



KOLT™

Brand & Identity Guide 2023

MAIN CONTACT

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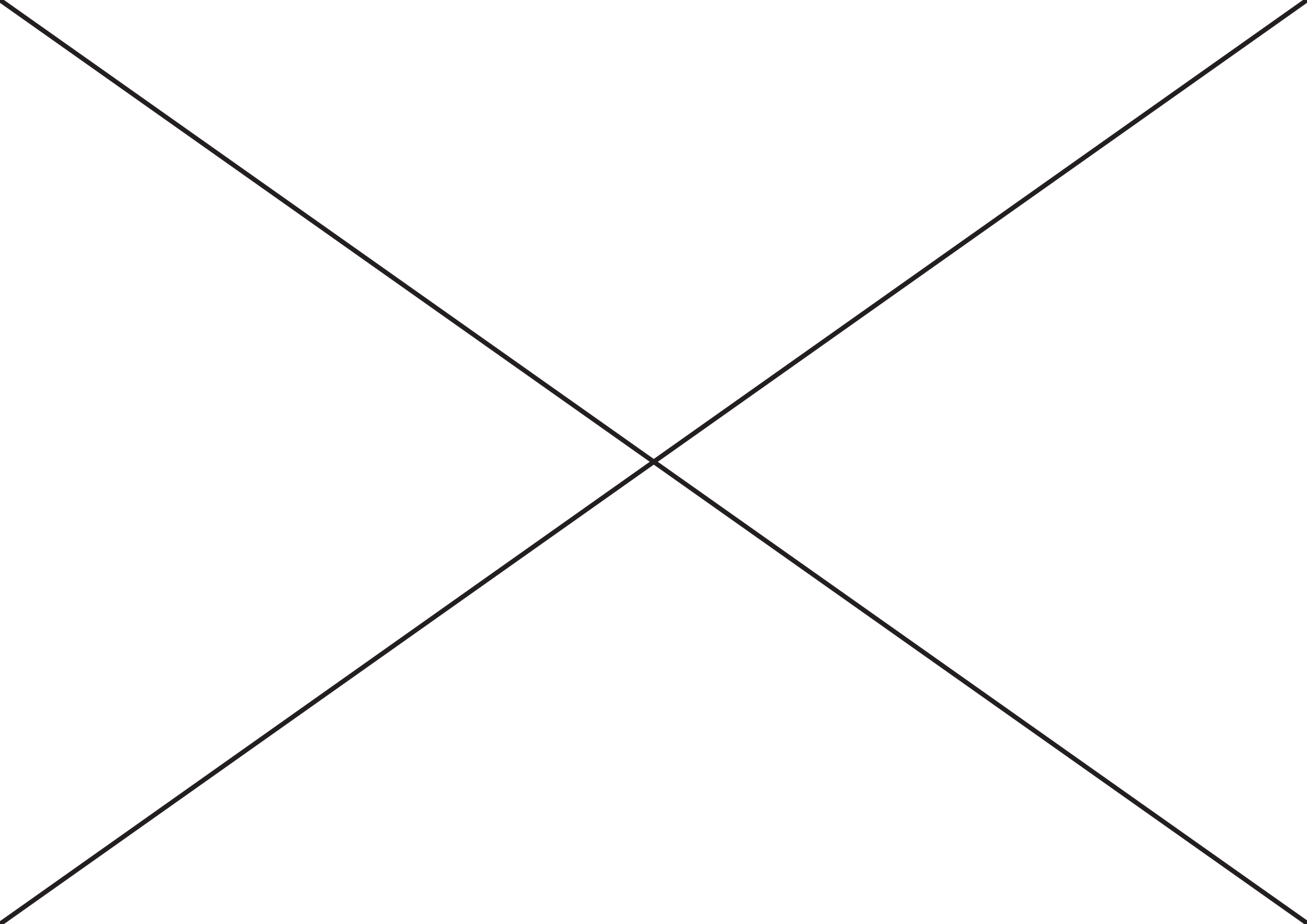
🌐 kolt.ca

GUIDE VERSION

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We **empower** people to maximize their investments in real estate through innovation and collaboration.

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Introduction

**WELCOME TO THE UNIVERSE OF KOLT,
WHERE OUR VISUAL COMMUNICATION
KNOWS NO BOUNDS.**

Whether you're crafting captivating prints or mastering digital content, our brand guidelines are here to be your ultimate creative companion.

