

# Kraken

## Corporate Identity

### Well Optimization

Kraken makes a particular type of oil pump for industrial oil drilling. This pump injects chemicals into the shaft that prolong the useful life of the internal elements.

Color



# 0165a3  
Medium Persian Blue

Helvetica Neue Regular

Line art



Grayscale



# Colors

## Corporate Identity

### Logo Art and Colors

Horizontal



If only two colors available, eyes can be white. Eyes specified here as Burnt Orange # FF7034

Logotype



# 0165a3  
Medium Persian Blue

Colors



# 0165a3	# ef382b	# 000000	# 007474	# FF7034	# 999b9e
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R 1	R 239	R 0	R 0	R 243	R 153
G 101	G 56	G 0	G 116	G 112	G 155
B 163	B 43	B 0	B 116	B 146	B 158
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C 93	C 0	C 0	C 86	C 0	C 0
M 61	M 93	M 0	M 31	M 70	M 0
Y 10	Y 93	Y 0	Y 50	Y 86	Y 0
K 1	K 0	K 100	K 16	K 0	K 47