bottom, and the legal text is tilted 90° and placed at the edge (see example).

If there are no price offers, a short version of the legal text may be used.

### PLEASE NOTE:

This is an exception for special media. As a general rule, the silver gradient must always be used.

### Slogan

*sympathisch clever gut*

Placement in the middle of the format or under the headline

### URL

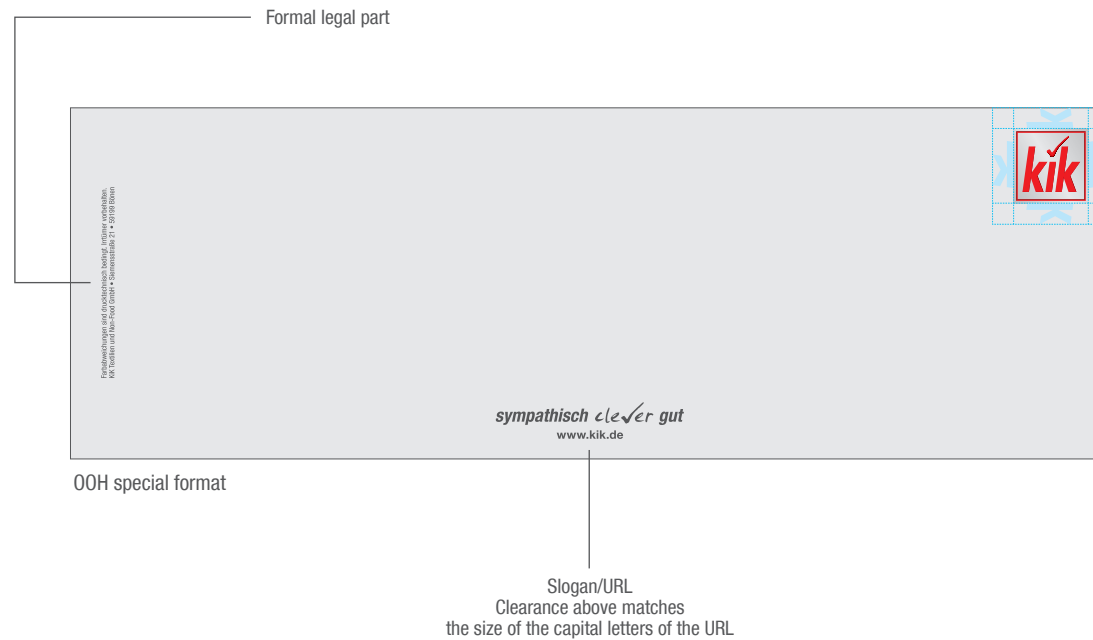
[www.kik.de](http://www.kik.de)

Placement in the middle under the slogan; clearance above matches the size of the capital letters of the URL

### Formal legal part

Color deviations may be caused by printing equipment. Errors excepted.  
Kik Textilien und Non-Food GmbH • Siemensstraße 21 • 59199 Bönen

For advertising media without price offers



# 1. Base elements

## 1.5 Boiler plate — URL communication

### Application:

- All advertising materials used internationally that are stocked, must be printed with [www.kik.eu](http://www.kik.eu) for follow-up orders.

These include, for example, sunshades, beach flags, pens, etc.

- All printed/digitized advertising materials that are produced individually for each country are provided with the local country-specific URL.

Such materials include posters, wall tattoos, working hours plates, checkout display templates, etc.

- The store window stickers for openings and reopenings are also adjusted to include the country-specific URL.

### PLEASE NOTE:

Slovakia and Romania are an exception: There is no respective country URL for these countries. For this reason, [www.kik.eu](http://www.kik.eu) should be used in these countries on printed products as well.

### URL overview of all countries:

	Short-term advertising materials	Long-term advertising materials
Germany	<a href="http://kik.de">kik.de</a>	<a href="http://kik.eu">kik.eu</a>
Austria	<a href="http://kik.at">kik.at</a>	<a href="http://kik.eu">kik.eu</a>
Czech Republic	<a href="http://kik.cz">kik.cz</a>	<a href="http://kik.eu">kik.eu</a>
Slovenia	<a href="http://kik.si">kik.si</a>	<a href="http://kik.eu">kik.eu</a>
Slovakia	<a href="http://kik.eu">kik.eu</a>	<a href="http://kik.eu">kik.eu</a>
Hungary	<a href="http://kik.hu">kik.hu</a>	<a href="http://kik.eu">kik.eu</a>
Croatia	<a href="http://kik.hr">kik.hr</a>	<a href="http://kik.eu">kik.eu</a>
Poland	<a href="http://kik.pl">kik.pl</a>	<a href="http://kik.eu">kik.eu</a>
Netherlands	<a href="http://kik.nl">kik.nl</a> (since October 2018)	<a href="http://kik.eu">kik.eu</a>
Italy	<a href="http://kik.it">kik.it</a>	<a href="http://kik.eu">kik.eu</a>
Romania	<a href="http://kik.eu">kik.eu</a>	<a href="http://kik.eu">kik.eu</a>

# 1. Base elements

## 1.6 3D price tag

The KiK 3D price tag has three colors: black, red and silver. To ensure that the proportion between the added words and the prices is always the same, the price tag is subdivided as follows.

### Proportions

- The height of the number is always  $9x$ , i.e. it is divided by 9. You get  $1x$ .
- The distance between the word and the number is always  $1x$  ( $1/9$ ).
- For added words, the size and the position are specified.  
E.g. “ab” (“from”) has a width of  $4x$  and a distance of  $2x$  from the bottom edge ( $4/9$ ).

### Application

- 3D price tags are placed under or next to the product text, if the large price tag is too far from the product, a general term is placed left-justified in 12 pt bold above the price tag (e.g. solar lamps).
- The word “nur” (“only”) is only added if all products have the same price.
- The preposition “ab” (“from”) is used if the price refers to multiple products.

### PLEASE NOTE:

Advertising materials (e.g. a single or double page in the brochure) must not include more than two price tag sizes.

## 3D price tag grid



# 1. Base elements

More information in the Print media chapter, p. 34

## 1.6.1 3D price tags — application

### Presentation

The 3D price tag has six different sizes.

Assuming the price tag file as 100%:

- 10% (mini)
- 15% (small)
- 20% (medium)
- 25% or 30% (large) – for brochure front covers with additional content (e.g. campaigns) or multiple products
- 35% (very large) – for posters, brochure front covers without campaigns and for special cases, when special price information must be communicated.



10% (height approx. 13.8 cm)



25% (height approx. 30.5 cm)



15% (height approx. 20.8 cm)



30% (height approx. 37.5 cm)



20% (height approx. 24.8 cm)



35% (height approx. 43.5 cm)

### PLEASE NOTE:

Any other price tag sizes may be used in special cases and require a separate permission.

# 1. Base elements

More information in the Print media chapter, p. 33

## 1.7 Private labels

### Overview

Since their strategic introduction in March 2014, KiK private labels have become a mandatory element of the design of all KiK media.

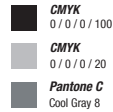
Please find enclosed an overview of the current private labels and their placement in the typical layouts. Placement of the logo may only be omitted with prior approval.

### PLEASE NOTE:

The logos must be depicted as shown. They must not be distorted or mirrored, or changed in any other way!

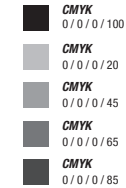
### Janina Janina plus

Women, sizes: 34-46  
Women, sizes: 1XL 46/48-6XL 56/58

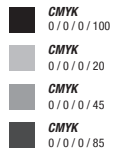


### identic identic plus

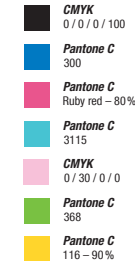
Men, sizes: 44-60/62  
Women, sizes: 3XL 47/48-6XL 76/78



**Y.F.K.** (dark gray) Boys, sizes: 128-164  
**Y.F.K.** (light gray) Girls, sizes: 128-164  
**Y.F.K.** (white) Basic product for boys/girls, sizes: 128-164



**Kiki&Koko** (blue) Boys, sizes: 92-122  
**Kiki&Koko** (pink) Girls, sizes: 92-122  
**Kiki&Koko** (white) Basic product for boys/girls, sizes: 92-122



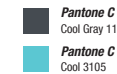
### FASHION and STYLE Designed by Janina

Young, particularly stylish fashion  
for women, sizes: 34-46



### JANINA Style

Young, particularly stylish fashion  
for women, sizes: 34-46





# 1. Base elements

## 1.7 Private labels

### Overview

Since their strategic introduction in March 2014, KiK private labels have become a mandatory element of the design of all KiK media.

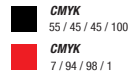
Please find enclosed an overview of the current private labels and their placement in the typical layouts. Placement of the logo may only be omitted with prior approval.

### PLEASE NOTE:

The logos must be depicted as shown. They must not be distorted or mirrored, or changed in any other way!

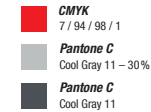
### Ergee

Underwear, socks and baby clothes



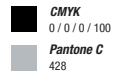
### Ergeenomixx

Functional and fitness clothing



### AllAcc

Accessories



### Organic Cotton Award for 100% cotton

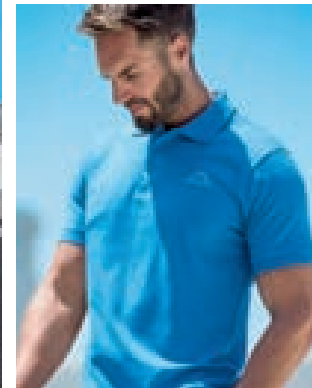
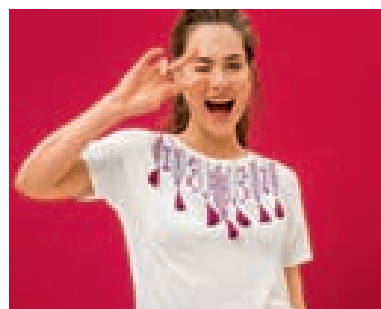
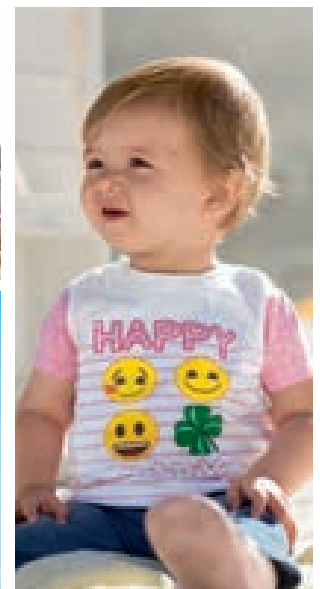
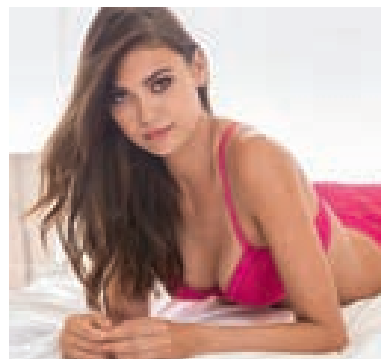
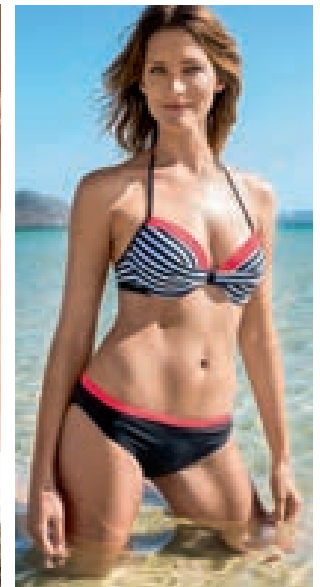


# 1. Base elements

## 1.8 Visual language

### Photographs of people:

The visual language of KiK is open, bright, natural and always likable. The visual language thus transmits a positive and open attitude to life.



