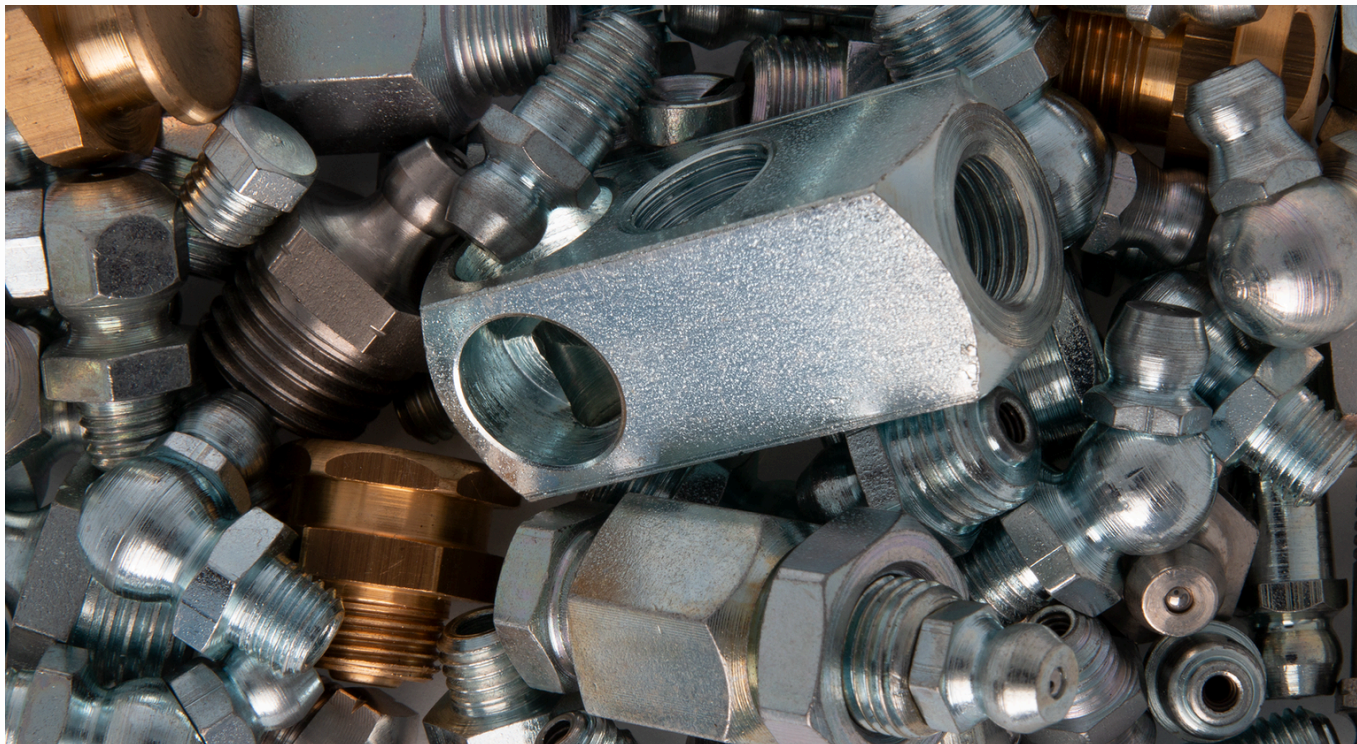




Brand Guidelines

Kingfisher Brand Guidelines



The Kingfisher brand stands for reliability, precision, and trust in lubrication equipment. These guidelines protect that reputation by ensuring our name, logo, and visuals are used consistently and correctly. They show how to present Kingfisher across print, digital, and partner materials so the brand remains clear, professional, and recognisable. The guidelines are to be adhered to by employees and authorised partners.

Our Commitment to Consistency and Excellence

Every part of the Kingfisher brand reflects our focus on quality and precision. Using our logo, colours, and tone consistently helps customers recognise and trust Kingfisher wherever it appears.

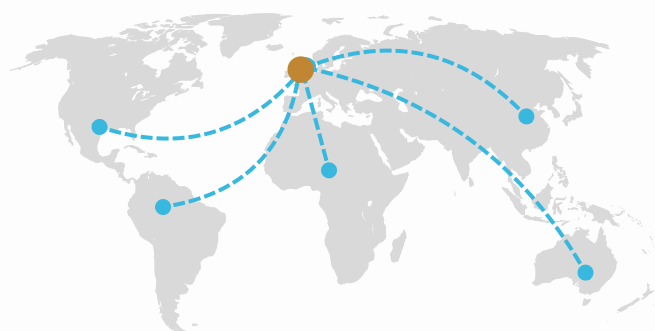
Our Brand Story

Who We Are and Why We Exist



Kingfisher (Lubrication) Ltd has a long and storied history spanning nearly 160 years. Starting off as an oil and grease manufacturer, the company has since transformed into a leading manufacturer of high-quality grease fittings and lubrication components. We strive for quality in everything we do.

