



DEVELOPER GUIDELINES

Table of Contents

01 Logo

02 Score Flag

03 Colors

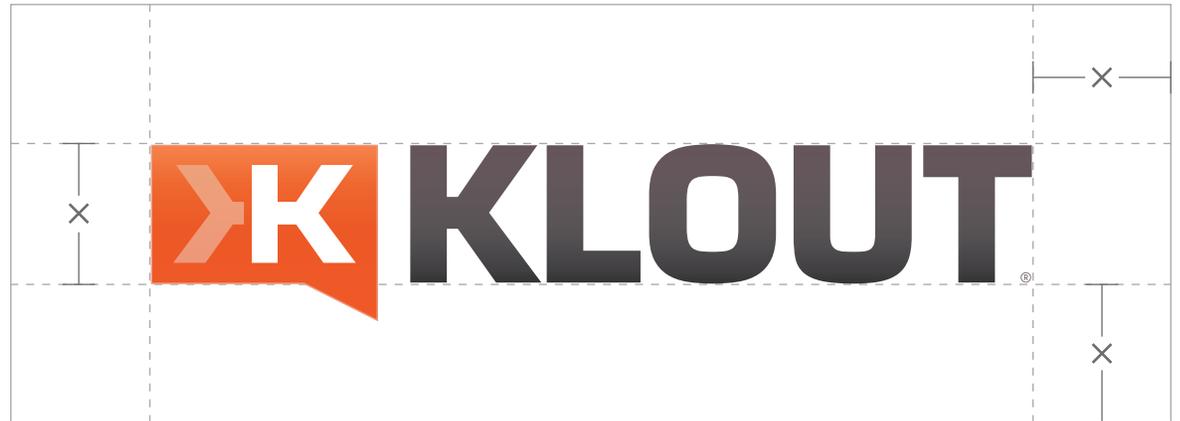
04 Typography

05 Voice

Logo

The symbol and logotype comprise the core elements of the Klout brand. The following guidelines will help you to leverage our logo for maximum effect.

The Klout Logo is one of our most precious assets. Always position it for maximum impact and give it plenty of room to “breathe” to ensure its impact and legibility.



Score Flag

The Klout Score is rendered in DIN Bold.
When DIN Bold is not available, our fallback
is Helvetica Bold, followed by Arial Bold.

A Few Basic Rules

1. No numbers other than a person's Klout Score should be used in the flag.
2. It should be clear to whom the Klout Score is associated. This can be accomplished by placing the flag next to a person's picture.
3. The flag color should not be altered.

Large Score and with user image



Smaller Score and user image

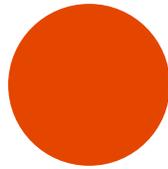


Score overlaid on user image

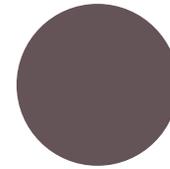


Colors

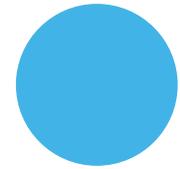
The Klout colors were chosen carefully, so we ask that you use them properly.



Pantone: 1665
CMYK: 5/87/100/1
RGB: 228/70/0
Hex: #E44600



Pantone: 411
CMYK: 56/62/52/29
RGB: 100/83/87
Hex: #645357



Pantone: 306
CMYK: 64/11/0/0
RGB: 1/185/255
Hex: #01b9ff

Typography

Klout's personality is unique, so we picked a typeface that reflects our distinctive tone: Din.

Din is our primary typeface and should be used in all materials. Should Din not be available, please use Helvetica, followed by Arial.

Aa

Din Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*=+--) 0123456789

Aa

Din Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*=+--) 0123456789

Klout Voice

Klout likes to maintain consistency with its voice and messaging. To the right are ways to properly use Klout's voice.

Style Guide

- “Klout Score” on all references.
- “Klout Perk” on all references.
- We define influence as “The ability to drive action.”
- When you mention an influential topic or influencer, link back to that topic or influencer's page.
- The preposition used in regards to “influential” is “about.” For example, “Matt is influential about cars.”