### PLEASE NOTE:

Touching up is acceptable, but in moderation. Faces, bodies and clothing should not be touched up too much. The natural feel of the photographs must be retained.

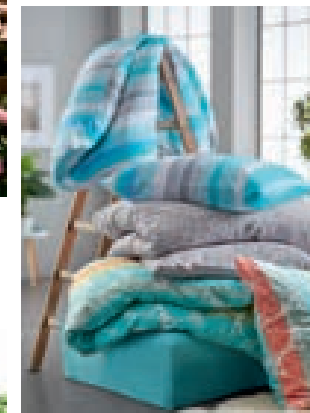
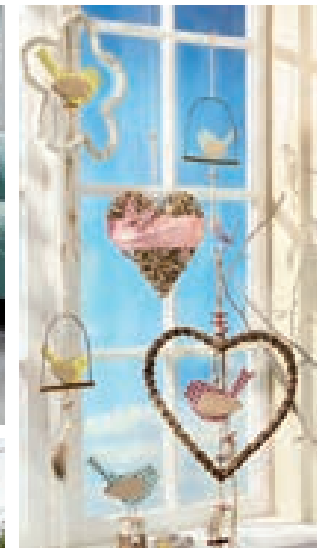
# 1. Base elements

## 1.8 Visual language

### Small milieu/milieu photography:

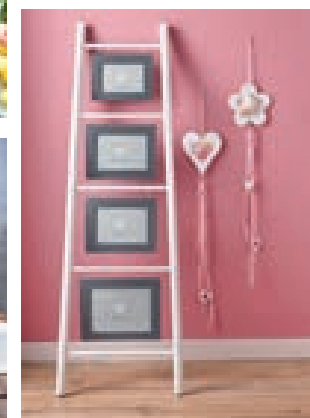
Milieu photography creates modern household landscapes. Organic materials, such as plants and food, emphasize the value of the products. Daylight is simulated here to avoid a sense of artificiality.

The interior design goes through lively and color-matching worlds. Large, spacious elements support the depth of field, creating a mood and directing the focus to what is important.



### PLEASE NOTE:

In milieu photography, it is important to find a balance between quality product presentation and creating an environment that is believable for the intended target group.



# 1. Base elements

## 1.8 Visual language

### Laydown/free-form select photographs:

Laydown product presentations must be symmetrical, and laid out and produced in a light, lively way. The illumination of laydowns and hardware simulates hard sunlight.

This excellently emphasizes their materials and details. The shadows on the products must be short and sharp. The lighting and shadows must be identical on the same spread.



### PLEASE NOTE:

Baby clothing must always be placed as compact and not stretched out.



# 1. Base elements

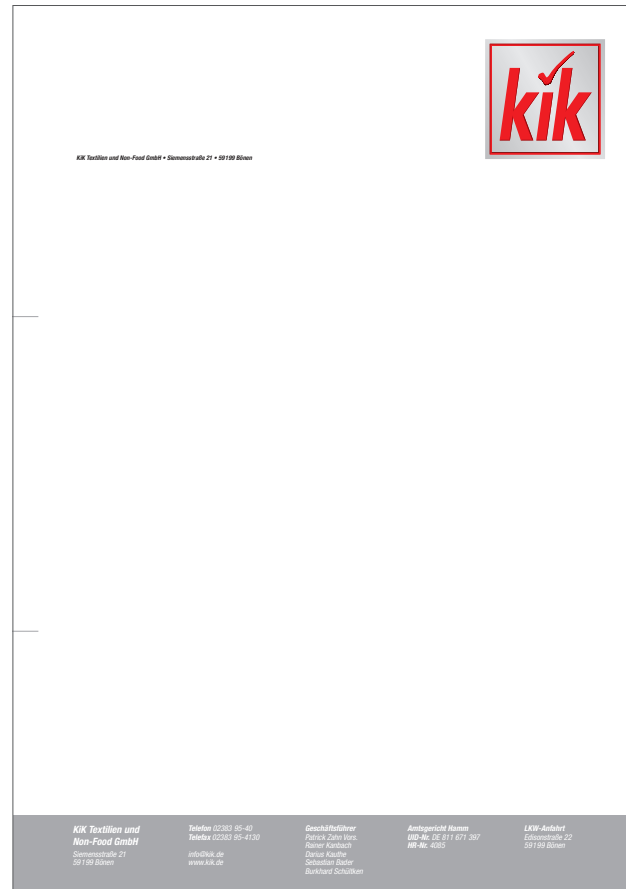
## 1.9 Business equipment

Letterheads and business cards have a uniform graphical structure.

Only the templates shown may be used.

### PLEASE NOTE:

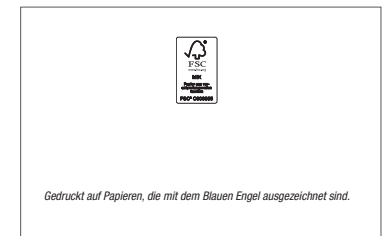
The business cards are created via the intranet. When ordering, the English version on the reverse of the card may be requested.



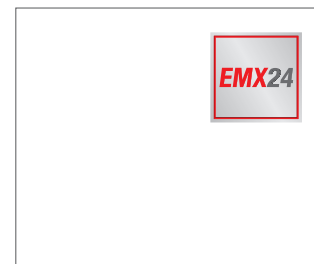
KiK letterhead



KiK business card



KiK DIGITAL letterhead



EMX24 letterhead



KiK DIGITAL business card



EMX24 business card



# 1. Base elements

## 1.9.1 Giveaways

The rules for the use and placement of the primary KiK logo with gray gradient may be relaxed in giveaway items.

KiK red may also be used extensively and as a dominant color here.



## 2. Print media



## 2. Print media

### 2.1 Brochure — color selection

#### Freedom in design

Every brochure must be considered individually, based on the products provided and their thematic concept.

Observing the basic design rules that govern the page grid, the CI elements and their placement, as well as the visual language, any decorative fonts, highlight colors and colored backgrounds may be used freely and appropriately for the product in the brochure.

It is important that the product is in focus, and the colors are selected so that the product stands out optimally from the backgrounds and colored areas.

#### PLEASE NOTE:

Backgrounds should be specifically contrasted with the product. The product must not get lost in a dominant background.





## 2. Print media

### 2.1.1 Brochure — front and back cover

#### Application:

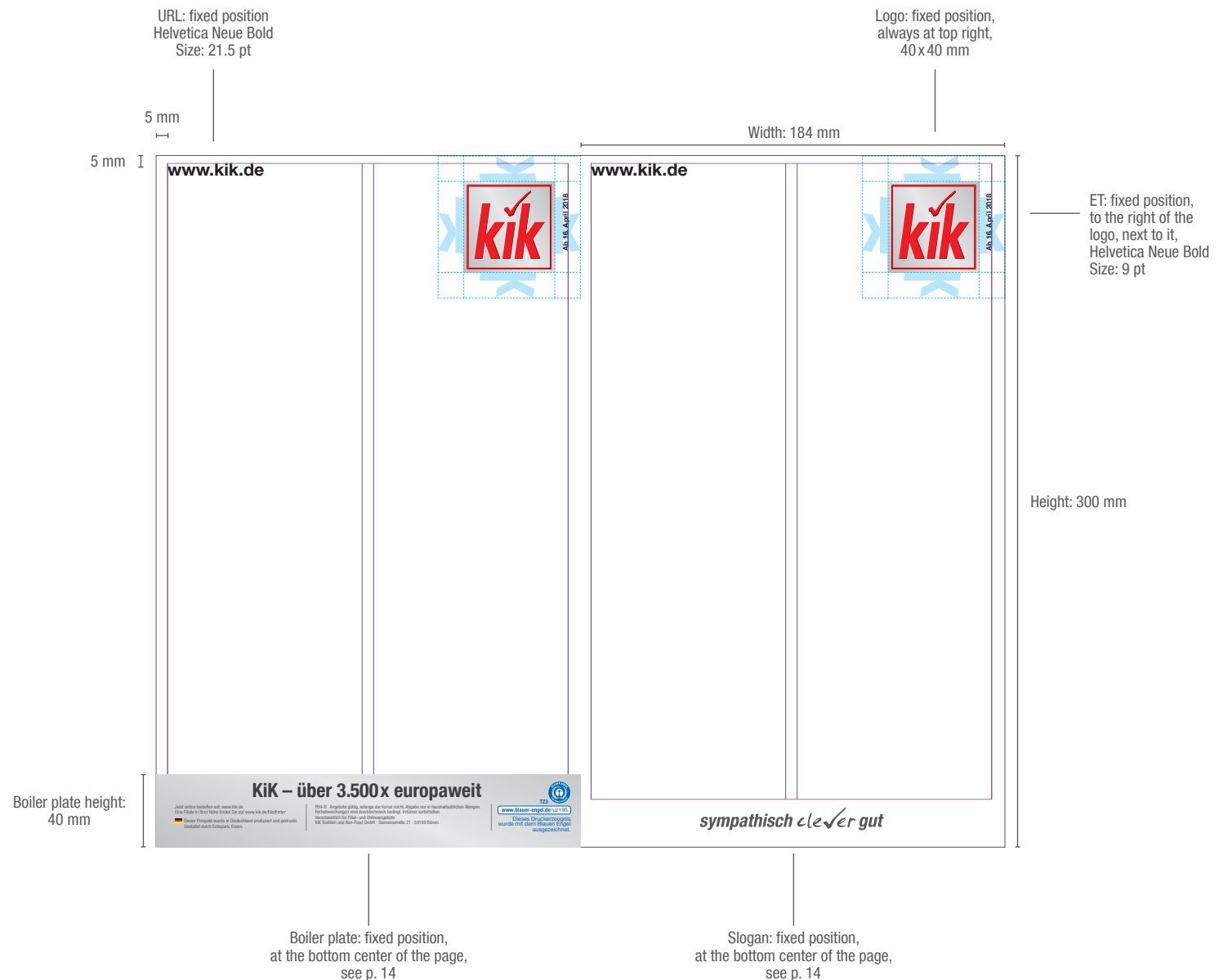
A classic KiK brochure has a front cover, a back cover and 14 inside pages.

It has a page grid and mandatory elements, with specified positioning:

Logo, URL and period of validity on the front and back cover.  
Slogan on the front cover, boiler plate on the back cover.

#### PLEASE NOTE:

Basic elements, such as the URL, logo, slogan and boiler plate, are mandatory elements and may not be changed. Special approval is required for special cases.



## 2. Print media

### 2.1.1 Brochure — front and back cover

#### Application

An example of front and back cover design, with a German boiler plate and placement of private label logos.

The back cover should always be viewed as a “secondary” front cover: this must be taken into account in basic design.

The number of statements and products shown here should also be somewhat limited.

**PLEASE NOTE:**  
Design of the back cover must create the impression of a second front cover.

#### Headline example

For the headline, 2 faces of the Avenir font are combined. Font sizes and colors may be set freely.

**Central theme placed bled-off**

**Expansion through inserts with details or additional products**

**Central theme placed bled-off**

**Always 1 silver-colored price tag; special brochures are an exception**

**Slogan: fixed position, at the bottom center of the page, see p. 14**

**www.kik.de**  
**BADENIXEN**  
SWIMMING KIK-STYLE.  
**kik**  
Ab 22. Mai 2018

**www.kik.de**  
Janino  
**kik**  
Ab 22. Mai 2018

VIELE WEITERE MERMAID-ARTIKEL ONLINE ODER IN UNSEREN FILIALEN ERHÄLTICH.