They hold the key to unlocking the full potential of our corporate wordmark, igniting a symphony of creativity in every authorized individual collaborating with KOLT and our esteemed partners.

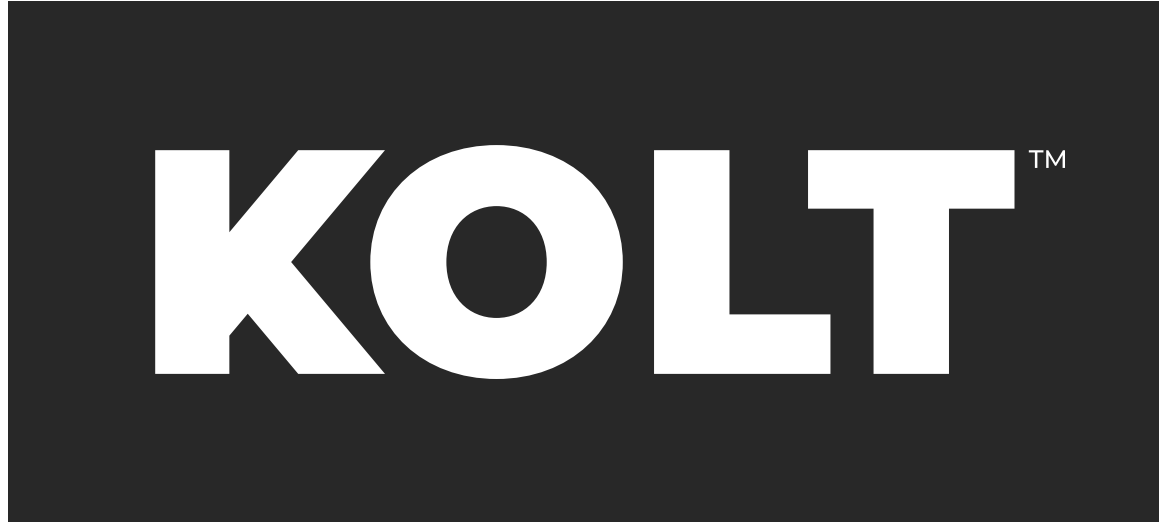
We cherish the sacred reputation of our brand, guarding it with unwavering determination. Holding ourselves to unparalleled standards, we expect nothing less from all those who represent us.

But fear not, for we are not here to shackle your innovative spirit. Instead, we strive for harmony, unity, and an indelible brand presence across all our endeavours. Our goal is simple: to create masterpieces that resonate unmistakably with the captivating direction of the KOLT brand.

By harnessing these invaluable resources and adhering to our guidelines, you will consistently breathe life into creations that embody the very soul of KOLT.

Consider these brand guidelines your trusted ally, your guiding star in the vast creative universe. If ever you find yourself yearning for further enlightenment, do not hesitate to reach out to our esteemed Corporate Design Team at info@kolt.ca or by visiting our website at www.kolt.ca, enjoy!

Primary
Brand Shape

The logo consists of the word "KOLT" in a bold, white, sans-serif font, centered within a solid black rectangular background. A small "TM" trademark symbol is positioned to the upper right of the letter "T".

KOLTTM

Secondary Brand Shape

KOLTTM

Tertiary
Brand Shape(s)

KOLTTM

I N V E S T M E N T S

KOLTTM

R E A L T Y

KOLTTM

M A N A G E M E N T

KOLTTM

C A P I T A L

Typography

MONTSERRAT

Extralight

Light

Regular

Medium

Bold

Extrabold

Black

Main Titles &
Headings

This is a Main Title (Heading)

Montserrat Thin, SENTENCE CASE +/- 50px or 38pt

Main Sub-Titles
& Sub-Headings

THIS IS A SUB-TITLE (SUB-HEADING)

Montserrat ExtraBold, UPPERCASE, +/- 24px or 18pt

Secondary
Sub-Titles &
Sub-Headings

This is a secondary sub-title (sub-heading)

Montserrat Light, NORMAL CASE, +/- 24px or 18pt

Small Titles &
Headings

This is a Small Title (Heading)

Montserrat Thin, SENTENCE CASE +/- 37px or 28pt

Special Titles &
Headings

This is a **small title** (Heading)

Montserrat Thin + Montserrat ExtraBold, NORMAL CASE +/- 37px or 28pt

*ONLY bold important words, one per usage.

