

**KALAND MOTORS**



**BRAND GUIDELINES**



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**WHO ARE WE?**



# OUR STORY

**KALAND is where the heart of American innovation meets the soul of adventure.**

Our name, inspired by the Hungarian term for adventure, reflects the cross-cultural appeal of exploration and the boundless spirit of those who seek it.

Drawing from the Baja's untamed beauty and off-road heritage, KALAND delivers vehicles that are both a tribute to the wild and a step into the future of sustainable adventure.



# THE MISSION:

**We at KALAND have one mission:**

To design and manufacture the ultimate electric off-road vehicles that harness the energy of the Baja spirit, delivering unmatched performance with a commitment to environmental responsibility.



# CORE VALUES

## **BOLD INNOVATION**

Embracing cutting-edge technology to redefine the off-road experience.

## **SUSTAINABLE ADVENTURE**

Fostering a deep connection with nature while protecting its future.

## **RESILIENT DESIGN**

Crafting vehicles that embody the strength and spirit of the Baja.

## **INCLUSIVE COMMUNITY**

Uniting adventurers from all walks of life in the pursuit of exploration.



# BRAND VOICE

**KALAND's voice is as powerful as the vehicles we create.**

With every word, we channel the gritty essence of the dunes and the daring of those who conquer them. Our language is straightforward, impactful, and rooted in the experience of the journey. We communicate in a way that's both aspirational and accessible, reflecting the rugged terrains and the sophistication of our technology.



# **BRAND IDENTITY**



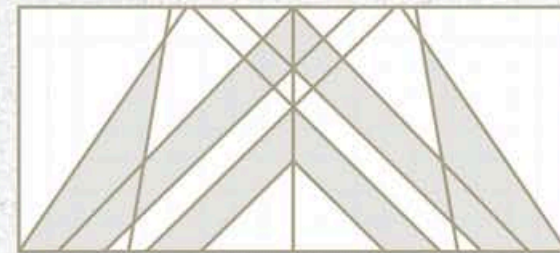
# LOGO

## THE MOUNTAIN

Formed from two rugged triangles, our mountain logo represents KALAND's journey in exploration, our connection with the earth, and our desire to explore the Earth.



OUR MOUNTAIN



GRID DESIGN



# VARIANTS



FULL LOGO



MOUNTAIN LOGO



SOCIAL ICON



WORDMARK LOGO



# AREA OF INFRINGEMENT

## PROPER SPACING

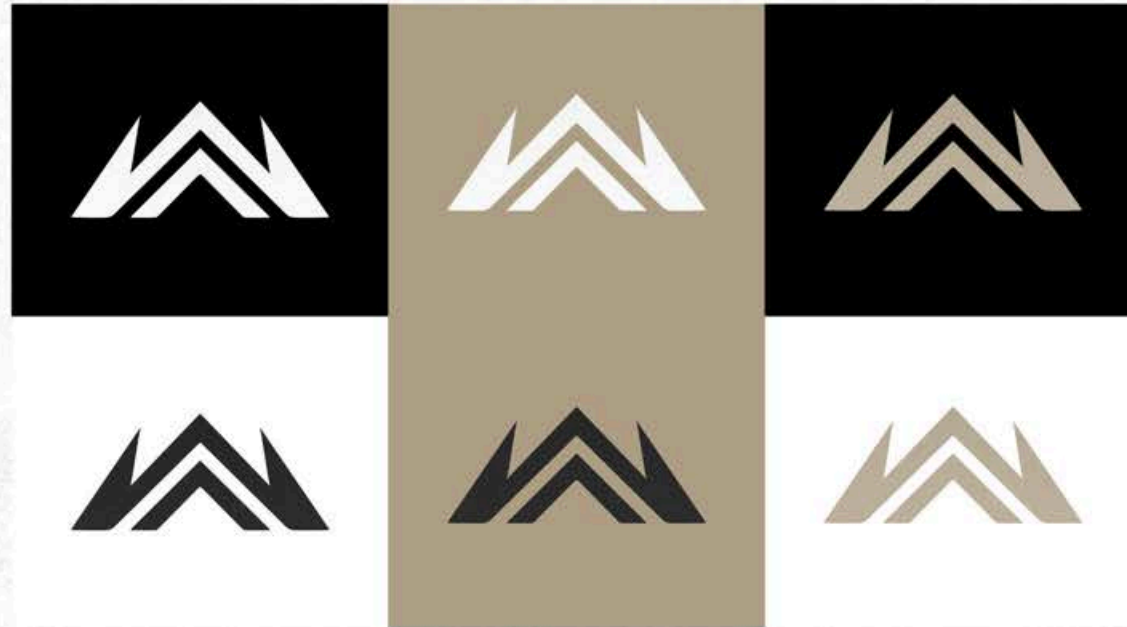
The wordmark must maintain proper “breathing room” of at least the size of the mountain.

