



Brand Guidelines

As a brand, we always strive to be clear, transparent, and understandable.

These guidelines provide standards for putting our brand to work across all applications. They will help maintain the brand integrity by providing direction for when, where, and how to use KWYN™ assets.

By following these practices correctly and consistently, we continue to protect and strengthen the KWYN presentation.



Platform

KWYN™ isn't a single product but instead a branded platform that encompasses a number of products. It comes from all our work on adaptive intelligent training and operations (AITOPS). We anticipate having specific KWYN products that meet specific needs.

For example, we have our KWYN MAGPIE product to train maintenance procedures on the F-15. Because there are aspects of the system that are in the space of intelligent tutoring, we can say something like “powered by KWYN” and/or “this is part of our K-Maintenance line of products powered by KWYN.”

Our voice

- A helpful guide
- Wise, evocative, and intelligent
- Trusted and provides backup if needed
- Easy to understand, easy to use
- Extensible
- Calming
- Building on your intuitions while increasing your confidence

We adapt our tone to meet the needs of a particular audience, channel, or circumstance.

In communication we strive to be relatable and friendly, while maintaining clarity and accuracy.

Trademark symbol

KWYN™ is a trademarked brand name and therefore needs the TM symbol both in logos and in-text mentions. We abide by the most common style guide suggestions to only include the TM symbol on the first instance of the branded text within a document.

Use KWYN™ the first time you mention the brand in your document, then simply use KWYN thereafter.

Be sure to use the ™ symbol (found through the “Insert” function of your application) rather than the letters TM.

Logo usage

Logo usage

The KWYN logo is an abstract representation of how many different systems use our platform for adaptive intelligent training. Radiating from the KWYN letter forms is a structured burst of blocks showing the organized growth our platform brings to an organization. Logo colors range from a strong blue tone to a variant green, which signify the energy behind our work.

To be impactful, our logo needs clear space that no other element (explicit or implicit) can cross, no matter the application. In the variant logos to the right, use the black and gray boxes as an example of the minimum amount of space needed around the logo.

Primary colored logo



Dark background logo



All white logo



Square icon

Our icon narrows the imagery down to just the K and radiating symbol. The icon is a graphical representation of the actions, ideas, concepts, or analogies associated with the KWYN brand. It is mostly used as a replacement of the text and identifies the company.