Paragraph
Titles & Headings

THIS IS A SECONDARY SUB-TITLE (SUB-HEADING)

Montserrat Bold, UPPERCASE, +/- 18px or 12pt

Regular Text &
Paragraph Copy

This is an example of regular text for a paragraph or document. The font is Montserrat Light, the size is 18px or 14pt. This font style can be used with ALL CAPS, Sentence Caps, or all lowercase. The spacing between the lines should be set for 26px or 20pt, allowing for readability.

BOLD Text &
Paragraph Copy

This is an example of bold text for a paragraph or document. The font is Montserrat Bold, the size is 18px or 14pt. This font style can be used with ALL CAPS, Sentence Caps, or all lowercase. The spacing between the lines should be set for 26px or 20pt, allowing for readability.

Italic Text &
Paragraph Copy

This is an example of italicized text for a paragraph or document. The font is Montserrat Light Italic, the size is 18px or 14pt. This font style can be used with ALL CAPS, Sentence Caps, or all lowercase. The spacing between the lines should be set for 26px or 20pt, allowing for readability.

In use example:

1. Main Titles & Headings,
2. Regular Text & Paragraph Copy
3. BOLD Text & Paragraph Copy

Memo Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam diam neque, luctus eu ante id, consequat facilisis nibh. Quisque consectetur, sem sit amet efficitur aliquet, augue felis condimentum massa.

Proin quis nisl at mi mollis dictum. In rutrum ultrices velit, sit amet pharetra mauris tempus malesuada. Quisque at sapien est. Maecenas luctus volutpat turpis, at dictum neque maximus et.

Ut et cursus eros, quis pretium eros. Donec volutpat eros neque, et pharetra massa finibus quis. Etiam felis magna, tristique.

Ut ut urna commodo lectus,



Egestas purus

In use example:

1. Image or Graphic Area
2. Special titles & Headings
3. Regular Text & Paragraph Copy
4. Example List



An example **special title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam diam neque, luctus eu ante id, consequat facilisis nibh. Quisque consectetur, sem sit amet efficitur aliquet, augue felis condimentum massa

- List Item Number One
- List Item Number Two
- List Item Number Three

In use example:

1. Main Titles & Headings,
2. Regular Text & Paragraph Copy
3. BOLD Text & Paragraph Copy

Large Letter Title

WITH ANOTHER IMPORTANT SUB-TITLE UNDERNEATH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam diam neque, luctus eu ante id, consequat facilisis nibh. Quisque consectetur, sem sit amet efficitur aliquet, augue felis condimentum massa.

Proin quis nisl at mi mollis dictum. In rutrum ultrices velit, sit amet pharetra mauris tempus malesuada. Quisque at sapien est.


Ut et cursus eros, quis pretium eros. Donec volutpat eros neque, et pharetra massa finibus quis. Etiam felis magna, tristique.

Ut ut urna commodo lectus,

A stylized, handwritten signature in black ink, appearing to be 'A. G.' or similar, written in a cursive script.

Egestas purus



A young man with dark hair, wearing a light blue button-down shirt, is looking down at a laptop screen. He has a slight smile on his face. The background is a blurred office setting. A black rectangular box is overlaid on the right side of the image, containing white text.

Fostering a community of informed investors focusing on reliability, transparency, and trust.

Brand Colour Palettes

OUR BRAND COLOUR PALETTES, are the very essence that breathes life into KOLT's identity, leaving an unforgettable mark on our visual landscape for many years to come.

These carefully curated colours not only distinguish us from the competition but also forge an unbreakable bond between our brand and those who encounter it. They possess the extraordinary ability to evoke emotions, connect with our values, and convey our messages.

Our colour palettes weave a captivating feeling of recognition, adorning our logos, marketing materials, websites, videos, social content, and stationary. Through their harmonious interplay, they solidify our visual identity, nurturing a profound sense of trust within our cherished consumers.

