



— OFFICIAL VISUAL IDENTITY SYSTEM

BRAND STANDARDS

One coordinated visual system for the website, leasing materials, signage, presentations, and property reporting.

VERSION

2.0

ISSUED

August 3, 2026

SUPERSEDES

v1.1 Corrected
July 31, 2026

REVIEW

August 2027

WHAT CHANGED IN VERSION 2.0

Version 1.1 defined a green identity. The public website was built navy and gold. The two shared no color and no typeface. Version 2.0 resolves this in favor of navy and gold, and brings the logo artwork with it.

ELEMENT	VERSION 1.1 — RETIRED	VERSION 2.0 — CURRENT
Primary color	Appogee Evergreen #10382F	Appogee Navy #0E3861
Accent color	Mineral Mint #BFDCCD	Summit Gold #EFBD46
Neutral	Summit Charcoal #26302E	Graphite Ink #1A2530
Secondary	Alpine Green #3E7D63	Slate Blue, Accent Blue
Display typeface	Cormorant Garamond	Oswald
Body typeface	Inter	Inter — retained
Logo colorway	Evergreen mark, mint A field	Navy mark, gold A field

WHAT DID NOT CHANGE

The logo geometry is untouched. The rising A, the mountain silhouette, the number and curvature of the twin arcs, the wordmark letterforms, the relationship between icon and wordmark, and the proportions of all four lockups are identical to the approved Version 1.1 artwork. **Version 2.0 is a recolor, not a redraw.**



Authorization and supersession · APG-D-030 · 2026-08-03. Version 1.1 §3.8 prohibited recoloring the identity and §14.2 required authorization for new color versions. The navy and gold colorway is hereby an approved color version, replacing the retired evergreen and mint. The prohibition on recoloring remains in force for every colorway other than those listed in §4.6.

Approved by Buddy James and Jud as working authority for the proof-of-concept phase. **Sign-off by Jud and George is required before public launch or externally distributed marketing use.**

THE LOGO SUITE

Four configurations. Use the largest one the space allows, and never build a fifth.



Horizontal — website headers, signage, banners, document headers



Stacked — formal, centered, introductory layouts, flyer covers



Open icon — social avatars, app marks, approved shorthand



Contained icon — favicons and very small interface placements only

MINIMUM SIZE

LOCKUP	PRINT	DIGITAL
Horizontal	1.50 in	280 px
Stacked	1.00 in	180 px
Open icon	0.25 in	32 px
Contained	—	16 px

If KAZMIRA LLC becomes hard to read, move to the icon. Never delete the legal identifier to force the full mark into an undersized placement.

CLEAR SPACE

X is the cap height of the words KAZMIRA LLC. Maintain at least one X of clear space on every side. Increase it near dense copy, sign edges, partner logos, hardware, or photographic detail.



APPROVED COLORWAYS

Five colorways are approved. Any other is prohibited.



Full color — white and pale neutrals



Reverse — navy, graphite, dark photography



Reverse solid — on Summit Gold



One color navy — single-ink production



One color black — engraving, stamps, filings

Never place the full-color mark on Summit Gold. The gold A field disappears into the background. Use the reverse solid colorway instead.