White background



Dark background



Gradient background



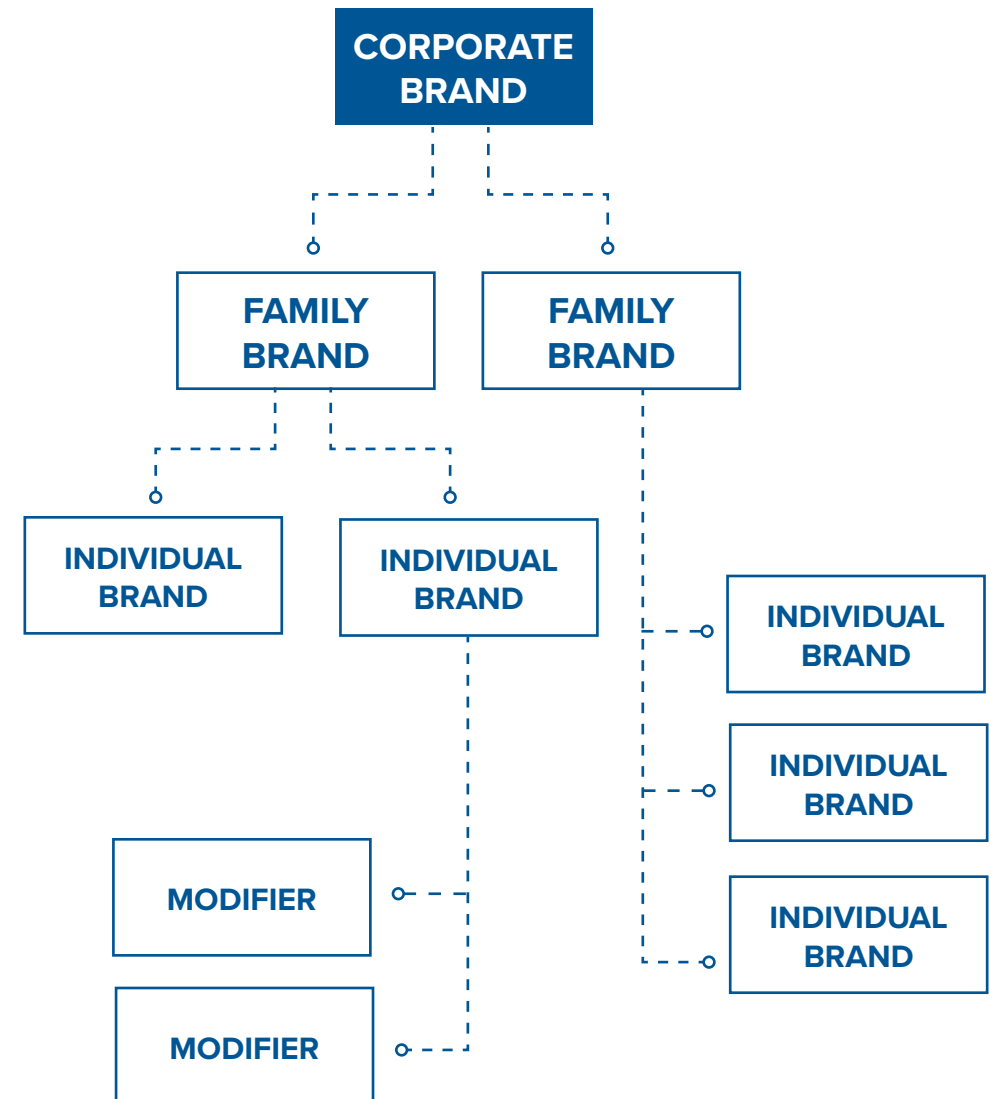
Gray background



Brand hierarchy

Charles River’s corporate brand encompasses multiple family brands and spin-off companies. We adhere to an umbrella hierarchy for the development of family brands and the establishment of product awareness. When crafting marketing materials, we limit the display of brand relationships to a maximum of three tiers of branding. Occasionally, we might feature only the family brand alongside a single product.

- **Corporate Brand**
Primary brand/name/logo, company name
- **Family Brand**
“Umbrella brand,” range of products
- **Individual Brand**
Single product
- **Modifier**
Lowest part of the brand, models, versions, etc.



KWYN brand hierarchy

KWYN operates as a brand family within the corporate umbrella of Charles River Analytics. In KWYN marketing materials, the primary CRA branding is featured at the top of high-level marketing content to maintain visibility. This approach ensures that the relationship between KWYN and Charles River Analytics is effectively conveyed while allowing KWYN's unique identity to shine.

In certain scenarios, the inclusion of CRA branding may be omitted from marketing materials. This occurs only when the visual representation of more than three tiers of branding could potentially lead to confusion or overcrowding within the content or imagery. The management of this fourth tier of branding requires careful deliberation, aiming to strike a balance that enhances the CRA presence while maintaining clarity and visual appeal.

Product branding

KWYN functions as a distinct brand entity within the overarching structure of Charles River Analytics' house of brands. When showcasing KWYN products, we strategically position the KWYN trademark tag above the existing logo, serving as a visual testament to the interconnected brand relationship. This approach not only reinforces brand recognition but also ensures clarity for our consumers in identifying the origin and quality of KWYN offerings.

KWYN™
MAGPIE

KWYN™
S  **LAR**

KWYN™
EFFECTIVE

KWYN™
MA⁺STERY

Industry tagline to the right side of the logo

Industry branding

KWYN has four major industries that products and components lay within. When referring to each industry, we often use logo tags to communicate the genera of technology.