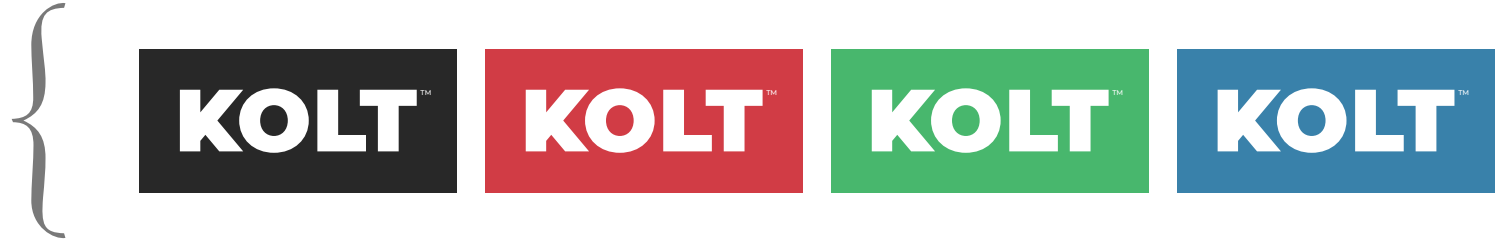
At KOLT, we utilized the depths of colour psychology, hand-picking hues & shades that resonated harmoniously with our consumer. Each hue has been meticulously chosen to align seamlessly with the captivating tapestry of our brand identity.

Our well-executed colour palette has the ability to ignite joy, foster brand loyalty, and even elevate the perceived value and excellence of our offerings. It will become a silent collaborator, whispering insights to our consumers and guiding their choices with an invisible hand.

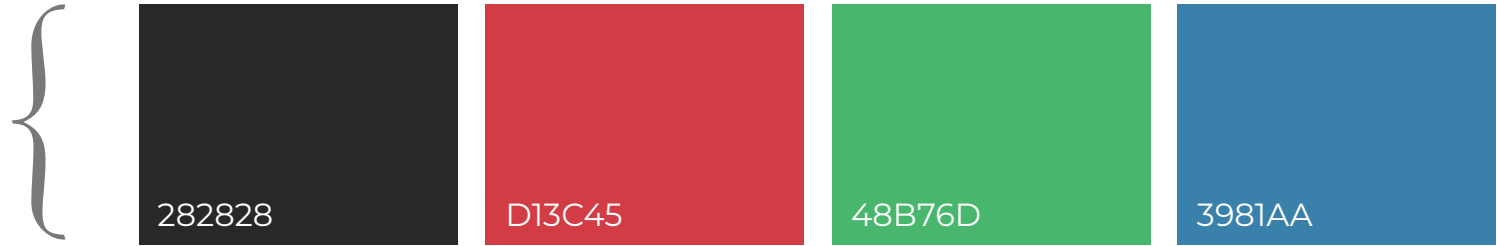
So, let us bask in the kaleidoscope of our Brand Colour Palettes, where hues paint stories, emotions take flight, and the magic of KOLT unfolds before our eyes.

