

**K I L R O Y**

# Brand Guidelines

**KILROY**

100 First Street, Suite 250  
San Francisco, CA

[www.kilroyrealty.com](http://www.kilroyrealty.com)

**EMAIL**

[studio@kilroyrealty.com](mailto:studio@kilroyrealty.com)

# Table of Contents

<b>Logo</b>	3-6
<b>Colors</b>	7-9
<b>Fonts</b>	10-11
<b>Questions</b>	12

# Logo



## Logo Usage

The Kilroy logo should never be smaller than 0.27" tall.

# Logo Colors

Kilroy Red:



White:



## Logo Color Usage

The Kilroy Red logo is the primary logo. Only when Kilroy is not legible would the white logo be utilized.

# Logo Clearspace



## Logo Clearspace

The area around the logo should equal the height of the logo.

# Logo Misuse



Do not take the letters out of the red rectangle.



Do not make the logo black or any other color.



Do not distort the proportions of the logo.



Logo with Realty Corporation is retired.

# Color Palette - Primary Colors

**Kilroy Red**

pms 186 C

cmyk: 0-100-80-5

rgb: 201-18-53

hex: C91235

**Blue Gray**

pms 7545 C

cmyk: 74-50-31-36

rgb: 65-85-105

hex: 415569

**Blue**

pms 7698 C

cmyk: 74-35-18-18

rgb: 65-116-147

hex: 417493

**Light Blue**

pms 5435 C

cmyk: 34-14-6-0

rgb: 166-188-214

hex: A6BCD6

**White**

cmyk: 0-0-0-0

rgb: 255-255-255

hex: FFFFFF

**Kilroy Red Color Usage:**

- Logo
- Backgrounds
- Icons
- Never alter the transparency.

**Blue Gray Color Usage:**

- Backgrounds
- Icons
- Call Outs
- Header Text
- Transparency options: 50% and 25%

**Blue Color Usage:**

- Backgrounds
- Icons
- Call Outs
- Header Text
- Transparency options: 50% and 25%

**Light Blue Color Usage:**

- Backgrounds
- Icons
- Call Outs
- Transparency options: 50% and 25%

**White Color Usage:**

- Backgrounds

# Color Palette - Secondary Colors

<b>Black</b>  pms Black 6 C  cmyk: 0-0-0-100  rgb: 0-0-0  hex: 00000	<b>Gray</b>  pms Cool Gray 9 C  cmyk: 50-40-34-17  rgb: 117-121-130  hex: 757982	<b>Light Gray</b>  pms Cool Gray 1 C  cmyk: 10-7-5-0  rgb: 217-218-228  hex: D9DAE4	<b>Red</b>  pms 187 C  cmyk: 0-100-74-26  rgb: 166-25-50  hex: A61932
----------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------

**Black  
Color Usage:**

- Icons
- Headers
- Body Text

**Gray  
Color Usage:**

- Backgrounds
- Not for text

**Light Gray  
Color Usage:**

- Backgrounds
- Not for text

**Red  
Color Usage:**

- Backgrounds
- Icons
- Call Outs
- Header Text
- Never alter the transparency.



# Color Palette - Tertiary Colors

<b>Gold</b>	<b>Teal</b>	<b>Lime</b>	<b>Sea Foam</b>	<b>Coral</b>
pms 141 C	pms 3125 C	PMS 382 C	pms 2455 C	pms 4012 C
cmk: 0-16-68-0	cmk: 89-0-19-0	cmk: 22-0-100-0	cmk: 43-7-25-0	cmk: 0-64-80-0
rgb: 242-201-102	rgb: 0-175-206	rgb: 197-216-0	rgb: 147-190-188	rgb: 232-114-70
hex: F2C966	hex: 00AFCE	hex: C5D800	hex: 93BEBC	hex: E87246

## Tertiary Color Usage

Tertiary colors are meant to be used for test fit coloring and map icons.  
Transparency options: 50% and 25%

# Brand Typography

# Graphik

# Playfair

Semibold - header

Medium - subheader

Regular - body copy

**Bold - Special Call Outs & Headers**

# Brand Typography

## Arial

**Black - signage only**

**Bold - header**

Regular - body copy

# Questions

If there are questions or issues regarding the Kilroy brand guidelines please reach out to [studio@kilroyrealty.com](mailto:studio@kilroyrealty.com).

**K I L R O Y**