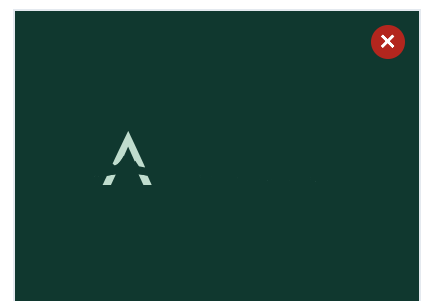
PROHIBITED TREATMENTS



Do not stretch or compress



Do not rotate



Do not reintroduce the retired green



Do not attach a tagline to the lockup



Do not add shadows or effects



Do not place on a low-contrast field

COLOR SYSTEM



APPOGEE NAVY

#0E3861
14 · 56 · 97
86 / 42 / 0 / 62



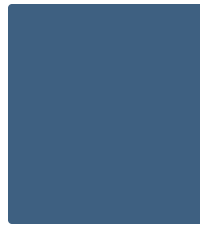
SUMMIT GOLD

#EFBD46
239 · 189 · 70
0 / 21 / 71 / 6



GRAPHITE INK

#1A2530
26 · 37 · 48
46 / 23 / 0 / 81



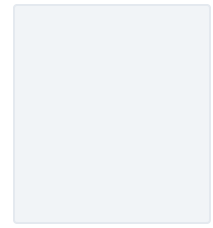
SLATE BLUE

#3E6081
62 · 96 · 129
52 / 26 / 0 / 49



ACCENT BLUE

#5696BE
86 · 150 · 190
55 / 21 / 0 / 25



MIST GREY

#F1F4F7
241 · 244 · 247
2 / 1 / 0 / 3

CMYK values are working conversions only. Validate final color with the selected printer, substrate, ink, finish, and a physical proof before any large run.

RECOMMENDED BALANCE

60% WHITE + MIST	20% NAVY	12% INK + SLATE	8% GOLD
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Gold is the smallest quantity by design. It marks the single most important action or label in a given field of view. When gold appears three or four times on one page with equal weight, it stops functioning as an accent and the hierarchy collapses.

MEASURED CONTRAST

COMBINATION	RATIO	APPROVED USE
Graphite Ink on white	15.54:1	Body copy and small text
Graphite Ink on Mist Grey	14.08:1	Body copy on quiet bands
Appogee Navy on white	11.95:1	Body, headings, controls
White on Appogee Navy	11.95:1	Reverse body and headings
Summit Gold on Appogee Navy	6.85:1	Eyebrow labels, normal text on navy
Appogee Navy on Summit Gold	6.85:1	Button labels on gold controls
Slate Blue on white	6.57:1	Captions, table labels, secondary text
Accent Blue on white	3.23:1	Large text 18pt and above only
Summit Gold on white	1.74:1	Decorative only — never essential text

Gold never carries essential text on white — at 1.74:1 it is invisible to a large share of readers. Restrict it to rules, keylines, small decorative marks, and the logo A field; when a gold label is wanted, place it on navy, where it measures 6.85:1. **Accent Blue is not a text color** at 3.23:1 — chart series, diagram fills, and display type at 18pt or larger only.

TYPOGRAPHY

OSWALD · DISPLAY

**Elevation.
Infrastructure.
Momentum.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & — · %

Condensed, structural, infrastructural. Semibold for headlines, Medium for subheads and eyebrow labels. Tight leading at display sizes, positive tracking at small sizes. Oswald is not a reading face — never set body copy in it.

The wordmark stays a serif. APPOGEE and KAZMIRA LLC inside the logo are custom serif artwork. Never recreate either with Oswald, Inter, or any other live typeface. The contrast between the serif wordmark and the Oswald and Inter system is a feature of the identity, not an inconsistency to correct.

INTER · BODY AND INTERFACE

Flexible industrial and office configurations, responsive on-site management, and a location built around how tenants actually move goods and people.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & — · %

Clear, modern, operational, with tabular figures that hold alignment in specification tables and square-footage columns. Regular for body, Medium for labels, Semibold for spec values. Always enable tabular numerals for figure columns.

PRINT TYPE SCALE

ROLE	FACE AND WEIGHT	SIZE / LEADING	TRACKING	COLOR
Cover title	Oswald 600	44 / 46	+0.02em	Navy or white
Section heading	Oswald 600	24 / 28	+0.04em	Appogee Navy
Subheading	Oswald 500	16 / 20	+0.06em	Appogee Navy
Eyebrow label	Oswald 500 caps	9 / 12	+0.16em	Gold on navy · Slate on white
Statistic value	Oswald 600	34 / 34	0	Appogee Navy
Lead paragraph	Inter 400	12 / 18	0	Graphite Ink
Body copy	Inter 400	10 / 15	0	Graphite Ink
Spec label	Inter 500 caps	8 / 12	+0.06em	Slate Blue
Spec value	Inter 600	11 / 14	0	Graphite Ink
Caption	Inter 400	8 / 11	0	Slate Blue
Footer and legal	Inter 400	7.5 / 11	0	Slate Blue

Do not introduce sizes between these steps.