Shoppingtaschen  
In verschiedenen Ausführungen.  
Maße: ca. 45x38x19 cm, je nur **1,59**

Luftmatratzen oder Schwimringe  
bis max. 80 kg Tragkraft.  
Maße Luftmatratze: ca. 180x88x13 cm, Maße Schwimring: ca. 145x95x70 cm, je **nur 9,99**

**DAS MEHR AN MODE.**  
Mehr Mode, mehr Auswahl, DAS MEHR bei Kik.  
Maxikleider Größen: 36-48, je **nur 7,99**

**Kik – über 3.500x europaweit**

**sympathisch clever gut**

# 2. Print media

## 2.1.2 Brochure — boiler plate (footer)

### Overview of all countries

Recommendation: Standardization of all boiler plates only with awards and URL, but without a Facebook link.

In some countries, awards must additionally be placed in the boiler plate; in Italy, the period of validity must be attractively highlighted.

**PLEASE NOTE:**  
It is required to attractively highlight the period of validity in the Italian boiler plate.

# Work in progress

**KiK – über 3.500x europaweit**

Jetzt online bestellen auf [www.kik.de](http://www.kik.de)  
Einf. Filialen in Ihrer Nähe finden Sie auf [www.kik.de/Finden](http://www.kik.de/Finden)

POB-A Angebot gültig, solange der Vorrat reicht. Abgabe nur in haushaltswirksamen Mengen. Farbabweichungen sind drucktechnisch bedingt. Irrtümer vorbehalten.  
Verantwortlich für Filialangaben: Kik Textiles und Non-Food GmbH - Seemannstraße 21 - 59199 Bienen

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Dieses Druckerzeugnis wurde mit dem Blaue Engel ausgezeichnet.

Germany

**KiK – über 3.500x europaweit**

Jetzt online bestellen auf [www.kik.at](http://www.kik.at)  
Eine Filiale in Ihrer Nähe finden Sie auf [www.kik.at](http://www.kik.at)  
Für den Hersteller: Einfach anblicken und auf dem Laufenden sein!  
Gesetzt durch Eckopak, Essen.

POB-A Angebot gültig, solange der Vorrat reicht. Abgabe nur in haushaltswirksamen Mengen. Farbabweichungen sind drucktechnisch bedingt. Irrtümer vorbehalten.  
Verantwortlich für Filialangaben: Kik Textiles und Non-Food GmbH, Albert-Schweizer-Gasse 7 - 1140 Wien

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Dieses Druckerzeugnis wurde mit dem Blaue Engel ausgezeichnet.

Austria

**KiK – více než 3 500 filiálek po celé Evropě**

POB-CZ Nabízíme platit do výtvarných záloh. Prodej v množství ledněm pro domácnost. Barvení oděvů jsou podrobnými techniku leku.  
Otvry výtvarné. Za nabídky filial: odpovědi: Kik Textil a Non-Food spol. s r.o., Cestovnímá 930/22 - 190 00 Praha 9

Filialy ve vašem okolí najdete na [www.kik.cz](http://www.kik.cz)  
Výrovní agenturou Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Tato tlačovina byla oceněna certifikátem Der Blaue Engel.

Czech Republic

**KiK – več kot 3.500x v Evropi**

POB-SLO Offerta valida fino al esaurimento scorte. Vendita prevista solo ad uso familiare. Eventuali differenze di colore sono dovute alla tecnica di stampa. Sono errati. Responsabilità delle offerte della filiale: Kik Textiles und Non-Food G. o. s. r. l. - Ruska ulica 6 - 2000 Maribor

Proizvajalca v naši klicinski najdit na spletni strani [www.kik.si](http://www.kik.si)  
Distributerja: Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Ta tiskarski izdelek je certifikiran z oznako Modri anjeľ.

Slovenia

**KiK – oltre 3.500 punti vendita nel mondo**

POB-SLO Offerta valida fino al esaurimento scorte. Vendita prevista solo ad uso familiare. Eventuali differenze di colore sono dovute alla tecnica di stampa. Sono errati. Responsabilità delle offerte della filiale: Kik Textiles und Non-Food G. o. s. r. l. - Ruska ulica 6 - 2000 Maribor

Per trovare il punto vendita più vicino, puoi consultare il nostro sito [www.kik.it](http://www.kik.it)  
Realizzato da Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Questo materiale è stato stampato su carta riciclata certificata "Angelo blu".

Slovenia/Italy (border areas)

**KiK – viac ako 3 500x po celej Európe**

POB-SK Ponuka platí len do vyčerpania zásob. Odber je možný len v množstvách potrebných pre domácnosť. Farebné odchýlky sú podmienené tlačou. Preto sa emy vyhranuje. Za ponuky filial: zodpovedá: Kik Textil a Non-Food spol. s r.o. - Panská 6 - 811 03 Bratislava

Pobocku vo svojej blízkosti nájdete na stránke [www.kik.sk](http://www.kik.sk)  
Vyrovní Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Táto tlačovina získala environmentálnu značku Der Blaue Engel (Modrý anjeľ).

Slovakia

**KiK – több, mint 3500 helyszínen Európában**

POB-HU Ajánlatunk a készlet erejéig érvényes. Értékesítés csak háztartási mennyiségben. A színelvételre nyomdai hibákért nem felelünk. A hirdetés jogát fenntartjuk. A megjelölt árak bruttó árak és forintban értendők. Az áraknak közzétételét követően Kik Textil és Non-Food Kft. - Hengerművelési út 19-21. - 1117 Budapest

Az Ön közelében lévő üzletek listája a [www.kik.hu](http://www.kik.hu) oldalon található.  
Készlet: Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
A nyomtatvány Kék angyal elismeréssel rendelkezik.

Hungary

**KiK – preko 3.500 trgovina u Europi**

POB-HR Ponuda vrijedi do isteka zaliha. Prodaja samo u količinama za osobnu uporabu. Očekivane su lagane varijacije u boji tiskanja. Zadržavamo pravo na promjene. Odgovorni za ponudu i ispravnost: Kik Textilien und Non-Food G. o. s. r. l. - Albert-Schweizer-Gasse 7 - 1140 Wien

Trgovina u vašoj blizini možete pronaći na [www.kik.hr](http://www.kik.hr)  
Osnovna Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Ovaj tiskani proizvod odlikovao je certifikatom Plavi Anđeo.

Croatia

**KiK – ponad 3 500 sklepów w całej Europie**

POB-PL Oferta obowiązuje do wyczerpania zapasów. Sprzedaż tylko w ilościach detalicznych. Oczekiwane są lekkie wariacje kolorystyczne. Zadržavamo prawo do zmian. Odpowiedzialni za ofertę i poprawność: Kik Textil Sp. z o.o. ul. Legnicka 21a - 52-471 Wrocław

Najbliższy sklep znajdziesz na stronie [www.kik.pl](http://www.kik.pl)  
Zapraszamy przez Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Niniejszy druk został wyróżniony certyfikatem Niebieski Anioł.

Poland

**KiK – meer dan 3.500x in heel Europa**

POB-NL Aanbod geldig zolang de voorraad strekt. Afname alleen in normale winkelhoeveelheden. Kleurafwijkingen zijn voor druktechnische redenen mogelijk. Fouten voorbehouden. Verantwoordelijk voor filiaalgegevens: Kik Textiles und Non-Food B.V. - Nassaplein 30 - 2585 EC Den Haag (hoofdkantoor Nederland)

En filiaal in uw buurt vindt u op [www.kik.nl](http://www.kik.nl)  
Overneemt door Eckopak, Essen (D).

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Dit folder is bekroond met de "Blaue Engel".

Netherlands

**KiK – oltre 3.500 punti vendita nel mondo**

POB-IT Offerta valida fino a esaurimento scorte e salvo errori e omissioni di stampa.

Questo materiale è stato stampato su carta riciclata certificata "Angelo blu".

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Questo materiale è stato stampato su carta riciclata certificata "Angelo blu".

Italy

**KiK – viac ako 3 500x po celej Európe**

POB-SK Ponuka platí len do vyčerpania zásob. Odber je možný len v množstvách potrebných pre domácnosť. Farebné odchýlky sú podmienené tlačou. Preto sa emy vyhranuje. Za ponuky filial: zodpovedá: Kik Textil a Non-Food spol. s r.o. - Panská 6 - 811 03 Bratislava

Pobocku vo svojej blízkosti nájdete na stránke [www.kik.sk](http://www.kik.sk)  
Vyrovní Eckopak, Essen.

[www.blaue-engel.de/uz195](http://www.blaue-engel.de/uz195)  
Táto tlačovina získala environmentálnu značku Der Blaue Engel (Modrý anjeľ).

Romania



## 2. Print media

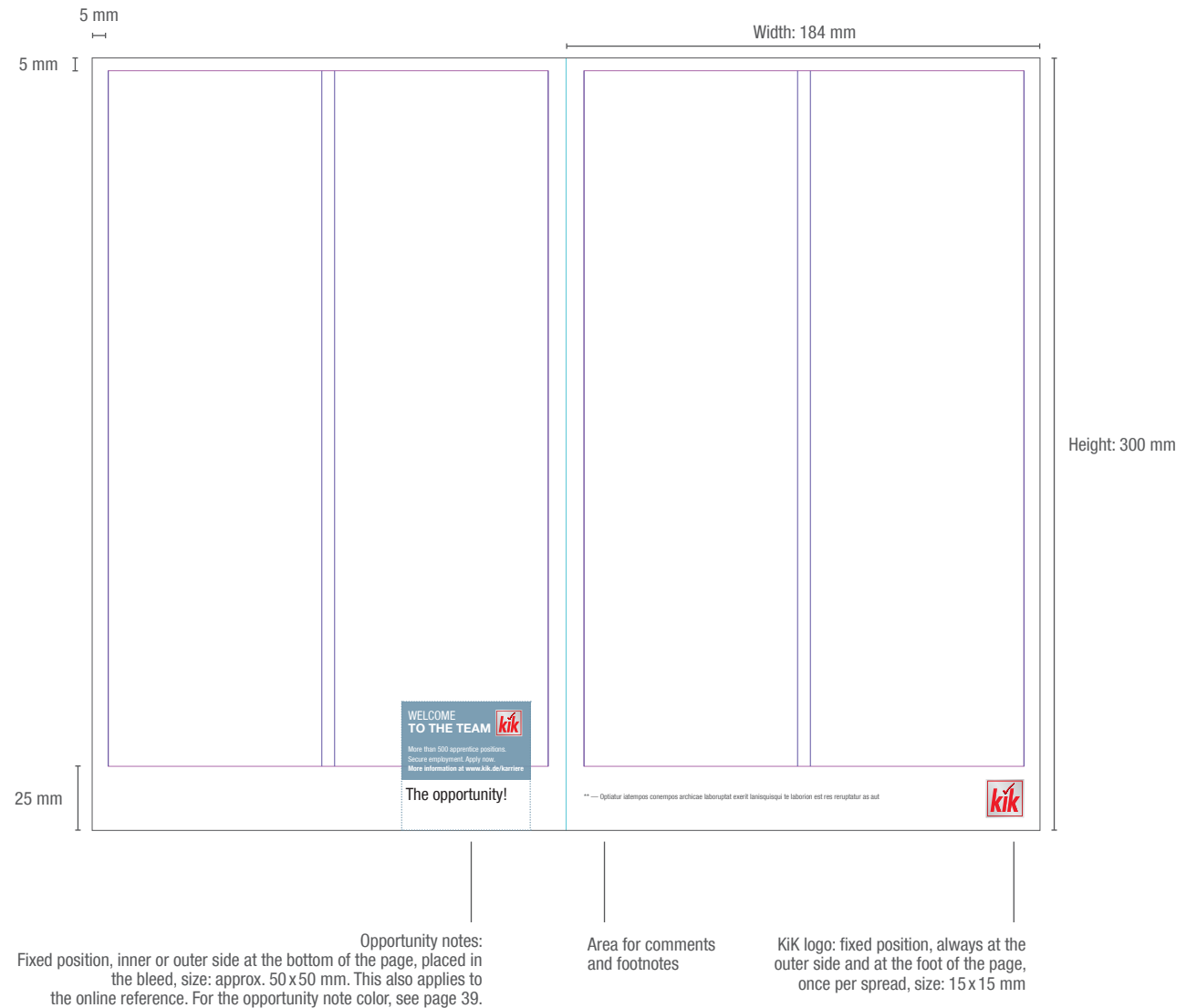
### 2.1.3 Brochure — inside pages

#### Use:

The page grid for the internal part of the brochure has two columns. The elements of the footer have a fixed position and must not be moved outside of the footer. The general page layout should then be designed on the basis of this.