The mountain by itself must maintain proper “breathing room” of at least the size of the smaller base mountain.





# HOW TO USE



## **ONE COLOR USAGE:**

The color logo should only correspond with the high contrast background. Such as the KALAND white mountain should only be on sand and black colored backgrounds.



# ONE COLOR USAGE



## **BACKGROUND USAGE:**

The white logo should only be used on background color images, that contrast with the icon, if the image does not contrast, the opacity must be lowered to at least 80% with a black background to increase visibility.



# MISUSE

## DO NOT:



CROP THE LOGO



WARP THE LOGO



ROTATE LOGO



ADD EFFECTS



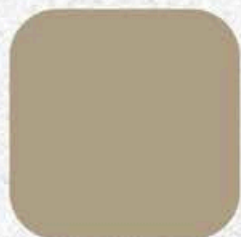
CHANGE OPACITY



OUTLINE/COLOR



# COLORS



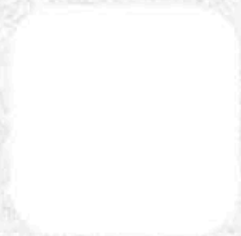
## **KALAND SAND**

C=33 M=33 Y=49 K=1  
#ADA189



## **BLACK**

C=100 M=100 Y=100 K=100  
#000000



## **WHITE**

C=0 M=0 Y=0 K=0  
#FFFFFF



# TYPOGRAPHY

**MAIN TYPE**  
**TRANSDUCER EXTENDED BLACK**

BODY TYPE  
TRANSDUCER MEDIUM



# SUBSIDIARIES

**KALAND**  
NAVIGATOR

 **KALAND**  
SOLAR

**KALAND**  

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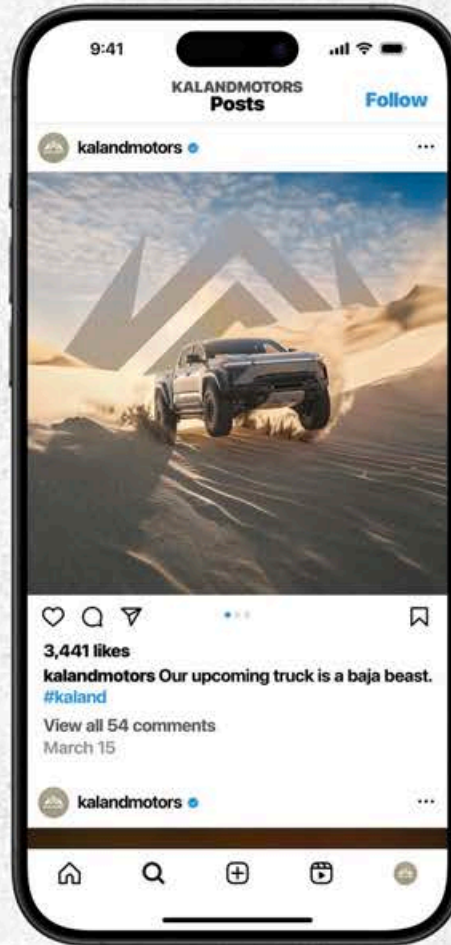
**ORX**