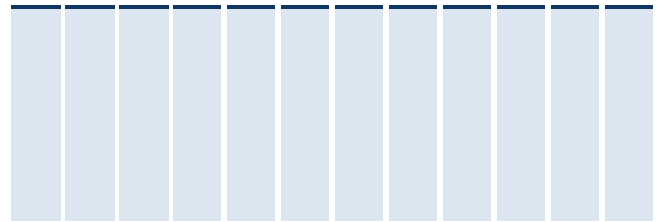
PRINT AND DOCUMENT DESIGN SYSTEM

New in Version 2.0, so that flyers, leasing sheets, and reports produced months apart still align.

PAGE SETUP

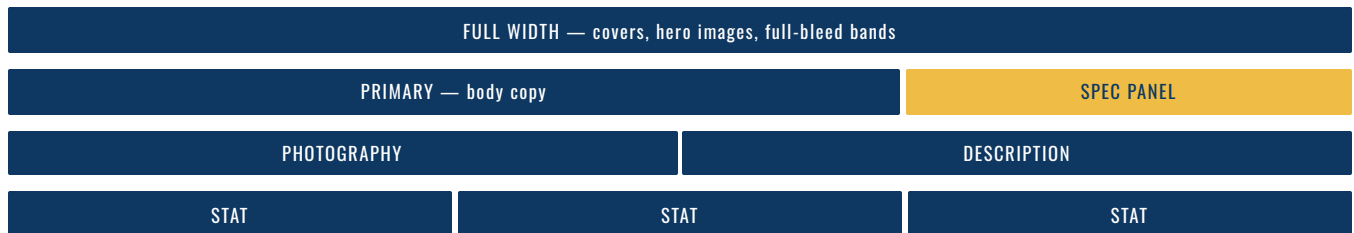
PROPERTY	LETTER	A4
Trim	8.5 × 11 in	210 × 297 mm
Bleed	0.125 in	3 mm
Safety from trim	0.25 in	6 mm
Outer margin	0.5 in	13 mm
Live area	7.5 × 10 in	184 × 271 mm

TWELVE COLUMN GRID



0.125 in gutter · 0.510 in column on Letter · 12 pt baseline

STANDARD LAYOUT ZONES



The 8 + 4 split is the default leasing-sheet layout.

SECTION BANDS

Built from full-bleed horizontal bands, not floating boxes. Never place two navy bands adjacent. Padding inside a band is 0.5 in minimum, 0.75 in on covers.

WHITE BAND

Default. Body content, specification tables, photography with captions.

MIST BAND

Secondary content. Separates two white bands that would otherwise run together.

NAVY BAND

Covers, closing calls to action, and one mid-document emphasis moment at most.

EYEBROW LABEL ANATOMY

The gold eyebrow with a short left rule is the signature device carried from the website. A 2 pt gold rule 0.25 in

long, 0.09 in of space, then Oswald 500 caps at 9 pt with +0.16em tracking. On white the text is Slate Blue and the rule stays gold; on navy the text is Summit Gold.

SPECIFICATION TABLES, PHOTOGRAPHY, CONTACT

SPECIFICATION TABLE STYLE

BUILDING	Building 3
SUITE	3-A
AVAILABLE AREA	24,000 SF
CLEAR HEIGHT	—
DIMENSIONS	120 ft × 200 ft
STATUS	Available

- Label column: Inter 500 caps, 8 pt, Slate Blue, fixed 3-column width
- Value column: Inter 600, 11 pt, Graphite Ink
- 0.5 pt Mist rule below each row, no vertical rules, 0.28 in minimum row height
- Square footage as **24,000 SF** — comma, space, uppercase SF
- Dimensions as **120 ft × 200 ft** with a multiplication sign, not the letter x

Unverified values are an em dash. Never TBD, never N/A, never a guess. A plausible-sounding estimate in a leasing document becomes a representation the organization has to stand behind.

PHOTOGRAPHY PLACEMENT

- Cover images bleed on at least three edges
- Interior images align to column boundaries and never float mid-column
- 300 ppi minimum at placed size; 220 ppi absolute floor for large-format viewed at distance
- Every photograph carries a caption or is clearly decorative
- Navy overlays run 60–75% opacity where reverse type sits on an image

SECURITY RESTRICTION

Do not publish photographs or descriptions that reveal gate schedules, camera positions, access procedures, alarm systems, or utility vulnerabilities. This applies to marketing materials, the website, and social posts equally, and it overrides any presentational preference.