#### PLEASE NOTE:

The logo and the text in the boiler plate have a fixed position. The KiK logo must always be placed at the edge of the page. Opportunities, web references and social media references may be placed at the inner or outer side of the page. They must be set once per brochure.



## 2. Print media

### 2.1.3 Brochure — inside pages

#### Application

The page grid can have multiple subjects, or one that covers the entire page.

Fonts may (like in the Base elements chapter) be combined freely, but no more than three per advertising material (except for logos).

Private labels must be placed at the top right or left.

#### PLEASE NOTE:

There must be at least one silver-colored price tag per spread. Exceptions must be separately communicated and approved.

#### Headline example

The fonts Avenir and Playlist may be mixed for the headline. Font sizes and colors may be set freely.

# SHOP the Look

Private label logo must be placed in the print space, at the top left or right. Take the contrast with the background into account.

**Janino**

**Tops**  
Größen: 36-46,  
je nur **5,99**

**T-Shirts**  
Auch in Weiß,  
elastisch, V-Neck,  
34-42, je nur **5,99**

**7/8-Jeans**  
XX-Markentrend,  
schlank, mit Stickerei  
auf Tasche,  
Größen: 34-46,  
je nur **9,99**

**Jeansshorts**  
XX-Markentrend,  
Größen: 34-46, je  
**nur 9,99**

**WILLKOMMEN  
IM TEAM** **kik**  
Über 500 Ausbildungsplätze. Ein sicherer  
Arbeitsort. Bewirb dich hier.  
Weitere Infos auf [www.kik.de/karriere](http://www.kik.de/karriere)

**Der Chancegeber!**

**SHOP  
the Look**

**KOMPLETTES  
OUTFIT FÜR  
UNTER  
30€**

**Tops**  
Größen: 36-46,  
je nur **7,99**

**Röcke**  
Größen: 36-46,  
je nur **9,99**

**Sandalen**  
Größen: 37-41,  
je nur **6,99**

zusammen nur  
**nur 24,99**

**Kleider**  
Größen: 34-46,  
je nur **12,99**

**Zehen-  
trenner**  
Größen: 37-41,  
je nur **2,99**

**Janino**

**kik**

\*\* — Optatur latempus corempos arthicae laborupt exertit lantiquiqui le laborion est res resurgatur as aut

At least 1 silver-colored price tag per spread, exceptions must be approved separately.

#### Product text example

The product name and the small price are set in Helvetica Neue LT Com Bold, in the brochure 12 pt, ZAB 12 pt

#### Product name

Package, quality, other product color, product size, only **X.XX each**

The product description is set in Helvetica Neue LT Com Condensed, in the brochure 8.5 pt, ZAB 10 pt

## 2. Print media

### 2.1.4 Brochure — products and prices

#### Application

For prices without decimal places, a euro symbol must always be added. Euro Sans is used for the euro symbol in all media, with regular or bold depending on the font. The decimal spaces must be separated with a comma.

Exceptions to this include handtags, packaging and plexiglas inserts.

#### PLEASE NOTE:

The font Euro Sans is used for the euro symbol instead of Helvetica for reasons of readability.

In some countries, such as Croatia and Slovenia, the silver-colored price tag must specify the currency.

#### Price tag example for brochures

**Euro Sans  
Bold**



**Product name**  
Package, quality, other  
product color, product size,  
only **1€ each**

**Product name**  
Package, quality, other  
product color, product size,  
only **7,99€ each**

**Product name**  
Package, quality, other  
product color, product size,  
each

**nur 1€**

**Product name**  
Package, quality, other  
product color, product size,  
each

**nur 7,99**



Brochure inside page

#### Currency exceptions

In Croatia, the kuna currency must be highlighted with the silver-colored price tag. In Slovenia, the euro symbol must be included after the price.

**17,90 kn**    **17,99 €**



## 2. Print media

### 2.1.5 Brochure — online and social media links

#### Application



## Work in progress

#### Online and social media links

- The insert refers to KiK online and the social media channels (focus here: inspiration)
- Color depends on the page layout
- Placement: once per brochure
- Size: approx. 50 x 50 mm + bleed



Brochure inside page



#### Online and social media links

- Placement in one line, next to the KiK logo
- Placement: once per brochure
- In the print space
- Capital letter height approx. 7 mm



Brochure inside page

PLEASE NOTE:

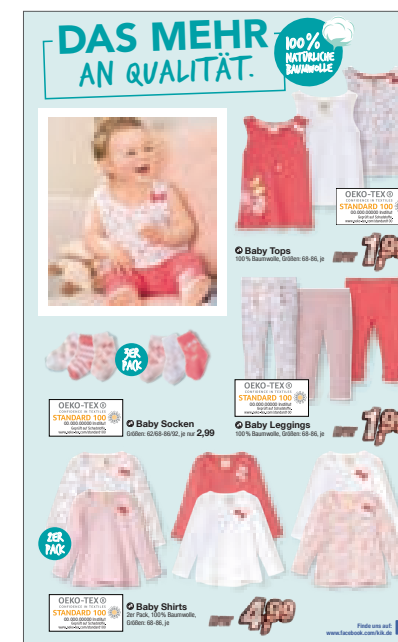
## 2. Print media

### 2.1.6 Brochure – OEKO-TEX®

#### Oeko-Tex(R) Standard 100

The Oeko-Tex® Standard 100 logo may only be used if the product advertised has been tested and awarded this standard. The dates, test numbers and institutions are product-related, and must be requested from the responsible purchasing unit.

- Positioning: next to the product or the product text
- Text: Test number and institution vary, depending on product category.
- Font: VAG Rounded
- The Oeko-Tex® Standard 100 logo must be at least 20 mm wide, so that the texts are readable



Brochure inside page

#### Overview of all countries

#### PLEASE NOTE:

The logo must stand out from the background as much as possible. A minimum width of 20 mm is required. The font size within must not be less than 6 pt.





## 2. Print media

### 2.1.7 Brochure – Logos and graphic elements

#### Application

Logos and other graphic elements are typically used without any additional textual explanations in direct connection to the relevant product/product group.

#### PLEASE NOTE:

It must be ensured for all logos and graphic elements that they are distinguished from the background as clearly as possible, and that the size of the fonts included in them does not exceed 6 pt.



#### Blue Angel

This logo is only employed if the paper used is certified and is provided by the typography responsible.

- The Blue Angel refers to the quality of the paper of the brochure
- The description text under the logo is translated into the language of the respective country.

#### Colors:

CMYK c: 100 | m: 60 | y: 0 | k: 0

HKS44K

Pantone 2945c or 2935c

RAL 260 40 45

FilmORACAL 751-052 azure blue

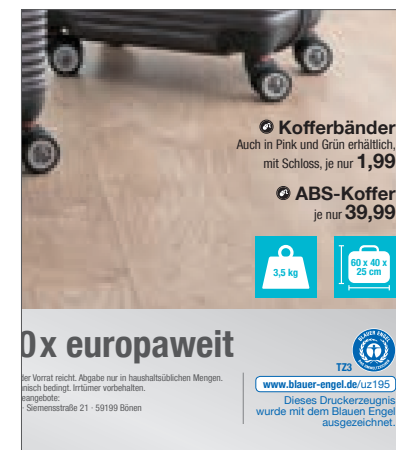


#### FSC (Forest Stewardship Council)

This logo is only employed if the paper used is certified and is provided by the typography in charge.

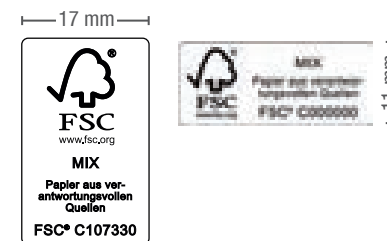
The FSC provides transparency, trademark security and accreditation services to companies and organizations that are interested in responsible forestry.

- Minimum height: 17 mm  
Minimum width: 11 mm
- The minimum clearance around the label is the same as the height of the FSC initials in the logo.
- The FSC logo should preferably be placed at the bottom, but in a visible place.

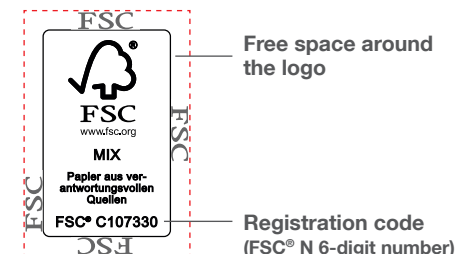


Brochure back cover

#### Minimum size



#### Minimum intervals and contents



## 2. Print media

### 2.1.7 Brochure – Logos and graphic elements

#### Application

Logos and other graphic elements are typically used without any additional textual explanations in direct connection to the relevant product/product group.

When positioning, sufficient contrast with the background must always be ensured.



#### Outfit for under 30 €

- Reference to a “complete outfit” in the brochure
- Color based on page design
- Placement: once per brochure
- Diameter of the circle: 40 mm
- Handtag length: variable



Brochure inside page



#### The opportunity

- The KiK career information
- Color based on the AGI rules (page 54)
- Only applies to Germany
- Placement: once per brochure
- Size: approx. 50 x 50 mm + bleed
- |  |         |                              |
|--|---------|------------------------------|
|  | CMYK    | c: 40   m: 19   y: 15   k: 6 |
|  | RGB     | r: 226   g: 0   b: 26        |
|  | Pantone | 5425 CP                      |



Brochure inside page

#### PLEASE NOTE:

It must be ensured for all logos and graphic elements that they are distinguished from the background as clearly as possible, and that the size of the fonts included in them does not exceed 6 pt.



#### Easy online shopping

- Link to the KiK online store
- Currently only applies to Germany (to become available in other countries later)
- Placement: once per brochure
- Size: approx. 50 x 50 mm + bleed
- Color freely customizable depending on the layout



Brochure inside page

## 2. Print media

### 2.1.7 Brochure – Logos and graphic elements

#### Application

Logos and other graphic elements are typically used without any additional textual explanations in direct connection to the relevant product/product group.

When positioning, sufficient contrast with the background must always be ensured.