Colour Chart

Primary Brand Marks



Primary Colours

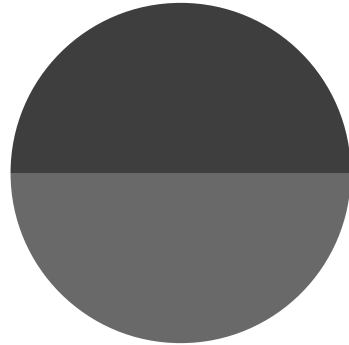


Secondary Colours

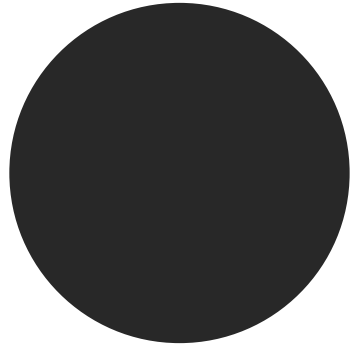


KOLT Investments Colour Palette

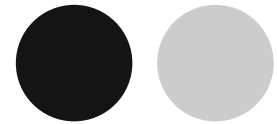
Pantone 447 C
#3E3E3E



Pantone P 179-11 C
#696969



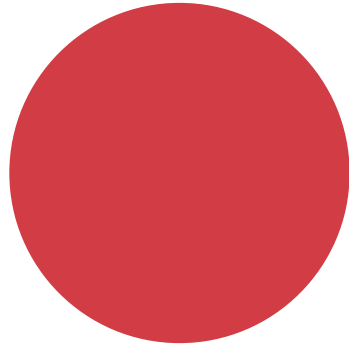
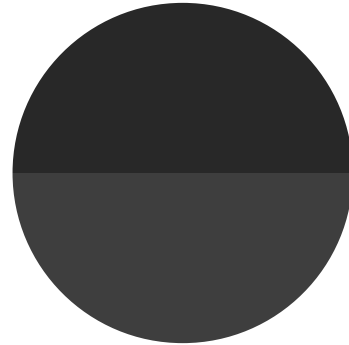
Hexachrome Black C
#282828



KOLT Realty Colour Palette

Hexachrome Black C

#282828



Pantone 55-15 C

#D13C45

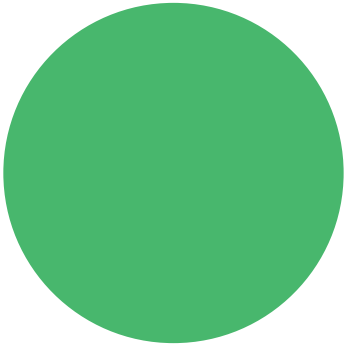
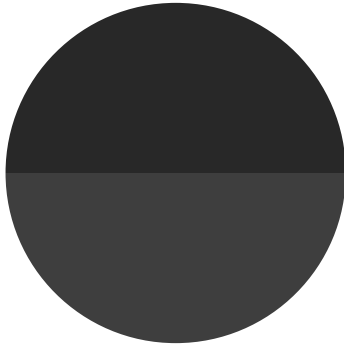
Pantone 447 C

#3E3E3E



KOLT Management Colour Palette

Hexachrome Black C
#282828



Pantone 145-6 C
#48B76D

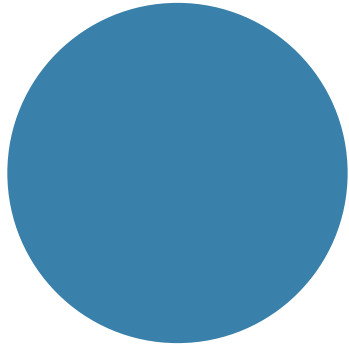
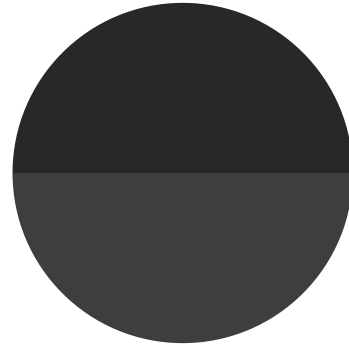
Pantone 447 C
#3E3E3E



KOLT Capital Colour Palette

Hexachrome Black C

#282828



Pantone 110-13 C

#3981AA

Pantone 447 C

#3E3E3E



Brand Usage

CONSISTENT BRAND USAGE is by far the most critical element outlined in our brand guide. It ensures that all our brand elements, such as logos, typography, colours, and imagery, are used consistently across all of our internal and external communication channels. This brand usage section provides you clear guidelines on how to properly represent and apply our brand in various contexts, and maintain our cohesive and unified brand identity requirements. By adhering to these usage guidelines, we can establish a strong and recognizable brand presence that resonates with our target audience, customers and consumers.

PROTECTING BRAND INTEGRITY through proper usage helps us to emphasize the longevity of the KOLT brand. It outlines rules and restrictions regarding the usage of

brand elements to prevent unauthorized modifications or distortions that could dilute our brand's visual identity. By maintaining consistent and controlled brand usage, we can safeguard our brand's reputation and ensure that it remains strong and impactful in the minds of consumers.

BRAND CONSISTENCY is crucial for our brand to maintain its identity across various platforms and touch-points. This brand usage section will help you to represent KOLT consistently across different mediums, such as print, digital, video, social media, traditional and digital advertising.

This consistent brand usage will strengthen our brand recognition, build trust, and reinforce our brand's core values and messaging, resulting in a unified message.

Public
Communication



The KOLT “Wordmark” style logo is also permitted for use in special cases.

Corporate
Communication



The KOLT “Tag” & “Wordmark” style logo is also permitted for use in special cases.

