

KUSTOM KIT®



BRAND GUIDELINES | 2026

KUSTOM KIT®

BRAND PROFILE

Kustom Kit continues to redefine what premium personalised uniform can be. Offering contemporary uniform solutions for the modern workplace with quality and innovation at their core.

Buy Less, Buy Better is not just a slogan, it is the ethos behind every design decision we make, from developing fabrics that perform for longer to optimising stitch length for strength and durability. Because of this commitment to quality, you can be sure that your logo will look better and last longer on a Kustom Kit garment!

For more product information, check us out online at **kustomkit.com**



LOGO DESIGN

Our latest logo supersedes all older versions.

The logo must always appear as a solid black rectangle with white out Kustom Kit text.

Logo appearance based on above example:-

Solid black rectangle	62 x 10mm
Kustom Kit text	Frutiger Light font 21pt 240 letter spacing

LOGO PLACEMENT DO'S & DONT'S

It is important that the Kustom kit logo is always used correctly and shouldn't be modified in any way.



Correct way to display logo.



Logo must never appear in any other colour than black background and white text.



If logo appears on black/dark background, the logo should carry a white keyline around the rectangle.



NO TEXT HERE

Do not use with any sub heading underneath the black rectangle.



Do not tilt or angle the logo

TYPOGRAPHY

All Kustom Kit headlines and text should
always appear in Poppins font

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOUR REFERENCES

These colour references are provided for replication of Kustom Kit colours in printed materials and online only. Whilst these represent the closest possible Pantone/CMYK matches, **they should not be used as a direct comparison to actual garment colours.**

KNITS (Polos & T-Shirts)

Colour	Pantone Ref.	C	M	Y	K
Apple Green	7479 C	55	0	50	0
Army Green	448 C	65	58	100	35
Baby Pink	189 C	0	28	7	0
Black	Black C	0	0	0	100
Black Melange	426 C	0	0	0	100
Bottle Green	554 C	78	0	63	67
Bottle Green (KK333 only)	553 C	59	0	53	80
Burgundy	229 C	0	100	15	50
Burgundy (KK333 only)	504 C	65	100	100	35
Burnt Orange	166 C	0	64	100	0
Camo Green	5625 C	28	0	29	48
Canary	107 C	0	4	79	0
Cardinal Red	194 C	0	100	64	33
Charcoal	Cool Grey 11 C	0	2	0	68
Charcoal (KK333 only)	432 C	23	2	0	77
Charcoal Solid	Cool Grey 8 C	0	1	0	43
Charcoal Solid (KK412 only)	Cool Grey 11 C	0	2	0	68
Chocolate	412 C	0	30	66	98
Dark Grey	424 C	0	0	0	61
Dark Grey Marl	425 C	0	0	0	77
Dark Purple	519 C	67	100	30	10
Deep Wine	504 C	65	100	100	35
Electric Blue	2935 C	100	46	0	0
Fluorescent Lime	802 C	51	0	85	0
Fluorescent Orange	1585 C	0	56	90	0
Gold	1365 C	0	29	72	0
Graphite	446 C	21	0	23	75
Grey	Warm Grey 2 C	0	2	5	9
Heather Grey	Cool Grey 8 C	0	1	0	43

Colour	Pantone Ref.	C	M	Y	K
Heather Grey (KK507 only)	Cool Grey 6 C	0	0	0	31
Jade	321 C	100	0	33	35
Kelly Green	347 C	100	0	86	3
Khaki	5815 C	0	0	91	79
Light Blue	292 C	49	11	0	0
Light Grey Marl	422 C	0	0	0	33
Light Heather Blue	2708 C	26	10	0	0
Light Navy	539 C	100	49	0	70
Lime	382 C	29	0	100	0
Magenta	242 C	10	100	0	49
Mid Blue	279 C	68	34	0	0
Mid Yellow	123 C	0	24	94	0
Navy	2767 C	100	78	0	54
Orange	158 C	0	61	97	0
Pink	210 C	0	39	6	0
Purple	5275 C	60	47	0	30
Raspberry	214 C	0	100	34	8
Red	200 C	0	100	63	12
Red (KK333 only)	187 C	0	100	81	4
Royal	661 C	100	69	0	9
Royal (KK333 only)	2748 C	100	72	0	55
Sand	468 C	6	9	23	0
Sky Blue	277 C	27	7	0	0
Sun Yellow	113 C	0	7	66	0
Tomato Red	1795 C	0	95	100	0
Turquoise	639 C	100	0	5	5
Yellow	115 C	0	9	80	0
White	7541 C	0	0	0	0

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WOVENS (Shirts & Blouses)

Colour	Pantone Ref.	C	M	Y	K
Black	Black C	0	0	0	100
Bottle Green	553 C	59	0	53	80
Charcoal	Cool Grey 11	0	2	0	68
Dark Navy	2767 C	100	78	0	54
French Navy	2767 C	100	78	0	54
Graphite	425 C	0	0	0	77
Italian Bue	2728 C	96	69	0	0
Light Blue KK105, KK109, KK113, KK118, KK182, KK183, KK184, KK187, KK188, KK190, KK701, KK702, KK782,	2708 C	26	10	0	0
Light Blue KK115, KK116,	277 C	27	7	0	0
Light Blue KK102, KK104, KK139, KK141, KK142, KK241, KK242, KK742F, KK743F, KK350, KK351, KK360, KK361	278 C	39	14	0	0
Mid Blue	660 C	90	57	0	0
Midnight Navy	533 C	100	83	46	13
Red	200 C	0	100	63	29
Royal	280 C	100	72	0	32
Silver Grey	421 C	0	0	0	26
White	7541 C	0	0	0	0