#### From our TV commercial

- Reference to products that were advertised by KiK on TV
- Positioning: Above or next to the product text
- Optionally, also on the article
- Size: approx. 13.5 x 13.5 mm
- |   |      |                            |
|---|------|----------------------------|
| ■ | CMYK | c: 0   m: 0   y: 0   k: 60 |
| ■ | RGB  | r: 135   g: 135   b: 135   |



Brochure inside page



#### Logos for large sizes

- Reference to all articles that are available in large sizes
- Size information must be added (see example)
- Size: approx. 22.5 x 22.5 mm
- |   |      |                            |
|---|------|----------------------------|
| ■ | CMYK | c: 0   m: 0   y: 0   k: 40 |
| ■ | RGB  | r: 178   g: 178   b: 178   |



Brochure inside page



#### Product quantity logos

- These logos are used for all products that sell in multiples per package sold
- The color, shape and font may be chosen freely, depending on the page layout
- Design and size should be uniform within the page
- Size: approx. 13.5 x 13.5 mm



Brochure inside page

#### PLEASE NOTE:

The sizes of the logos on one page should be as uniform as possible. When selecting the size, it must be ensured that no font size is under 6 pt.

## 2. Print media

### 2.2 Advertisements — grid/basic structure

#### Application

The silver gradient boiler plate and logo are mandatory for the basic structure.

Designs are placed bled-off. The headline, campaign and stated price must (as previously defined) be placed in the layout.

Depending on the focus, the product may be set with or without the silver price tag.

**Work in progress**

215 mm

285 mm

25 mm

Placed at bottom left, social media links, the online store URL, and the branch finder URL.

Slogan and URL are placed in the middle, between both the texts.

At the bottom right, the legal information (validity, stocks, delivery, printing, errors) and the address of Kik Textilien und Non-Food GmbH is provided.



## 2. Print media

### 2.2.1 Advertisements — image/campaign

#### Application

Image advertisements are distinguished by their atmospheric style and design. The main messages here include, among other things, features like quality.

Selling a product is not the primary goal. Because of this, it is allowed not to use silver tags.

**PLEASE NOTE:**  
For advertisements without price information, a shortened boiler plate text may be used (see Base elements).

**kik**

**HAPPY BIRTHDAY**  
EINKAUF AKTUELL  
WIRD 15 JAHRE  
- UND KIK FEIERT MIT.

**25%**  
JUBILÄUMSRABATT

Auf einen Artikel Ihrer Wahl erhalten Sie gegen Vorlage dieses Coupons erstmalig bei einem Einkauf ab 20,00 € - 09.06.2018 - 25% Rabatt. Einmalig pro Kunde. Der Rabatt ist nicht auf andere Aktionen kombinierbar. Der Rabatt wird an der Kasse gestrichelt. Mindesteinkauf: 20,00 €.

Facebook Instagram WhatsApp

sympathisch c/c ✓ er gut  
www.kik.de

Reguläre Größe: 36-44  
KIK Fashion and Home Textiles GmbH - Kik Fashion GmbH - Kik Home Textiles GmbH

**kik**

**DAS MEHR AN FASHION.**

Mehr Mode, mehr Auswahl, DAS MEHR bei KIK.

T-Shirts  
Größen: 36-44  
ab nur 5,99

Facebook Instagram WhatsApp

sympathisch c/c ✓ er gut  
www.kik.de

Reguläre Größe: 36-44  
KIK Fashion and Home Textiles GmbH - Kik Fashion GmbH - Kik Home Textiles GmbH

**kik**

**DAS MEHR AN FASHION.**

T-Shirts  
Größen: 36-44  
ab 15,99

Facebook Instagram WhatsApp

sympathisch c/c ✓ er gut

Reguläre Größe: 36-44  
KIK Fashion and Home Textiles GmbH - Kik Fashion GmbH - Kik Home Textiles GmbH

**kik**

**DAS MEHR AN QUALITÄT.**

Mehr Auswahl, mehr Qualität, DAS MEHR bei KIK.

Oeko-TEX®  
STANDARD 100  
by OEKO-TEX

Kleider  
ab nur 5,99

Facebook Instagram WhatsApp

sympathisch c/c ✓ er gut  
www.kik.de

Reguläre Größe: 36-44  
KIK Fashion and Home Textiles GmbH - Kik Fashion GmbH - Kik Home Textiles GmbH

**kik**

**DAS MEHR FÜR DEIN ZUHAUSE.**

Mehr Deko, mehr Auswahl, DAS MEHR bei KIK.

Vasen  
Mischpakete: ab 0,79

Facebook Instagram WhatsApp

sympathisch c/c ✓ er gut  
www.kik.de

Reguläre Größe: 36-44  
KIK Fashion and Home Textiles GmbH - Kik Fashion GmbH - Kik Home Textiles GmbH

**kik**

**DAS MEHR AN FASHION.**

Jumpsuits  
Größen: 36-44  
ab nur 12,99

Facebook Instagram WhatsApp

sympathisch c/c ✓ er gut

Reguläre Größe: 36-44  
KIK Fashion and Home Textiles GmbH - Kik Fashion GmbH - Kik Home Textiles GmbH

## 2. Print media

### 2.2.2 Advertisements — image and price

#### Application

Product-based image advertisements emphasize the price advantage by placing a silver-colored price tag, but they must also include the lifestyle visual language. (example here: ALAZ adverts)

#### PLEASE NOTE:

It is important here to find a balance between the product, the price and the campaign/message.



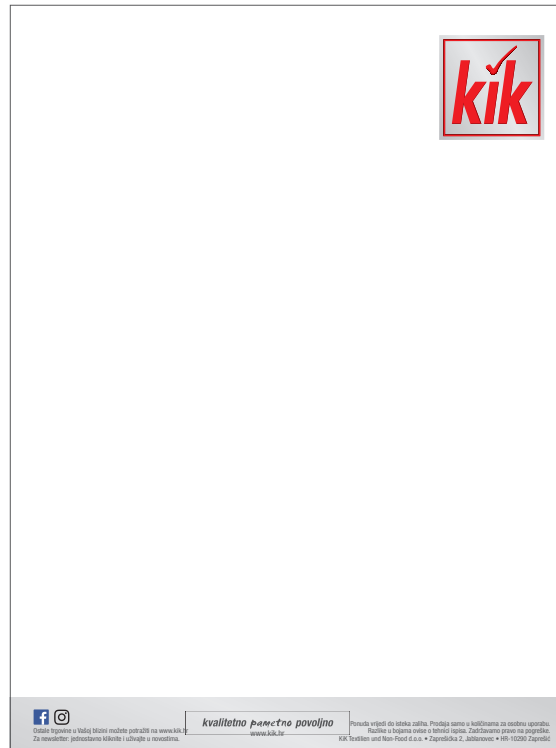
## 2. Print media

### 2.2.3 Advertisements — special advertisements

#### Application

Special advertisements may deviate in theme from the “classic” KiK approach.

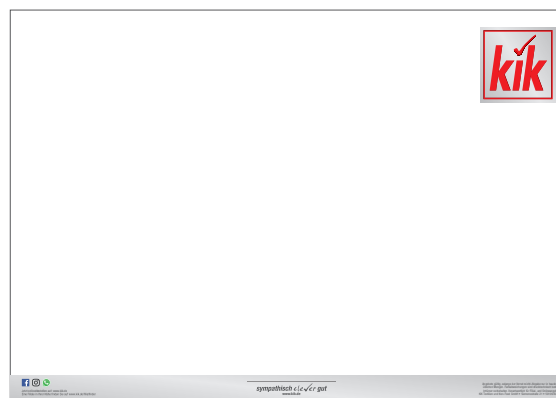
The base design elements must be observed here, but the rest may be designed freely.



Basic structure



Layout





## 2. Print media

### 2.3 Outdoors

#### Application

For large formats, only the slogan and the URL at the bottom of the advertisement are set in addition to the boiler plate.

These may be placed in the middle or to the right (depending on the design). The legal texts are set tilted 90° at the edge of the design.

It must also be ensured that the interaction between the design and the text is as good as possible when viewed from a distance.

#### PLEASE NOTE:

The distance effect and contrast must be particularly taken into account. Short and succinct statements must be used for headlines.





## 2. Print media

### 2.4 Opening/reopening

#### Colors

Beside the basic colors, additional colors are defined for opening/reopening.

**Red** Set for discounts and sales.

**Blue** For opening/reopening headlines.

**Green** For explanations/descriptions.

**Yellow** For special information, e.g. a can campaign.

#### PLEASE NOTE:

Any additional colors must be approved separately.

### Primary

#### KiK red

Used for color highlights

CMYK c: 0 | m: 100 | y: 100 | k: 0

RGB r: 226 | g: 0 | b: 26

Full tone Pantone | 2035c | HKS 13 | RAL 3028

#### Blue

Main statement, date

CMYK c: 100 | m: 20 | y: 20 | k: 10

RGB r: 177 | g: 179 | b: 180

Full tone Pantone | 425c | HKS 40

#### Green

Boiler plate texts, slogan

CMYK c: 45 | m: 0 | y: 90 | k: 0

RGB r: 180 | g: 207 | b: 80

Full tone Pantone | 368c | HKS 69

### Secondary

#### Yellow

CMYK c: 0 | m: 0 | y: 100 | k: 0

RGB r: 251 | g: 243 | b: 21

Full tone Pantone | 102c | HKS 3

#### KiK silver 20 %

CMYK c: 0 | m: 0 | y: 0 | k: 20

RGB r: 217 | g: 218 | b: 219

Full tone Pantone 427c | HKS 92 – 20 % | RAL 7047

#### KiK silver 40 %

CMYK c: 0 | m: 0 | y: 0 | k: 40

RGB r: 177 | g: 179 | b: 180

Full tone Pantone 429c | HKS 92 – 50 % | RAL 7040

#### KiK silver gradient



#### KiK silver 30 %:

CMYK c: 0 | m: 0 | y: 0 | k: 30

RGB r: 198 | g: 199 | b: 200

#### KiK silver 10 %:

CMYK c: 0 | m: 0 | y: 0 | k: 10

RGB r: 236 | g: 237 | b: 237

## 2. Print media

### 2.4 Opening/reopening — grid/basic structure

#### Example

Leaflet/advertisement (front page identical)