As a brand, we exist to supply quality components to keep businesses moving. With committed operational and manufacturing teams, we create lasting and reliable partnerships with our customers.



A global distribution network

Kingfisher have established a global distribution network across 30 countries in 6 continents, meaning the brand can be found all over the world.

Our Vision & Values



Company Vision

To be the trusted choice for precision lubrication components, known for quality, reliability, and technical expertise that keep businesses moving.



Company Mission

To provide reliable lubrication solutions that improve performance, reduce downtime, and extend the life of machinery across every industry we serve.



Company Values



Quality



Committed



Respectful



Logo Usage Primary and Secondary Logo



Primary

This logo became the basis of the brand's visual identity across various media



Secondary

A secondary logo is a simplified or altered version of the main logo to accommodate various branding and design needs. It is a more flexible logo variation that can be used when the primary logo may not fit or read well.

Application on each color medium



Light backgrounds, ensuring clarity and professionalism.



Vibrant on our brand blue, maintaining strong recognition.



High-contrast on secondary backgrounds, perfect for sophistication.

Color Palette for Visual Expression



Color Variation

Headline

Headline

Headline

Color Variation

The primary colours behind the Kingfisher brand represent the association with the character of our brand - the Kingfisher. Our iconic blue and golden orange represent the colours that are synonymous with the famous bird. Additionally, blue-grey and white colours are used for variation and to complement primary colours.

	#38b8de RGB 56, 184, 222 CMYK 75, 17, 0, 13	#fdfdfd RGB 253, 253, 253 CMYK 0, 0, 0, 1
	#c08632 RGB 192, 134, 50 CMYK 0, 30, 74, 25	
	#4b546c RGB 75, 84, 108 CMYK 31, 22, 0, 58	

Imagery & Photography Style

All photography of our products has been professionally shot and edited to distinguish Kingfisher grease fittings and lubrication components.



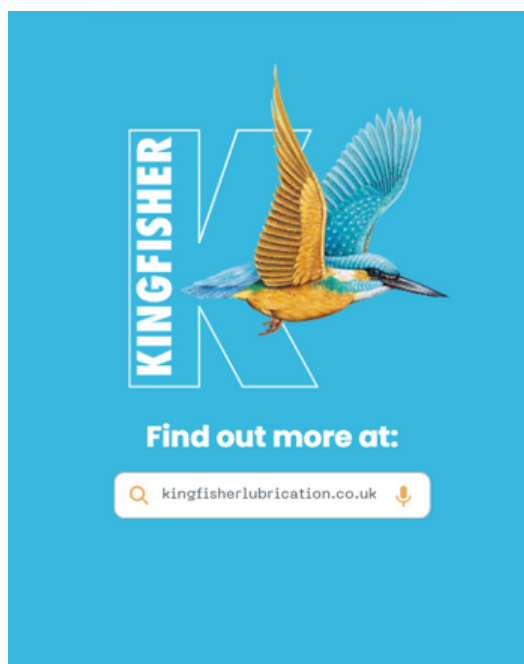
Visuals tell the story

We place the highest importance on the way we display our product range. High-quality photos represent high-quality products. Photos are to be used in their original formats.

Logo Application Examples

Logo on Social Media

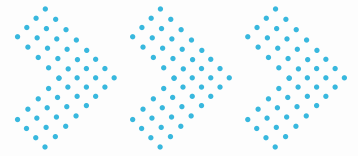
The logo is used on the company's primary blue background as part of a social media video prompting users to visit the website.



Print Document

This example shows the logo on a clear and plain notepad to display how the logo should be displayed on print.

Logo & Brand Dos and Don'ts



01. Focused on Logo Usage

The Kingfisher logo should only be used in the displayed methods. Where usage of the logo has been agreed, it should be in a clear and high-resolution format.

02. Expanding to Color and Typography

When creating branded content, the stated colours and fonts are to be used to maintain consistent branding across Kingfisher communications, documentation and campaigns.

03. Concise and Action-Oriented

We communicate the Kingfisher brand in a concise and action-oriented manner. Customers and stakeholders are expected to use a consistent tone of voice when representing the brand.





Thank You for Upholding Our Brand!

Every time you represent Kingfisher with care and accuracy, you help strengthen the trust our customers place in us. Thank you for following these guidelines and supporting the quality, consistency, and professionalism that define the Kingfisher name.

Our Contact Information



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