# **APPLICATIONS**



# SOCIAL MEDIA





# STATIONARY

**KALAND**  
MOTORS

**JAMES R.**

SALESMAN

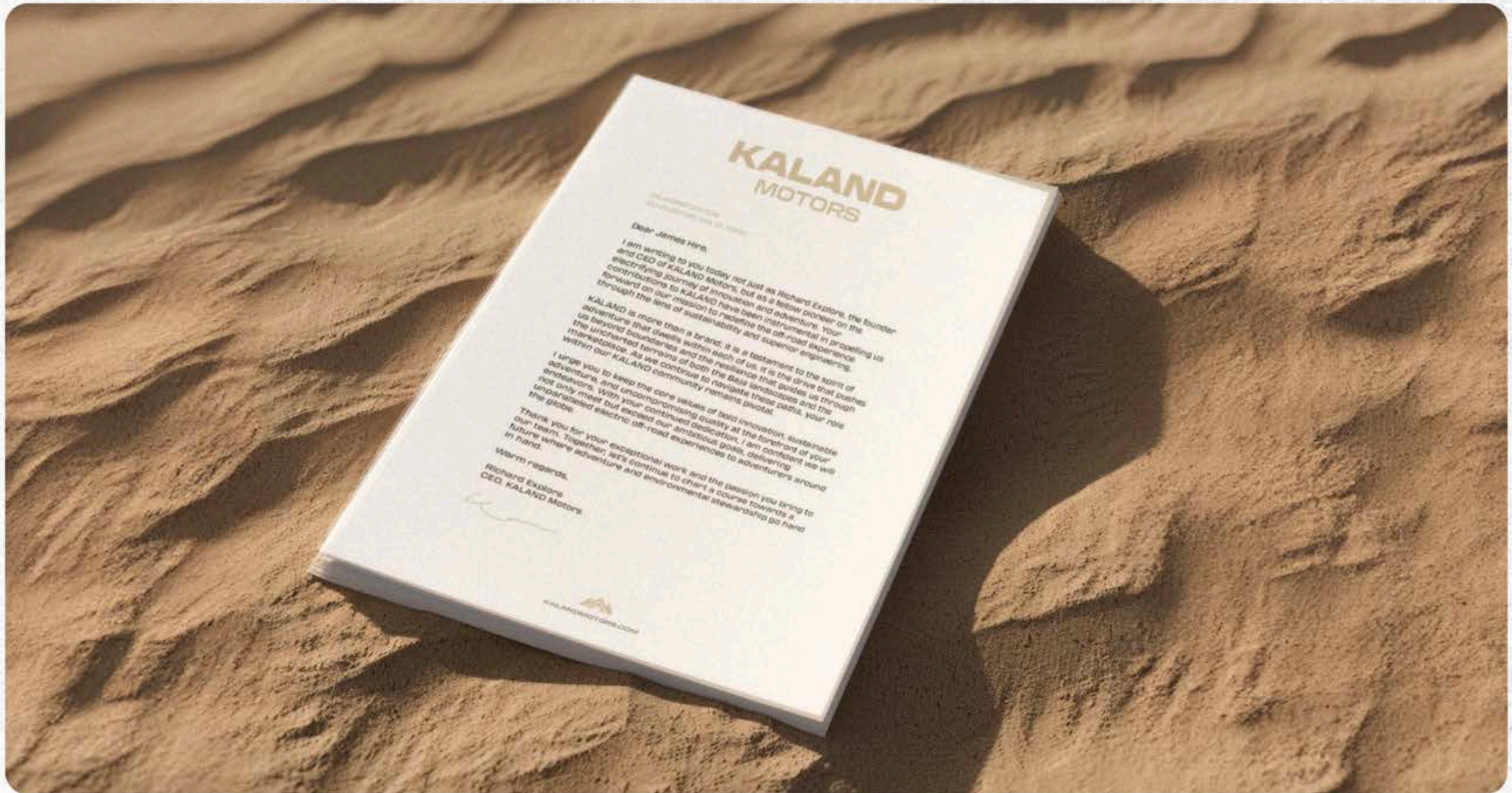
512-555-5555

KALANDMOTORS.COM

123 ADVENTURE WAY, CA, 95030

