

brand 2017
GUIDELINES

The branded signature is the principle graphic element used to identify our company. Better known as the Kimco logo, it is the symbol of our company.

The Kimco logo consist of three key elements – the Kimco emblem, KIMCO REALTY text design and the trademark symbol.



When using the Kimco logo as an element for site-specific marketing, the “Managed by an affiliate of” version must be used.



When positioning a logo, keep a clear distance between the logo and other graphic or typographic elements. The minimum amount of clear space is called the “area of non-interference,” and is equal to the height of letters “K”, “I”, or “M” in “KIMCO”. Secondary text can be aligned with the “K” in Kimco as illustrated.





MANAGED BY AN AFFILIATE OF

KIMCO™
REALTY

“KIMCO” TYPEFACE

Font: Gotham Medium

Style: All caps, kerning -20/-15/-24/-44, tracking 100;
stroke 1.5pt for 86pt “KIMCO” font size

“REALTY” TYPEFACE

Font: Gotham Bold

Style: All caps, kerning optical, tracking 0; font size 19pt

“TM” TYPEFACE

Font: Gotham Bold

Style: All caps, kerning optical, tracking 0; font size 14pt

“MANAGED BY AFFILIATE OF” TYPEFACE

Font: Gotham Medium

Style: All caps, kerning optical, tracking 0; font size 14.45pt

To maintain its visual strength, the logo should never be reduced smaller than **.1875"** in height. The height is measured from the top of the letter "C" or "O" to the bottom of the word "REALTY". The logo containing "MANAGED BY AN AFFILIATE OF" should never be reduced smaller than **.3435"** in height. The height is measured from the top of the letter "G" in the word "MANAGED" or "O" in the word "OF" to the bottom of the word "REALTY".



Three color variations of the logo are offered to preserve the legibility and integrity of the logo. When background color prohibits the use of the color logo, the black or white logo may be used. The white logo must have the blue background in accordance with the guidelines if it is placed on a white background.

LOGO BLACK

Color: **CMYK** 0/0/0/100
RGB 0/0/0
HTML #000000



LOGO BLUE

Color: **CMYK** 100/57/12/67
RGB 0/51/89
PMS 540 PC
HTML #003055



LOGO WHITE

Color: **CMYK** 0/0/0/0
RGB 255/255/255
HTML #ffffff





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