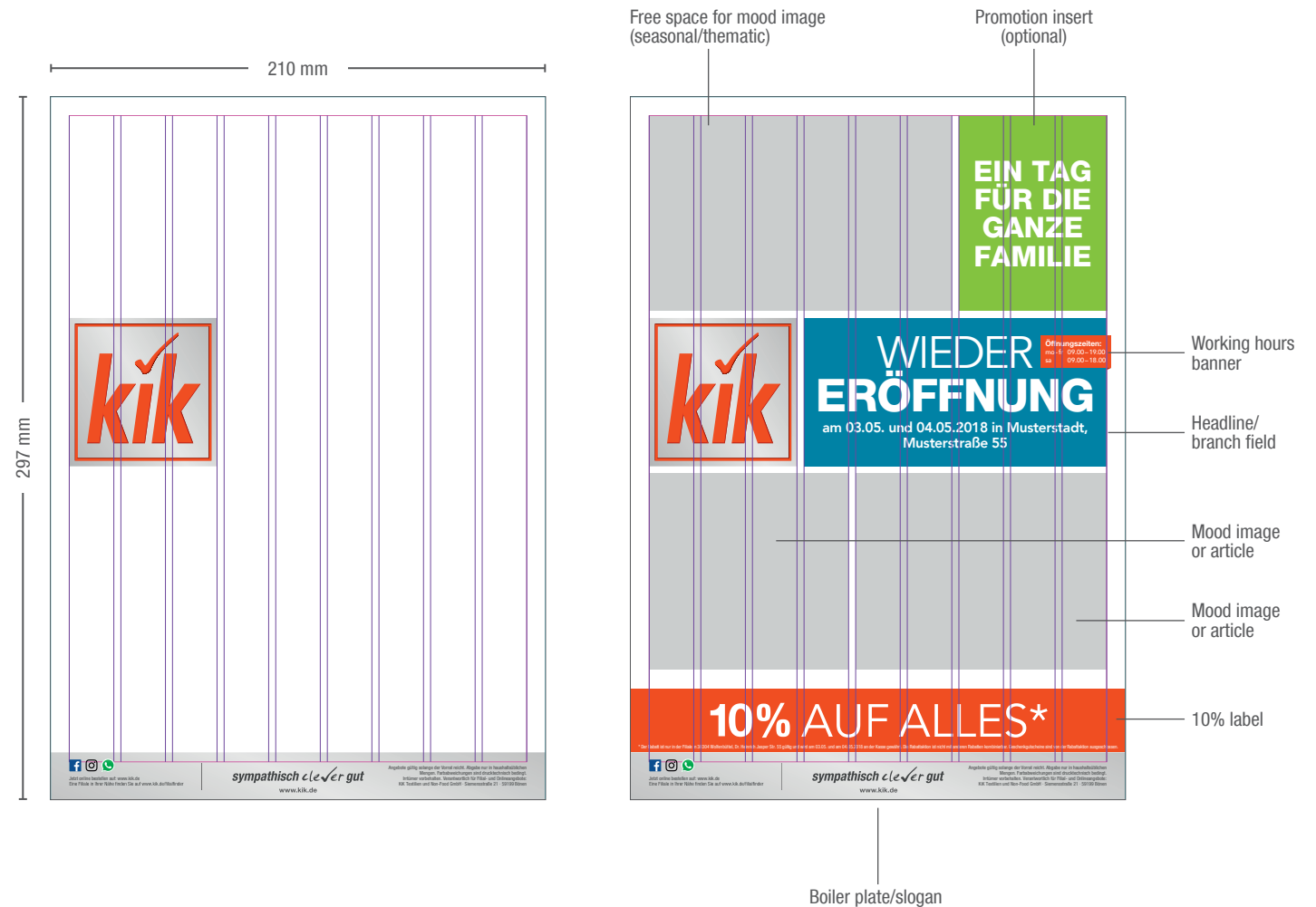
#### Fixed elements

Advertisements always include the following elements:

- Logo
- Theme depending on the time of the year (here: summer)
- 10% label
- Promotion insert (optional)
- Branch field
- Working hours banner
- Boiler plate

#### PLEASE NOTE:

The basic structure is strictly defined to enable quick processing of a large number of various advertising materials.



## 2. Print media

### 2.4 Opening/reopening

#### Overview

There are various media that can be used by a branch or as part of a promotion for openings/reopenings.

These are designed to be modular, to ensure maximum efficiency in supply and adaptation for seasons.

#### These include:

- Adverts/leaflets
- Poster (branch poster/campaign poster)
- Mobile large format

#### Additionally used:

- Can promotion
- Tip-on card
- Beer cap
- Moving board
- Swing card
- CLP mover
- Promo bike
- Segway
- Fence banner
- Brochure insert

#### PLEASE NOTE:

You will receive a summary of all advertising materials in a separate opening/reopening media overview.

**EIN TAG FÜR DIE GANZE FAMILIE**

**WIEDER ERÖFFNUNG**  
am 03.05. und 04.05.2018 in Wolfenbüttel,  
Dr. Heinrich Jasper Straße 55

**10% AUF ALLES\***

**sympathisch clever gut**  
www.kik.de

\*Der Rabatt ist nur in der Filiale in 38044 Wolfenbüttel, Dr. Heinrich Jasper Str. 55 gültig und endet am 03.05. und am 04.05.2018 an der Kasse gültig. Die Rabattraktion ist nicht mit anderen Rabatten kombinierbar. Geschenkgutscheine sind von der Rabattraktion ausgeschlossen.

Advert/leaflet

**ERÖFFNUNG**  
Am 00.05. und 00.05.2018 in Musterstadt, Muster Str. 123

**10% AUF ALLES\***

**sympathisch clever gut**  
www.kik.de

\*Der Rabatt ist nur in der Filiale in 04847 Musterstadt, Georgestraße 11-13 gültig und endet am 00.05. und am 00.05.2018 an der Kasse gültig. Die Rabattraktion ist nicht mit anderen Rabatten kombinierbar. Geschenkgutscheine sind von der Rabattraktion ausgeschlossen.

Large format

**JEDE DOSE GEWINNT!**

**WIEDER ERÖFFNUNG**  
am 00.05. und 00.05.2018 in Höhenkirchen,  
Dorfstraße 123, neben Lidl

**DOSENGLÜCK GEWINNSPIEL**  
Bringen Sie die ungesüßte Dose am 00.05. oder am 00.05. mit und gewinnen Sie tolle Preise:

- 1 Warengutschein im Wert von 100 €
- 2 Warengutscheine im Wert von 50 €
- 7 Warengutscheine im Wert von 20 €
- 10 Warengutscheine im Wert von 10 €
- 30 VIP-Karten
- viele weitere tolle Gewinne

**10% AUF ALLES\***

**sympathisch clever gut**  
www.kik.de

\*Der Rabatt ist nur in der Filiale in 12345 Höhenkirchen, Dorfstraße 123 gültig und wird am 00.05. und am 00.05.2018 an der Kasse gewährt. Die Rabattraktion ist nicht mit anderen Rabatten kombinierbar. Geschenkgutscheine sind von der Rabattraktion ausgeschlossen.

Can promotion



HERZLICH  
WILLKOMMEN

### 3. Point of sale



# 3. Point of sale

## 3.1 Colors

### The PoS color system

There are colors assigned to the main categories to guide customers.

#### These include:

- Main color (black 90%)
- Main color (KiK red)

For rear wall

- KiKo (green)
- HAKA (blue)
- DOB (gray)

#### PLEASE NOTE:

Additional colors are only reserved for promotions.  
Other colors are not provided for PoS.

### Black 90%

CMYK c: 0 | m: 0 | y: 0 | k: 90  
RGB r: 63 | g: 63 | b: 62  
Full tone

Percentage increments:  
not specified

Gradient Black 40% | Pos. 0 %  
(linear) Black 10% | Pos. 40% | Angle 90°

### Girls/boys/baby/mini-baby

CMYK c: 76 | m: 00 | y: 38 | k: 10  
RGB r: 51 | g: 183 | b: 177  
Full tone Pantone 7472 C

Pantone 7472 percentage increments:  
26 % | 50 % | 70 % | 80 % | 100 %

Gradient Black 40% | Pos. 0 %  
(linear) Black 10% | Pos. 40% | Angle 90°

### Men/large sizes

CMYK c: 100 | m: 56 | y: 00 | k: 23  
RGB r: 0 | g: 87 | b: 151  
Full tone Pantone 647c

Percentage increments:  
643c - 45 % | 643c - 100 % | 645c - 100 % | 646c - 100 %

Gradient Black 40% | Pos. 0 %  
(linear) Black 10% | Pos. 40% | Angle 90°

### KiK red

CMYK c: 0 | m: 100 | y: 100 | k: 0  
RGB r: 226 | g: 0 | b: 26  
Full tone Pantone 2035c | HKS 13 | RAL 3028

Percentage increments:  
not specified

Gradient Black 40% | Pos. 0%  
(linear) Black 10% | Pos. 40% | Angle 90°

### Women/large sizes

CMYK c: 0 | m: 0 | y: 0 | k: 56  
RGB r: 139 | g: 139 | b: 139  
Full tone Pantone Cool Gray 9c

Black percentage increments:  
10 % | 15 % | 35 % | 46 % | 56 %

Gradient Black 40% | Pos. 0 %  
(linear) Black 10% | Pos. 40% | Angle 90°

# 3. Point of sale

## 3.2 Price presentation

### Application

At PoS, white price texts are placed on 90% black surfaces.

Decimal places are set at the top and separated.

### Colors



#### Text:

CMYK c: 0 | m: 0 | y: 0 | k: 90  
RGB r: 65 | g: 65 | b: 64



#### KiK red:

CMYK c: 0 | m: 100 | y: 100 | k: 0  
RGB r: 226 | g: 0 | b: 26

### Font

**Helvetica Neue LT Pro Bold condensed**

**Helvetica Neue LT Pro Black condensed**

### Plexiglas slide-in insert example



Price tag — standard:



Price tag — reduced:

### PLEASE NOTE:

Plexiglas slide-in inserts for all countries (except for Austria) have the DIN A5 format, landscape.  
In Austria, the format is DIN A4, landscape.

## 3. Point of sale

### 3.3 Additional displays Color guidance system

#### Application:

At the PoS, displays are used as a guidance system for individual product categories.

There are different labels for these (see example). The basic shape and color are not subject to change.

#### PLEASE NOTE:

Exception: in Austria, the additional displays have a diameter of 200 mm.

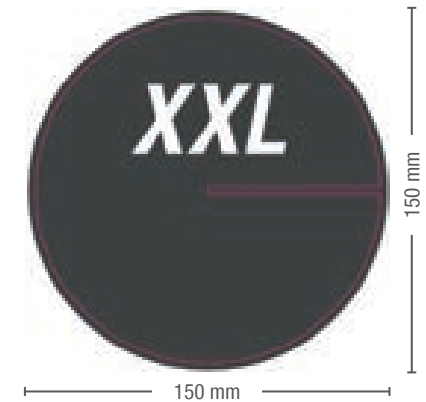
#### Fashion and style

90 % black



#### Large sizes

90 % black



#### Boys

90 % black



#### Girls

90 % black







## 3. Point of sale

### 3.4 “As seen in our commercial”

#### Special information

Reference to a product that currently appears in commercials. Used in the form of plexiglas inserts, column inserts and ceiling banner arrows.

#### Colors

	<b>Red:</b> CMYK RGB	c: 0   m: 100   y: 100   k: 0 r: 226   g: 0   b: 26
	<b>Blue 1:</b> CMYK RGB	c: 51   m: 16   y: 0   k: 0 r: 145   g: 191   b: 228
	<b>Blue 2:</b> CMYK RGB	c: 64   m: 20   y: 0   k: 10 r: 110   g: 174   b: 218
	<b>Blue 3:</b> CMYK RGB	c: 80   m: 25   y: 0   k: 10 r: 56   g: 155   b: 207



Plexiglas insert (A5)



Ceiling banner



Aisle column insert (420 x 148 mm)



# 3. Point of sale

## 3.5 Percentage banner

### Application:

General, dominant references to discount campaigns at the PoS. Used in different formats.

### Elements



#### Gradient (linear):

CMYK c: 0 | m: 100 | y: 100 | k: 0 Position: 0%  
c: 0 | m: 60 | y: 60 | k: 0 Position: 50 %  
c: 0 | m: 100 | y: 100 | k: 0 Position: 100 %

Angle 42.6 °



#### Gradient (radial):

CMYK c: 0 | m: 0 | y: 0 | k: 0 Position: 0 %  
c: 0 | m: 0 | y: 0 | k: 10 Position: 43 %  
c: 0 | m: 0 | y: 0 | k: 70 Position: 100 %

#### Outward appearance:

Opacity: multiply by 75 %  
Size: 6 mm (white)



Examples

## 3. Point of sale

### 3.6 10percent promotion

#### Application:

Reference to a 10% discount using the style of the opening/  
reopening design.

Various media are possible.