Social
Media



The KOLT “Wordmark” style logo is also permitted for use in special cases.

Brand Misuse



DO NOT rotate the logo



DO NOT distort or warp the logo in any way



DO NOT change the logo's colours



DO NOT change the main typeface



DO NOT move the position of the logo



DO NOT add special effects to the logo



DO NOT display the logo with limited legibility



DO NOT display the logo as an outline



DO NOT lighten the logo

Brand Iconography

ICONS ARE VISUAL REPRESENTATIONS

that can encapsulate complex ideas, making them an invaluable tool for conveying KOLT's core values and messaging in a succinct and universally understandable manner. By incorporating a well-defined set of icons into this brand guide, we can enhance our visual communication method, ensuring consistency across all marketing materials and touchpoints.

CONSISTENCY IS A KEY ASPECT of our successful branding, and iconography plays a crucial role in achieving this uniformity. When KOLT employs a consistent set of icons throughout its brand materials, it creates a cohesive and recognizable visual language. This not only helps in reinforcing our public brand recognition but also makes it easier for customers to connect with the

brand emotionally. Whether it's using icons to represent product features, services, or company values, a well-designed icon system ensures that every aspect of the brand's messaging is clear, cohesive, and aligned with its overarching brand strategy.

ICONS CAN TRANSCEND BARRIERS and cultural differences, making them a powerful tool for our branding efforts.

In an increasingly interconnected world, where KOLT may expand its reach to international markets, the use of universally understood icons can break down communication barriers and ensure that the brand's message is accessible and impactful across diverse audiences.

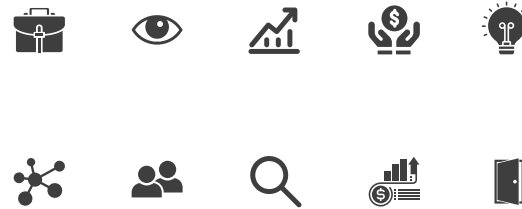
KOLT™

“Fostering a
community of
 informed
 investors focusing
 on **reliability**,
 transparency,
 and **trust**.”

COMMUNICATION ICONOGRAPHY



GENERAL ICONOGRAPHY



SOCIAL ICONOGRAPHY



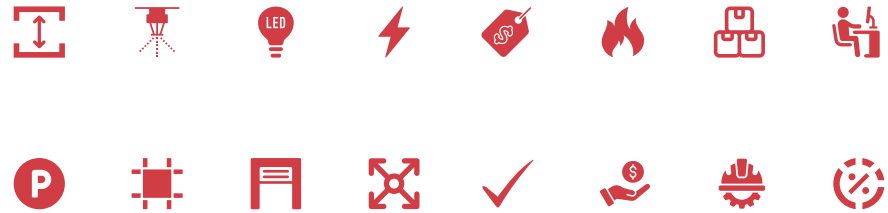
KOLT™

“Redefining
commercial
real estate
**investment
opportunities**
for our clients
everyday.”

COMMUNICATION ICONOGRAPHY



GENERAL ICONOGRAPHY



SOCIAL ICONOGRAPHY



KOLT™

“We **empower**
people to
maximize their
investments in
real estate
through
innovation and
collaboration.”

COMMUNICATION ICONOGRAPHY



GENERAL ICONOGRAPHY



SOCIAL ICONOGRAPHY



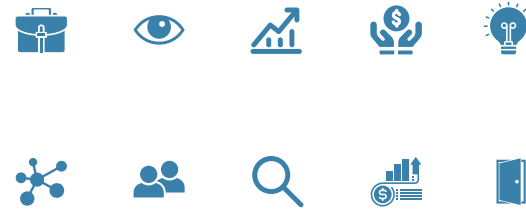
KOLT™

“Our culture thrives on **diversity, collaboration,** and accountability, empowering us to execute **strategic** decisions.”

COMMUNICATION ICONOGRAPHY



GENERAL ICONOGRAPHY



SOCIAL ICONOGRAPHY







Our culture thrives on diversity, **collaboration**, and true accountability, empowering us to execute strategic decisions.

Corporate Messaging

KOLT'S BRAND PLAYS A CRUCIAL ROLE IN DIFFERENTIATING THE COMPANY FROM ITS COMPETITORS.

In the crowded commercial real estate industry, a distinctive and cohesive brand identity helps us stand out and capture the attention of potential clients and investors.

