



CORPORATE IDENTITY GUIDE



FONTS

PRINT AND OTHER MEDIA

DIN Bold

Bold: for Headlines and Subheadlines

DIN Regular

Body: Book
Alternative:
Light and **Medium**

All headlines and subheadlines are set in Typeface **DIN Bold** using a single weight to ensure visual consistency across all applications.

For body text, Text **DIN** is used in the **Regular** weight to ensure readability and consistency. **Light** and **Medium** may be used as an alternative.

DIN Cond Bold

Cond Bold: for Headlines and Subheadlines

DIN Cond

Body: Cond
Alternative:
Cond Light and **Cond Medium**

All headlines and subheadlines are set in Typeface **DIN Cond Bold** using a single weight to ensure visual consistency across all applications.

For body text, Text **DIN** is used in the **Condensed (Cond)** weight to ensure readability and consistency. **Cond Light** and **Cond Medium** may be used as an alternative.

Example

KINI
RED BULL
& PASSION

The Kinigadners' deep knowledge of the sport, their strong network with Red Bull, and their commitment to Wings for Life, alongside their relentless passion for safety and racing — whether off-road or on-road — are truly inspiring.

COLORS

PRINT AND OTHER MEDIA

Main color

Main color

Secondary color

KINI Orange

Hex #EA5B0C

RGB 234, 91, 12

HSB 21, 95%, 92%

CMYK 0, 75, 100, 0

KINI Blau

Hex #001F47

RGB 0, 31, 71

HSB 214, 100%, 28%

CMYK 100, 88, 43, 47

KINI Rot

Hex #001F47

RGB 0, 31, 71

HSB 214, 100%, 28%

CMYK 100, 88, 43, 47

White

Hex #FFFFFF

RGB 255, 255, 255

HSB 0, 0%, 100%

CMYK 0, 0, 0, 0

Black

Hex #000000

RGB 0, 0, 0

HSB 0, 0%, 0%

CMYK 0, 0, 0, 100

FOR THE WEBSITE

KINI Orange

Hex #EA5B0C

RGB 234, 91, 12

HSB 21, 95%, 92%

CMYK 0, 75, 100, 0

KINI Webseite Blau

Hex #0C1D2C

RGB 12, 29, 44

HSB 208, 73%, 17%

CMYK 99, 80, 52, 68

White

Hex #FFFFFF

RGB 255, 255, 255

HSB 0, 0%, 100%

CMYK 0, 0, 0, 0

Black

Hex #000000

RGB 0, 0, 0

HSB 0, 0%, 0%

CMYK 0, 0, 0, 100

LOGO

For light or dark surfaces

Kini Red Bull Logo 26_blue_background



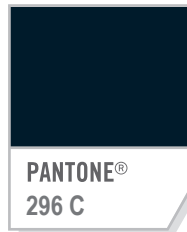
Kini Red Bull Logo 26_yellow_outline



Kini Red Bull Logo 26_white



LOGO COLORS



LOGO CLEAR SPACE

The clear space around the logo must be equal to the height of the Red Bull lettering.



LOGO DONT'S



The KINI Red Bull logo featuring "by O'NEAL" underneath is no longer in use.



The KINI Red Bull logo with the orange crown and blue background is no longer in use.



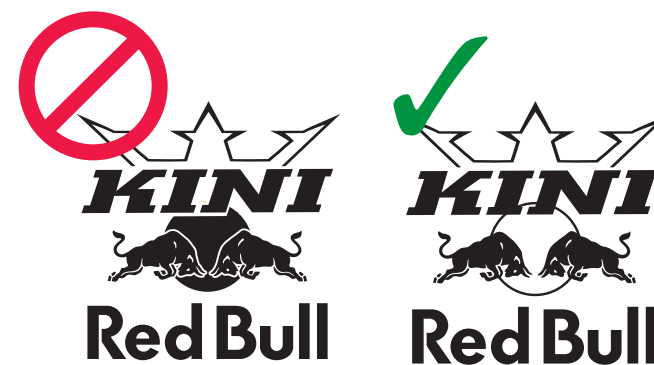
Do not use the logo where the Red Bull is smaller than the KINI lettering.



Do not use or recolor the logo in unauthorized colors.



Do not modify or distort the logo.



The logo must not be converted to black and white. Use the designated monochrome version only in exceptional cases.

WINGS FOR LIFE LOGOS

PRIMARY LOGO DESIGN



Used on bright and dark background.

LOGO COLORS

PANTONE 655 C

Hex	#002554
RGB	29, 43, 77
HSB	214, 100%, 33%
CMYK	100, 87, 41, 47

PANTONE 186 C

Hex	#CE0E2D
RGB	206, 19, 45
HSB	350, 93%, 81%
CMYK	12, 100, 81, 3

SECONDARY LOGO DESIGN



monochrome red

Used on bright and dark background.



Used on bright and dark background.



monochrome positive



monochrome negative

In all single coloured printing on coloured backgrounds it is preferable to use a similar colour, e.g. lightblue on a dark blue background. For black backgrounds we recommend using silver or grey. The monochrome logo is only allowed to be used under certain circumstances and only with prior approval by the Wings for Life marketing team.