#### Colors



##### KiK red:

CMYK c: 0 | m: 100 | y: 100 | k: 0  
RGB r: 221 | g: 43 | b: 28  
Full tone HKS 13



##### Boiler plate:

CMYK c: 0 | m: 0 | y: 0 | k: 40  
RGB r: 175 | g: 176 | b: 176  
Full tone HK 92 – 40 % %



Example: Ceiling banner

## 4. Campaigns



## 4. Campaigns

### 4.1 Anniversary logos

So far, KiK has celebrated its fifth, tenth, or twentieth anniversary in four countries. The logos shown (subject to withdrawal) are used to communicate this.

These anniversary logos are provided with a label that refers to the number of years in the language of the country.

These logos also may not be changed in color or form.



Austria — 20 years



Slovakia — 10 years



Hungary — 10 years



Netherlands — 5 years

**PLEASE NOTE:**

The color, format and size specifications are the same as those of the standard logo, see page 5 and onwards.

## 4. Campaigns

### 4.2. Price permanently reduced!

#### Application

The “Price permanently reduced!” sign is mainly used for products from the stocked range, the price of which is reduced permanently, and not for a limited time.

In order for the sign to be optimally distinguished from the background, it must be provided with a shadow.

Four logo sizes are used here (25, 17, 10 and 7%: based on the size of the file), with each size preferred depending on the placement.

#### PLEASE NOTE:

The sign must be placed next to the product or on the page as prominently as possible. Contrast and readability must be taken into account.

Germany/Austria



Croatia



Czech Republic



Poland



Slovenia



Netherlands



Slovakia



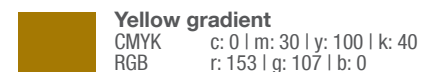
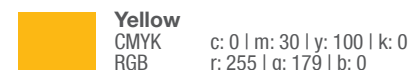
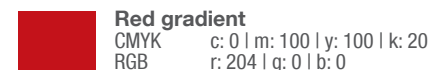
Italy



Hungary



Romania



Brochure inside page

# 4. Campaigns


## 4.3 AGI campaign — colors (opportunity)


### Application:

“The opportunity!” employee image campaign (AGI) is used to recruit new employees.


The “opportunity” note is used in almost all KiK media: from PoS to the brochure, to adverts.

### Colors

 **Blue:**  
CMYK c: 40 | m: 19 | y: 15 | k: 6  
RGB r: 159 | g: 180 | b: 195


 **Blue 30%:**  
CMYK c: 40 | m: 19 | y: 15 | k: 6  
RGB r: 159 | g: 180 | b: 195

 **Yellow:**  
CMYK c: 0 | m: 0 | y: 100 | k: 0  
RGB r: 251 | g: 225 | b: 21

 **Yellow 70 %:**  
CMYK c: 0 | m: 0 | y: 100 | k: 0  
RGB r: 251 | g: 225 | b: 21

### Font colors

 **Black:**  
CMYK c: 0 | m: 0 | y: 0 | k: 100  
RGB r: 59 | g: 111 | b: 161

 **Font 1:**  
CMYK c: 0 | m: 0 | y: 0 | k: 70  
RGB r: 104 | g: 104 | b: 103

### Boiler plate

#### Font:

Helvetica Neue LT Com 57 Condensed  
Helvetica Neue LT Com 47 Condensed/Helvetica Neue LT Com 67 Condensed

**The opportunity!**

Weitere Infos auf [www.kik.de/karriere](http://www.kik.de/karriere)

### Eye-catcher

**Font:** Helvetica Neue LT Com 57 Condensed

**Bar:** Transparency 70 %

**Position:** Always at the top left (upper edge aligned with the KiK logo)

Welcome to the team

### Poster eye-catcher

#### Font:

Helvetica Neue LT Com 67 Condensed  
Helvetica Neue LT Com 47 Light Condensed (small main text)  
Helvetica Neue LT Com 77 Bold Condensed (URL)

**Wir suchen Verkäufer  
in Vollzeit (m/w).**

Sie möchten Teil des KiK-Teams werden  
und sich diese Chance nicht entgehen  
lassen?  
Dann holen wir uns auf Ihre Bewerbung.  
Bitte nutzen Sie dafür unser Bewerber-  
portal unter [www.kik.de/karriere](http://www.kik.de/karriere)

**The opportunity!**

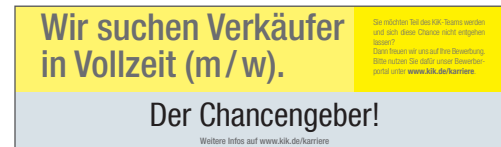
Weitere Infos auf [www.kik.de/karriere](http://www.kik.de/karriere)

# 4. Campaigns

## 4.3.1 AGI campaign (opportunity)

### Media overview:

The poster is the graphic basis of the AGI layout. Other advertising materials are derived from this layout.



Poster + eye-catcher (A1)

The eye-catcher is inserted in front of the poster at the PoS.



Poster + eye-catcher (A1)



Info board insert (A4)



Short application leaflet (99 x 210 mm)



Advertisements/leaflets (A4) with various AGI images

# 4. Campaigns

4.3.2 AGI campaign  
(opportunity: employees recruit employees)

**Application:**

The design grid of the campaign is carried over to adverts and flyers.

**Media overview:**



Notice board (A4)



Leaflet (A4)



Ceiling banner (600 x 500 mm)



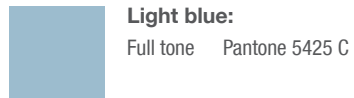
## 4. Campaigns

### 4.3.3 AGI campaign (opportunity)

#### Special advertisements:

The AGI campaign also uses special advertising formats: for example, on a cotton bag, as shown here.

#### Special colors:



Cotton bag



## 4. Campaigns

### 4.4 MORE campaign

**Idea:**

KiK belongs in any wardrobe!

Our communication must thus answer the following questions of our target groups:

- What do I get from KiK that other sellers cannot provide?  
(More branches, more variety, more savings)?
- What do I find lacking in other sellers?
- Why should I change my shopping habits and try KiK?
- What is MY added value from KiK?

KiK offers:

- More branches...
- More selection...
- More quality for low prices...
- More fashion...
- More ideas...
- or simply... MORE for you

**Slogans (additional):**

For the 2018 campaign, the following slogans and additional slogans were defined for MORE. These are currently available as translations for all countries.

The slogans are made to be thematic or generally applicable. Special themes with new slogans must be coordinated and approved separately.

There must be a full stop after each statement.

# MORE

...

for you.

quality.

for your money.

for your home.

for your family.

fashion.

beauty.

for spring.

fashion.

for children.

for any weather.

...

## 4. Campaigns

### 4.4.1 Languages

<i>GERMANY</i>	<i>AUSTRIA</i>	<i>CZECH REPUBLIC</i>	<i>SLOVENIA</i>	<i>SLOVAKIA</i>	<i>HUNGARY</i>
<p>MORE</p> <p>for you. quality. for your money. for your home. for your family. fashion. beauty. for spring. fashion.</p>	<p>MORE</p> <p>for you. quality. for your money. for your home. for your family. fashion. beauty. for spring. fashion.</p>	<p>PROSTĚ VÍC .../MÍC ...</p> <p>pro tebe. kvality. / a pohodlí. za tvé peníze. pro tvůj domov. pro tvou rodinu. módy. krásy. pro jaro. módy.</p>	<p>VEČ ...</p> <p>zate. kakovosti. za tvoj denar. za tvoj dom. za tvojo družino. mode. lepote. za pomlad. krojev.</p>	<p>VIAC ...</p> <p>pre teba. v kvalite. / kvalita. / kvality. za tvoje peniaze. pre tvoj domov. pre tvoju rodinu. v móde. v kráse. pre jaro. na módu.</p>	<p>MÉG TÖBBET....</p> <p>Neked. minőségben. a pénzedért. az otthonodért. a családotért. a divatért. a szépségért. tavaszra. a divatért.</p>
<i>CROATIA</i>	<i>POLAND</i>	<i>NETHERLANDS</i>	<i>ITALY</i>	<i>ROMANIA</i>	
<p>VIŠE ...</p> <p>za tebe. kvalitete. za tvoj novac. za tvoj dom. za tvoju obitelj. mode. ljepote. za proljeće. mode.</p>	<p>WIĘCEJ ...</p> <p>dla Ciebie. jakości. dla Twoich pieniędzy. dla Twojego domu. dla Twojej rodziny. Mody. Piękna. Wiosny. Fashion.</p>	<p>IETS MEER ...</p> <p>voor jou. aan kwaliteit. voor je geld. voor thuis. voor je gezin. mode. beauty. voor de lente. fashion.</p>	<p>DI PIÙ ...</p> <p>per te. in qualità. per i tuoi soldi. per la tua casa. per la tua famiglia. nella moda. in bellezza. per la primavera. nel fashion.</p>	<p>MAI MULT ...</p> <p>pentru tine. la capitolul calitate. pentru banii tăi. pentru acasă. pentru familia ta.</p>	

## 4. Campaigns

### 4.4.2 Typography/font/color

The campaign message uses two different font types.

For the main message MORE, the font Avenir Black is used. This sans serif font gives it clarity, and the Black style emphasizes its headline nature.

The additional message is there to give the theme an emotional charge. To communicate this, the font Trashhand has been selected: its handwritten appearance provides an individual character to the main message of the poster.

The colors may be freely selected depending on the layout.

Main message: Font Avenir Black

**MORE**  
FOR YOU.

Additional message: Font Trashhand

## 4. Campaigns

### 4.4.3 Structure/sizes

The main statement must have a standard size of 63 pt (based on a 1/1 brochure page). The additional statement must not be larger than the main statement.