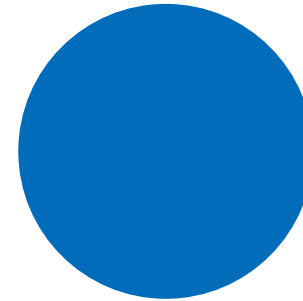


Color palette

Primary color palette

Our corporate color system allows for the dynamic expression of a forward-looking Charles River Analytics.

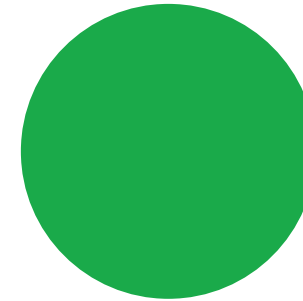
The palette is bright, bold, and succinct, to help us feel fresh and modern. By using our color palette with intention, we keep things light, balance negative space, and use additional color as an accent.



HEX/HTML
006CBA

C 89
M 56
Y 00
K 00

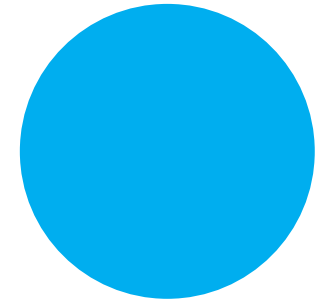
R 00
G 108
B 186



HEX/HTML
0CA94B

C 82
M 05
Y 100
K 00

R 12
G 169
B 75



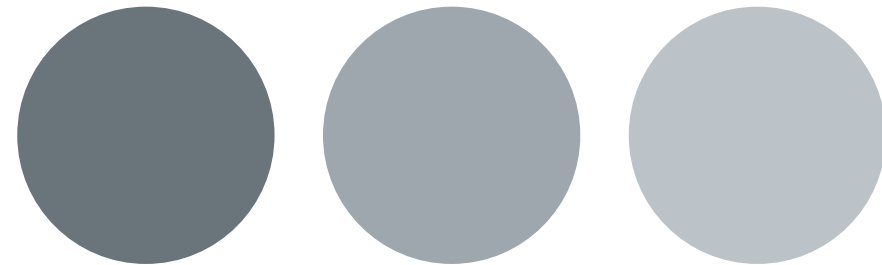
HEX/HTML
00AEEF

C 100
M 00
Y 00
K 00

R 00
G 174
B 239

Gray values

Three main gray values, and black, are used in the secondary palette. However, if you need to use more (or a different shade) choose from the PMS Cool Gray family, of which there are 10 values, or a transparency percentage of one of these values.



Typography

KWYN logo typeface

AIRBOURNE GT

Our logo was created with the display typeface AIRBOURNE GT.

Because AIRBOURNE GT has heavy lettering, this typeface should only be used to create logo elements and should never be used to fill body copy.

PRIMARY TYPEFACE WEIGHT

A B C

Airbourne GT bold

Tagline text

Futura

The tagline typeface, Futura, uses similar foundation letter forms as the KWYN logo, giving our communications a sharp yet friendly feel.

Because of its size, it's best to save this typeface for headlines, subheads, and other large-type situations.

TAGLINE TYPEFACE WEIGHT

A large, bold, blue sans-serif font sample showing the letters 'A' and 'a' in the Futura Medium weight.

Futura Medium

Copy typeface

Proxima Nova

The primary typeface for body copy is Proxima Nova, the official text style for our parent company Charles River Analytics.

Because of its size, it's best to save this typeface for headlines, subheads, pull-quotes, and other large-type situations. Proxima Nova is also used for all public-facing print and digital executions.

PRIMARY TYPEFACE WEIGHTS OF PROXIMA NOVA



Proxima Nova Regular

Charles River Analytic's Primary Typeface



Proxima Nova Bold

Used in headlines and body copy callouts



Proxima Nova Light

Not to be used smaller than 10pt.

ACCENT TYPEFACE WEIGHTS FOR LIMITED USE



Extra Bold



Black



Brand Guidelines

KWYN

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