It allows KOLT to communicate its unique value proposition and highlight its strengths, whether it's expertise in a specific market segment, a customer-centric multitude of approach, or a track record of successful deals. A strong brand identity positions KOLT as a reliable and trusted partner in the eyes of its target audience.

By maintaining this consistent visual language and brand experience across all

touch-points, KOLT reinforces its identity and builds public brand recognition. Whether it's a website, marketing collateral, signage, or social media presence, a cohesive brand identity ensures that every interaction with KOLT reflects its core values.

CONSISTENCY ALSO FOSTERS TRUST and familiarity, as clients and stakeholders come to associate specific visual elements with the quality and professionalism of KOLT's multitude of services.

This Brand Identity Guide was created to ensure that the KOLT brand remains steady and true to its course, please refer to this guide in tandem with the KOLT Brand Guidelines when working directly within KOLT's marketing requirements.

Brand
Messaging

“At KOLT,
we create
a **predictable**
and comfortable
investment
experience.
for you.”

PURPOSE, KOLT drives success across the commercial real estate market created by a wealth of knowledge empowered by our diverse and collaborative team.

MISSION, To offer comprehensive investment solutions in commercial real estate that inspire confidence and drive success.

VISION, We envision a future where KOLT is synonymous with reliability, transparency, and above all, trust.

CORPORATE TAGLINE,

Unlocking value beyond capital.

KOLT INVESTMENTS TAGLINE,

Returns that outperform public markets.

KOLT REALTY TAGLINE,

Setting new standards in real estate.

KOLT MANAGEMENT TAGLINE,

Empowering the market through innovation.

KOLT CAPITAL TAGLINE,

Going beyond capital.

“Our culture
thrives on
diversity,
collaboration,
and accountability,
empowering us to
execute **strategic**
decisions.”

“Empowering
our **audience**,
sharing
knowledge
and **expertise**,
drives our
success.”

VALUE STATEMENT, We go beyond capital by executing strategic decisions, overcoming challenges, and aligning with our partners to create a predictable investment experience.

CONTENT MISSION STATEMENT, At KOLT, we unlock unseen value by conversing with customers in their own language, delivering information that authentically captivates their interests. We transcend the mundane corporate sales pitch, fostering genuine person-to-person connections. This positions KOLT as the unparalleled haven for real estate investment wisdom, making us the go-to destination for insightful and transformative experiences.

BOILERPLATE (100 WORDS), KOLT's trusted expertise in commercial real estate transforms opportunities into exceptional returns through the ever-volatile market. Our extensive network of seasoned professionals, backed by years of experience, brings a wealth of knowledge spanning property and asset management, commercial development, and transactions. With a collaborative culture that embraces diverse perspectives, we foster confident and agile decision-making, delivering outstanding results with precision. At KOLT, our unwavering commitment as both trusted advisors and active investors drives us to navigate complex landscapes and unlock the full potential of real estate opportunities, ensuring lasting success for our valued partners.


“Fostering a
community of
informed investors
focusing on
reliability,
transparency,
and **trust.**”

“We **empower**
people to
maximize their
investments in
real estate
through
innovation and
collaboration.”

BOILERPLATE (50 WORDS), KOLT's trusted expertise in commercial real estate transforms opportunities into exceptional returns. Backed by years of successes, our network of seasoned professionals brings a wealth of knowledge to foster confident and agile decision-making. Our unwavering commitment as both advisors and active investors drives us to deliver outstanding results and provide lasting success for our valued partners.

BOILERPLATE (25 WORDS), Driven by a culture of diversity and excellence, KOLT fuels a network of commercial real estate professionals who deliver outstanding results and provide lasting success for our valued partners.



A cityscape at dusk featuring the CN Tower and several modern buildings, some under construction. The CN Tower is illuminated with red and white lights. The buildings are lit up with warm yellow lights, and some are covered in white scaffolding. The sky is a mix of orange and blue.

We also offer investors portfolio diversification through **better** opportunistic & strategic investments.