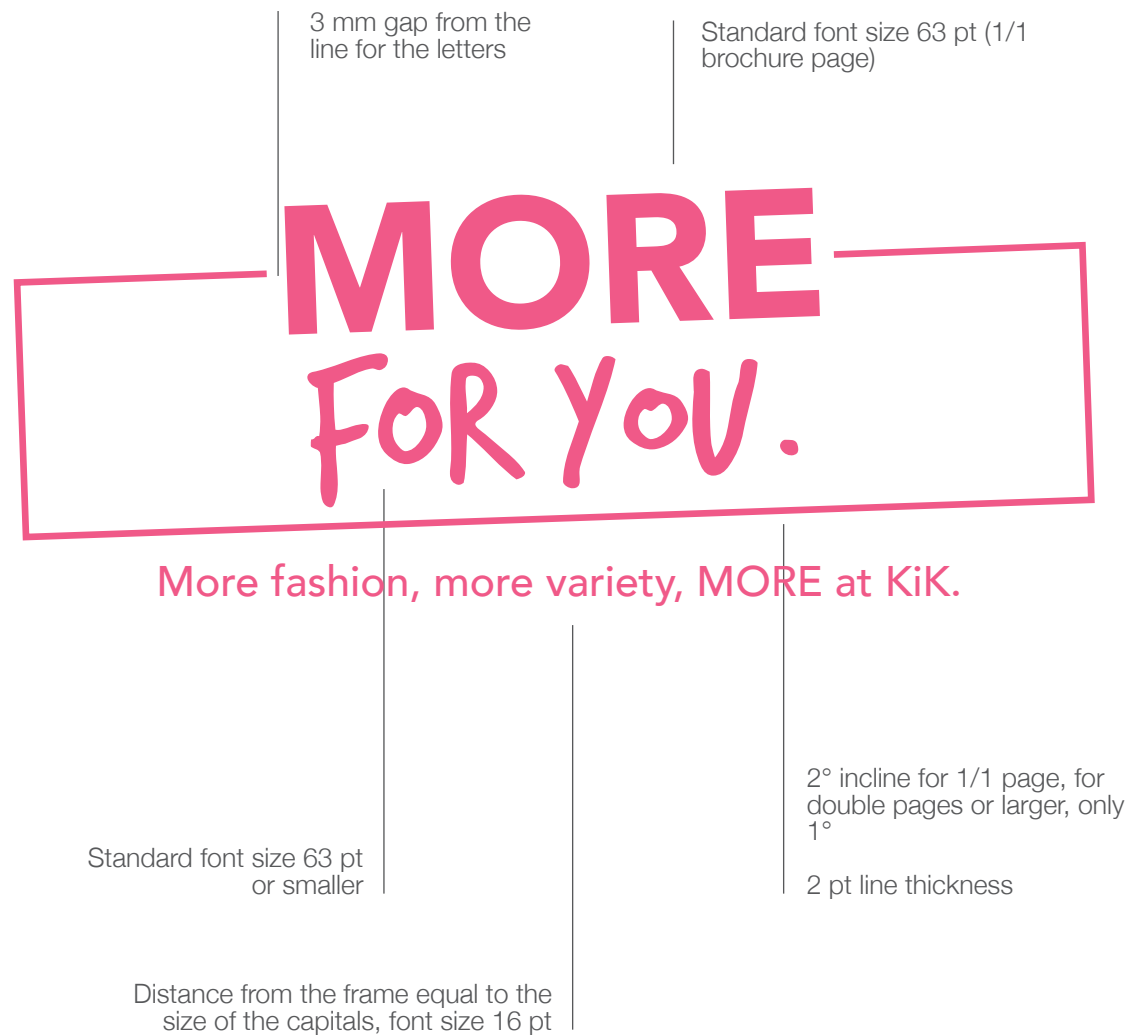
For longer texts, e.g. "...for your family", the font size should be reduced accordingly.

If the statement is inserted in an open frame, its line thickness normally is 2 pt.

MORE stands in the middle of the space within the frame. The additional statement is placed in the middle under it. It may be shifted left or right as an exception (if this is required by the layout).

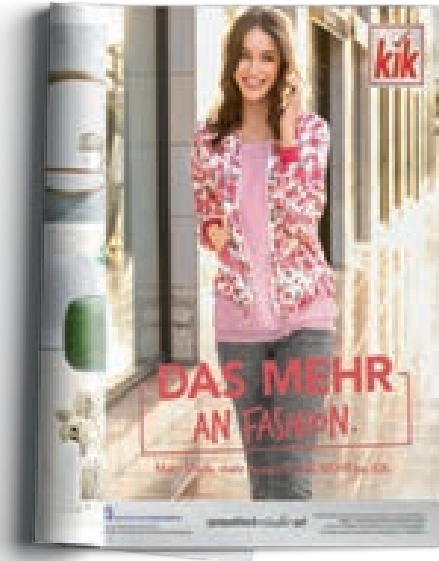
The entire block is tilted 2° on a 1/1 page, and 1° on a double page or larger.

Depending on the theme, MORE may be provided with a sub-headline on front covers, adverts or large formats. The sub-headline is (unless otherwise defined): "More fashion, more selection, more at KiK."



# 4. Campaigns

## 4.4.4 Application examples (print)



## 4. Campaigns

### 4.4.4 Application examples (OOH)



## 4. Campaigns

### 4.5 #LOVEKiK — structure

#### The symbol #

is more than just a symbol, it is the basis for the entire design. A strong font for an even stronger basic shape: the hashtag.

#### Font: DOCK11

Dock11, the Font Foundry artill, is perfect for this purpose, because its hashtag as well as its individual characters excellently represent the bold attitude.

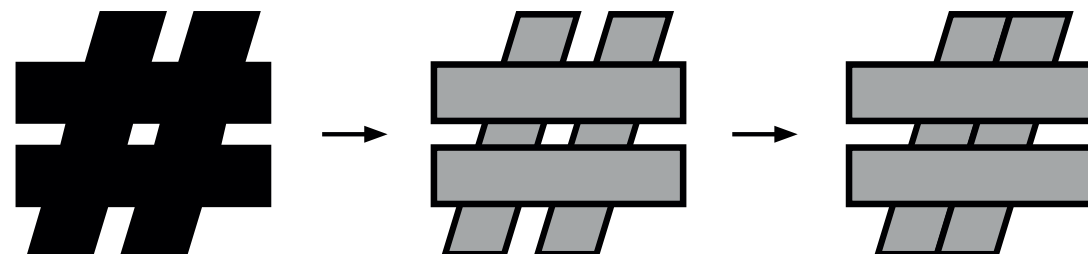
#### Formatting:

The font may only be set in capital letters.

The font size depends on the area of application;

However, good readability must always be ensured.

The line spacing must always be analogous to the font size in question.



# #LOVEKiK

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**1234567890**

#### PLEASE NOTE:

The font must be set in capitals.



## 4. Campaigns

### 4.5.1 #LOVEKiK — colors

#### Colors:

The colors must additionally represent the idea of an outfit for every day. There are different color variants of the hashtag available.

#### Campaign colors:

The additional secondary and campaign colors come from the Pantone NYFW color palette for Spring 2018. The color palette represents a love for complexity and clarity of color and its expression: this is a development that can be handled in many different ways.

#### Campaign surfaces (gradients):

A gradient may be created between any of the campaign colors and KiK red. The gradients are intended for campaign backgrounds and may only be used two-dimensionally.

### Colors

#### Blooming Dahlia

CMYK c: 0 | m: 55 | y: 40 | k: 0  
RGB r: 226 | g: 0 | b: 26

#### Arcadia

CMYK c: 80 | m: 10 | y: 50 | k: 0  
RGB r: 177 | g: 179 | b: 180

#### Lime Punch

CMYK c: 35 | m: 0 | y: 80 | k: 0  
RGB r: 177 | g: 179 | b: 180

### Gradients

#### Gradient

Blooming Dahlia  
KiK red

#### Gradient

Arcadia  
KiK red

#### Gradient

Lime Punch  
KiK red

## 4. Campaigns

### 4.5.2 #LOVEKiK — variants

#### Application:

The choice of the variant depends on the application. It should be ensured that for each advertising material, only one color is used. Additionally, the choice of color should be based on its context, ensuring good readability. The following rules must be followed here:

#### Version A:

This version is used on campaign surfaces (color gradients, see page 69) and designs. It must be noted here that good contrast between the hashtag and the background is necessary.

#### Version B:

The variants in KiK red are suitable for use without the KiK logo; for example, in the case of accessories, because the flat use of KiK red enables communicating more brands.

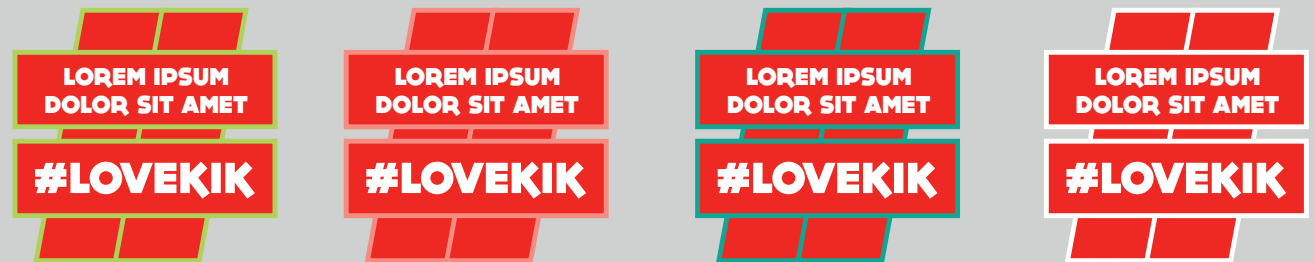
#### Version C:

The versions with the font and outline in KiK red may only be used without social media icons, because these may not be colored in KiK red.

#### VERSION A (EINSATZ AUF KAMPAGNENFLÄCHEN)



#### VERSION B



#### VERSION C



## 4. Campaigns

### 4.5.3 #LOVEKiK — application

#### Text:

Depending on the application of the hashtag, various messages can be combined with it.

Some examples:

**SHARE YOUR KIK  
OF THE DAY ON @f**

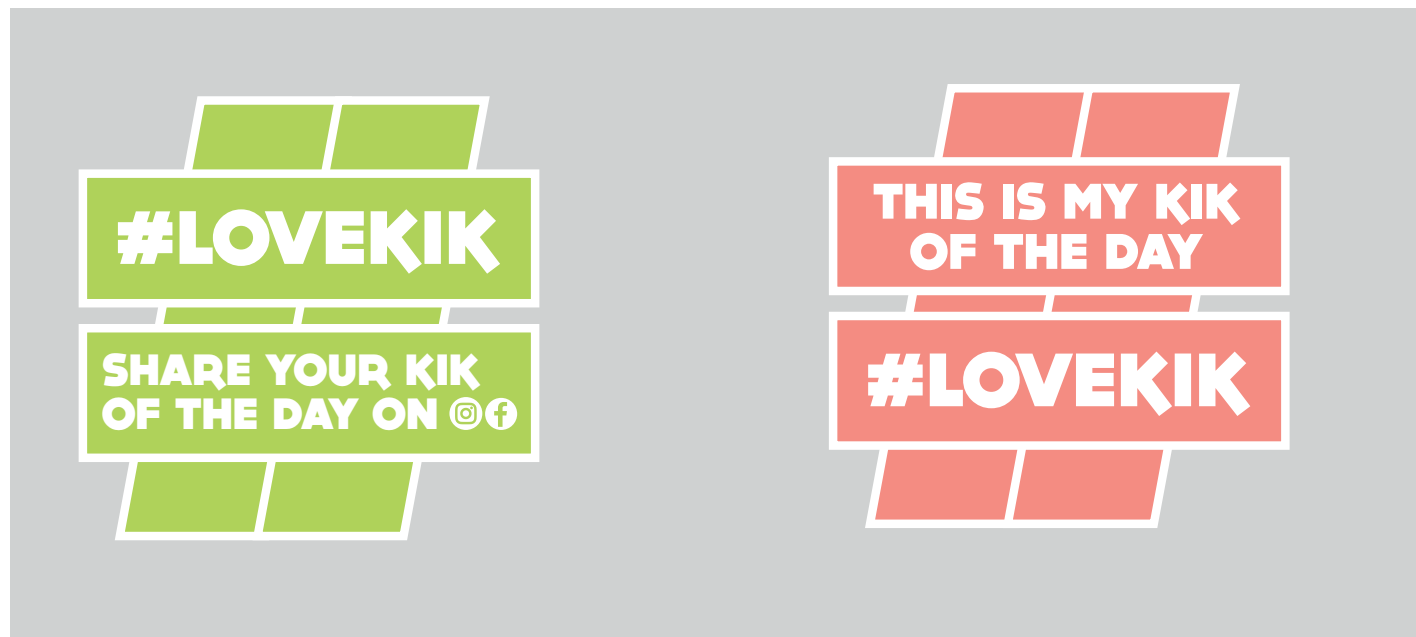
Invitation to share a picture:

**THIS IS MY KIK  
OF THE DAY**

Request for an accessory:

Many more variants can be imagined here, and adapted depending on the communication goal.

#### TEXTVARIANTEN





If you have any questions or comments, write to:  
[kreation@kik.de](mailto:kreation@kik.de)

Exceptions to these Visual Identity Guidelines  
require approval by the marketing department or  
unit manager.

Thank you