



KCS *Verified* v4 Program Style Guide

Style Guide Objective

The KCS *Verified* v4 Style Guide is designed to assist the vendors' effort to increase their market visibility and credibility as a potential strategic partner for KCS adopters.

Style Guide Description

The Style Guide has the following elements which may be used to market the vendor's product as KCS *Verified* v4.

1. **KCS *Verified* v4 Logo and Logo Style Guide**

The Logo Style Guide defines acceptable use of the logo and color information.

2. **KCS *Verified* v4 Press Release**

Once the process for Verification is complete, a CSI press release template is available for publication. This communication contains a supporting quote from the Consortium, however in no way endorses the vendors product. Any deviation from this template is forbidden without a permission letter issued by the Consortium for Service Innovation.



The KCS *Verified* v4 Logo – Color Specifications

With printed materials the KCS *Verified* v4 logo should appear in “full color” with the Consortium purple (Pantone PMS* 261) and black whenever possible. CMYK equivalents to the PMS color should be used when full color (or process) printing is required. With documents printed out on laser printers (color or grayscale), high-resolution logo files (in TIFF format) have been produced. For online (web) needs the *KCS Verified v4* logo files have been produced in GIF format.

When you need to reproduce the KCS *Verified* v4 logo, simply use the digital logo files provided along with this guide.

The KCS *Verified* v4 logo (symbol + logotype) must be positioned on a white background and must always look sharp, clean and well-produced.



CMYK

Purple: C: 51.0 M: 100.0 Y: 0.0 K: 34.0

Black: C: 0.0 M: 0.0 Y: 0.0 K: 100.0

PMS (Pantone Matching System)

PMS: 261

Web smart

Purple: RGB: 85/0/85 Hexadecimal: 550055

Black: RGB: 0/0/0 Hexadecimal: 000000

**** Pantone Matching System. Pantone Inc.’s standard for color reproduction and color reproduction materials.***



Logo Usage

To create greater visual impact, keep the area around the KCS *Verified* v4 logo uncluttered.

The logo looks best on a crisp white background. With solid black backgrounds the logo (symbol + logotype) must always be reversed out to white.

Never use placement on photographic or textured backgrounds. Never place the logo or corporate signature within another printed shape.



Full Color: placement on a white background.



Grayscale: placement on a white background. To be used only in white papers, news related materials and when color is not an option.



Black & White: placement on a white background. To be used only in white papers, news related materials and when color is not an option.



Inversed: placement on a solid colored background of your specified print or web colors for use in print or web collateral.



KCS Verified v4 Press Release Requirements

Once the KCS *Verified* v4 candidate completes the four steps to becoming verified, they are offered a supporting quote by the Consortium to be used in their press release announcing their recent accreditation. As referenced in the *Verified Agreement*, there will be no changes to the language provided unless previously approved by the Consortium in writing.

Following is a sample quote for the vendor's press release:

"The Consortium for Service Innovation is pleased to have {*Verified* Vendor name} distinguish themselves as a KCS *Verified* v4 vendor. The Verification process is thorough and challenging, and by completing the process {Vendor Name} has demonstrated they align with and can support the KCS practices", said Greg Oxtan, Executive Director of the Consortium for Service Innovation.

While we encourage creativity and aligning the quote to your products and market, it cannot claim any superior position with respect to

At the conclusion of the press release, the verified Vendor is encouraged to use the following paragraph as reference information.

About the Consortium for Service Innovation

The Consortium for Service Innovation is a nonprofit, alliance of industry leading service and support organizations focused on developing innovative ways to improve the customers' support experience. For more information about the Consortium please visit the web site www.serviceinnovation.org.