CONTACT BLOCK

Every outward-facing document ends with the same three-column row: logo, full property address, then phone, email, and appogeebusiness.com.



34501 E Quincy Ave
Watkins, CO 80137

[Placeholder phone]
[Placeholder email]
appogeebusiness.com

Export. PDF/X-4 when the vendor supports it. Embed or outline all fonts. 0.125 in bleed where required. Confirm overprint, trapping, and output intent. Approve a physical or contract-quality proof before any run above 250 pieces. Produce a separate screen PDF at 150 ppi for email and web download — never send a print PDF as a web download.

VOICE, NAMING, AND GOVERNANCE

VOICE

Clear. Say what is happening, what it means, and what comes next.

Credible. Use facts, dates, conditions, and evidence. Avoid inflated claims.

Direct. Prefer plain language and useful decisions over corporate filler.

Responsible. Acknowledge constraints and communicate ownership of next steps.

NAMING ARCHITECTURE

Appogee Kazmira LLC for contracts, invoices, legal notices, corporate profiles, formal introductions, first reference on major materials, and principal signage.

Appogee alone for website navigation, conversational references, constrained social display names, and repeated mentions after the identity is established.

Appogee Business Park is the approved public property name.

There is no tagline. The line currently on the website — *"A modern business park built for growth, connectivity, and community"* — is classified as approved marketing copy, not a tagline. It may open a page or a section. It must never be set beneath the logo, built into a lockup, or placed on signage.

RETIRED LEGACY LANGUAGE

Supporting Manufacturing in Arapahoe County · Industrial Park · on Quincy. These are historical messages. Older signage and exports showing them are residue from prior ownership incarnations, not competing current facts.

FILE NAMING

AKLLC_Logo_[Lockup]_[Color]_[Background]_[Format]_v2

AKLLC_Logo_Horizontal_Color_Transparent_PNG_v2.png

AKLLC_Logo_Stacked_Reverse_Transparent_PNG_v2.png

AKLLC_Logo_Icon_Navy_Transparent_SVG_v2.svg

Documents follow

AKLLC_[DocumentType]_[Subject]_[Date]_v[n].

APPROVED FORMATS

FORMAT	USE
SVG	Web and vector placement
AI, EPS	Final print production, pending vectorization
PDF	Print exchange, proofs, locked distribution
PNG	Transparent digital, social, office documents
JPG	White-background only, never with transparency
ICO, PNG	Favicons and small interface assets

APPROVAL REQUIRED

Material logo modifications · new lockups · co-branding · building signs · principal signage · large-format production · new color versions · tagline adoption · any use that changes the relationship between APPOGEE and KAZMIRA LLC.

VERSION CONTROL AND VECTORIZATION

Version 1.1 is **retired** as of August 3, 2026 and should be archived. Maintain one current master set. Next review August 2027.

Version 2.0 SVG masters are traced reconstructions, suitable for web, document placement, and print to large format. Complete controlled Illustrator vectorization before fabrication, signage, embroidery digitization, or precision vinyl cutting.

— QUICK REFERENCE

ELEVEN RULES THAT HOLD THE SYSTEM TOGETHER

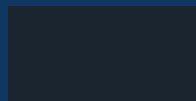
1. Use supplied master artwork only.
2. Navy is the mark, gold is the A. No other colorway is approved.
3. Keep KAZMIRA LLC as the ownership and legal identifier, never as a slogan.
4. Gold never carries essential text on white. Put it on navy.
5. Accent Blue is never body text.
6. Protect clear space and minimum size.
7. There is no tagline. The website positioning line is copy, not a brand line.
8. Unverified numbers are em dashes, never estimates.
9. Oswald for display, Inter for reading, and never a serif substitute for Oswald.
10. Complete controlled Illustrator vectorization before fabrication or large-format production.
11. Require authorization for new lockups, co-branding, signage, or identity changes.



#0E3861



#EFBD46



#1A2530



#3E6081



#5696BE



#F1F4F7



Official Brand Standards, Version 2.0
Issued August 3, 2026 · Supersedes v1.1 Corrected
Prepared by Gregson Studios