Corporate
Stationary



KOLT Investments
Contact Information

- ☎ (000) 000-0000
- ✉ info@kolt.ca
- 🌐 kolt.ca/investments

2300 Yonge Street, Suite 902
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KOLT Realty
Contact Information

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- 🌐 kolt.ca/realty

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Box 2310 | Toronto, Ontario, M4P 1E4



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Box 2310 | Toronto, Ontario, M4P 1E4



KOLT Capital
Contact Information

- ☎ (000) 000-0000
- ✉ info@kolt.ca
- 🌐 kolt.ca/capital

2300 Yonge Street, Suite 902
Box 2310 | Toronto, Ontario, M4P 1E4

**To.**

JOHN SMITH
Director

AAA Builder Ltd.
123 Anywhere Street
Toronto, ON
MSW 1F4

From.

DANIEL KOLBER
Principal, Investments

Date.

August 1st, 2023

(416) 977-0901

info@kolt.ca
www.kolt.ca

KOLT Investments
2300 Yonge Street,
Suite 902, Box 2310
Toronto, Ontario, M4P 1E4

Dear Mr. William,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam arcu leo, efficitur non porttitor non, tempus ac nulla. Donec tincidunt vehicula nisi non mollis. Nunc gravida leo non nunc efficitur, id mollis nulla sollicitudin. Etiam ac varius ex. Phasellus convallis ultricies dui, sit amet egestas quam interdum in. Sed fringilla vitae ipsum vitae dignissim. Vivamus ligula metus, sodales ut rhoncus in, ornare a nisi. Aliquam convallis turpis vitae est molestie, non porta tellus placerat. Nam nec sodales quam, at faucibus arcu.

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Sed finibus est ac mauris scelerisque viverra. Cras sapien libero, pellentesque nec sodales non, molestie eu justo. Quisque metus elit, finibus non sem ultrices, feugiat placerat sapien. Nulla feugiat lorem lorem, non ullamcorper ante faucibus vitae. Sed tincidunt lobortis arcu nec fringilla. Vestibulum vitae vehicula tortor.

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Sincerely,

Daniel Kolber
Principal, Investments

**To.**

JOHN SMITH
Director

AAA Builder Ltd.
123 Anywhere Street
Toronto, ON
MSW 1F4

From.

DANIEL KOLBER
Principal, Investments

Date.

August 1st, 2023

(416) 860-3660

info@kolt.ca
www.kolt.ca

KOLT Realty
2300 Yonge Street,
Suite 902, Box 2310
Toronto, Ontario, M4P 1E4

Dear Mr. William,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam arcu leo, efficitur non porttitor non, tempus ac nulla. Donec tincidunt vehicula nisi non mollis. Nunc gravida leo non nunc efficitur, id mollis nulla sollicitudin. Etiam ac varius ex. Phasellus convallis ultricies dui, sit amet egestas quam interdum in. Sed fringilla vitae ipsum vitae dignissim. Vivamus ligula metus, sodales ut rhoncus in, ornare a nisi. Aliquam convallis turpis vitae est molestie, non porta tellus placerat. Nam nec sodales quam, at faucibus arcu.

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Sincerely,

Daniel Kolber
Principal, Investments

**To.**

JOHN SMITH
Director

AAA Builder Ltd.
123 Anywhere Street
Toronto, ON
MSW 1F4

From.

DANIEL KOLBER
Principal, Investments

Date.

August 1st, 2023

Dear Mr. William,

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Sincerely,

Daniel Kolber
Principal, Investments

(647) 557-6465

info@kolt.ca
www.kolt.ca

KOLT Management
2300 Yonge Street,
Suite 902, Box 2310
Toronto, Ontario, M4P 1E4

**To.**

JOHN SMITH
Director

AAA Builder Ltd.
123 Anywhere Street
Toronto, ON
MSW 1F4

From.

DANIEL KOLBER
Principal, Investments

Date.

August 1st, 2023

Dear Mr. William,

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Sincerely,

Daniel Kolber
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Resources

BRAND & DESIGN RESOURCES

You can download the KOLT Brand Package including all assets, fonts, designs and use guides using the following link on our site: <https://www.kolt.ca/contact/media/branding>

FONT RESOURCES

You can download the Montserrat font directly from the Adobe Type Foundry here: <https://fonts.adobe.com/fonts/montserrat>

These fonts are also available in the KOLT Brand Package provided by KOLT for use with our design and marketing partners. This folder is located in “/KOLT Branding 2023/05. KOLT Fonts/Montserrat (IN-USE)”.

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