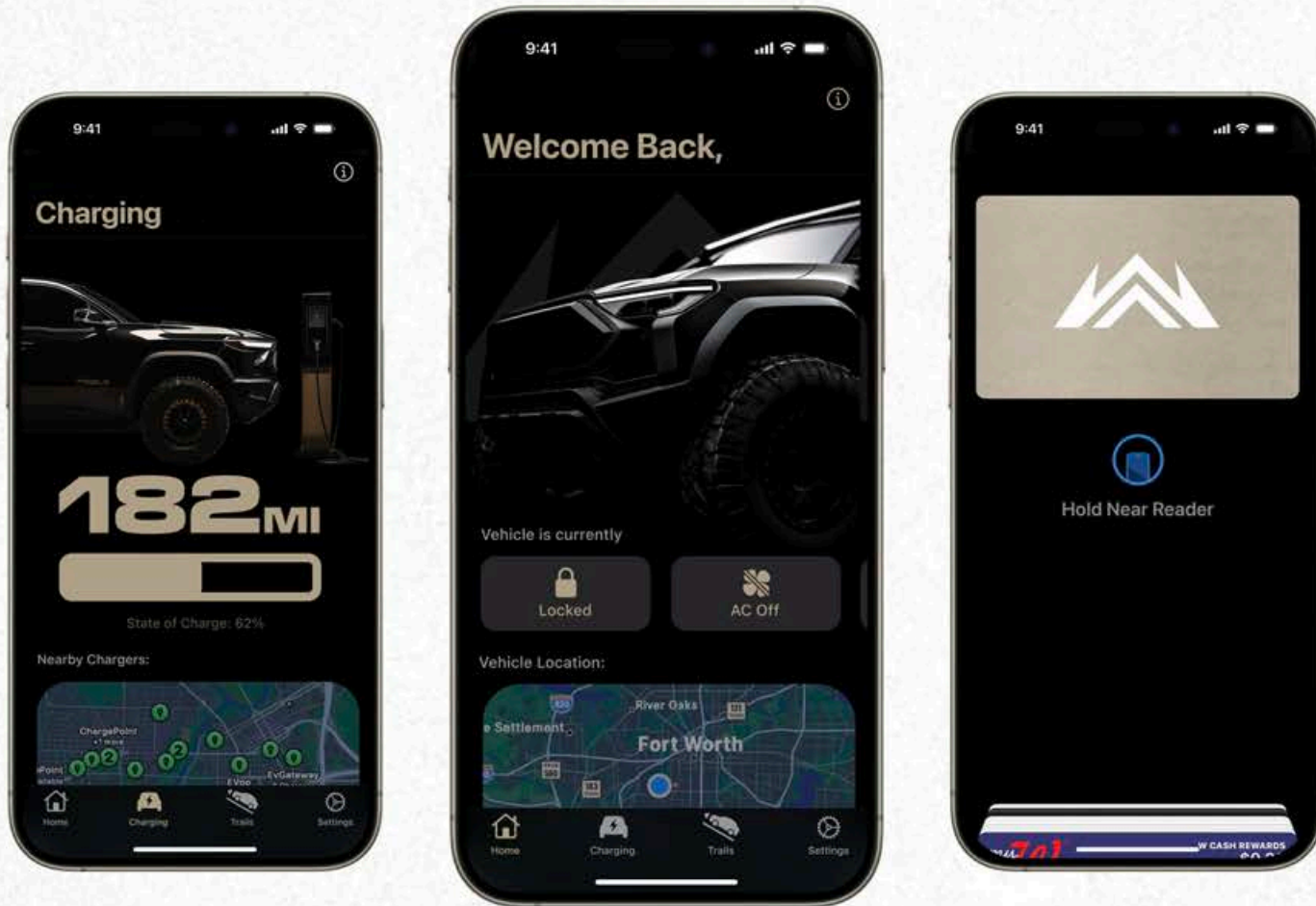


# STATIONARY





# MOBILE APP





**BANNER**

WELCOME TO  
**KALAND**



**23**



# MERCHANDISE





**PROMO**



**25**



# INTERIOR





# EXTERIOR





**THANK YOU.**