KNITWEAR (Sweaters)

Colour	Pantone Ref.	C	M	Y	K
Black	Black C	0	0	0	100
Graphite	425 C	0	0	0	77
Navy	2768 C	100	78	0	44

LOGO REFERENCE GUIDE

KUSTOM KIT®

TO BE USED IN CONJUNCTION WITH ALL KUSTOM KIT GARMENTS

COOLTEX®

KK986 KK987 KK991

**COOLTEX®
PLUS**

KK444 KK455 KK555



KK100/KK728 KK102/KK742F KK104/KK743F KK105/KK702 KK109/KK701 KK141/KK241 KK142/KK242 KK161/KK261
KK182/KK782 KK350/KK360 KK351/KK361 KK352/KK353 KK403/KK703 KK422/KK722 KK606/KK706



KK100 KK102 KK104 KK105 KK109 KK118 KK140 KK350 KK351 KK400 KK403 KK406 KK409 KK430
KK475 KK500 KK606 KK615 KK703 KK706 KK980 KK986



KK131 KK133 KK134 KK141 KK142 KK143 KK161 KK187 KK188 KK190 KK241 KK242 KK261 KK360 KK361
KK386 KK701 KK702 KK715 KK727 KK742F KK743F KK782



KK182 KK183 KK184 KK192 KK408 KK413 KK933 KK971 KK979



KK253 KK254 KK302 KK303 KK304 KK331 KK332 KK333 KK334 KK335 KK336 KK337 KK338 KK339 KK352
KK353 KK354 KK355 KK412 KK422 KK423 KK444 KK455 KK460 KK530 KK555 KK722 KK732 KK755 KK770
KK785 KK902 KK987 KK991



KK504 KK507 KK508 KK510 KK943



1 BUTTON

KK104* KK105* KK134 KK140* KK142* KK143* KK161* KK190* KK242* KK261* KK351* KK361* KK782*
* Adjustable



2 BUTTON

KK118 KK131 KK182 KK184 KK188 KK192 KK386



3 BUTTON

KK702 KK743F



REGULAR

KK102 KK104 KK133 KK134 KK241 KK242 KK360
KK361 KK702 KK715 KK728 KK742F KK743F
KK782



SEMI
CUTAWAY

KK131 KK141 KK142 KK192



BUTTON
DOWN

KK100 KK105 KK109 KK140 KK143 KK182 KK183
KK184 KK187 KK188 KK190 KK350 KK351 KK386



CUTAWAY

KK118



MANDARIN

KK161 KK261 KK727 KK755 KK770 KK785



KK100 KK102 KK104 KK105 KK109 KK118 KK131
KK133 KK134 KK140 KK141 KK142 KK161 KK187
KK188 KK190 KK192 KK241 KK242 KK261 KK386
KK701 KK702 KK715 KK727 KK728 KK742F KK743F



KK386 KK460 KK500 KK606 KK615 KK706



KK143 KK213 KK302 KK303 KK304 KK400 KK403
KK406 KK408 KK409 KK412 KK413 KK423 KK430
KK460 KK504 KK510 KK530 KK703



KK302 KK303 KK304 KK400 KK403 KK406
KK408 KK412 KK413 KK430 KK504 KK510
KK530 KK703



KK143 KK182 KK732 KK755 KK770 KK782 KK785
KK943 KK979



KK183 KK184 KK350 KK351 KK360 KK361



KK118 KK131



KK182 KK732 KK782



KK102 KK104 KK105 KK109 KK118 KK131 KK133
KK134 KK182 KK183 KK184 KK187 KK188 KK190
KK192 KK332 KK333 KK334 KK335 KK336 KK337
KK338 KK339 KK350 KK351 KK360 KK361 KK701
KK702 KK732 KK742F KK743F KK755 KK770 KK782
KK785



KK100 KK118 KK140



KK302 KK303 KK304 KK331 KK332 KK333 KK334
KK335 KK336 KK337 KK338 KK339 KK408 KK412
KK413 KK422 KK423 KK430 KK455 KK460 KK475
KK504 KK507 KK508 KK510 KK519 KK530 KK555
KK722 KK902 KK933 KK943 KK979 KK991











KK755 KK770 KK785

PRODUCT CERTIFICATION

A quick and easy guide to the product certifications awarded to each Kustom Kit style

[illegible]





	 www.oeko-tex.com	 www.oeko-tex.com	 www.oeko-tex.com	 www.oeko-tex.com	 www.oeko-tex.com	 www.oeko-tex.com	 www.oeko-tex.com	 www.oeko-tex.com	Global Recycling Standard	Recycling Claim Standard
KK400	●							●		
KK403	●							●		
KK406	●							●		
KK408	●							●		
KK409	●							●		
KK412	●							●		
KK413	●							●		
KK422	●							●		
KK423		●					●		●	
KK430	●							●		
KK444	●							●		
KK455	●							●		
KK460	●									
KK475	●							●		
KK500	●				●					
KK504	●				●					
KK507	●				●					
KK508	●				●					
KK510	●				●					
KK530	●				●					
KK555	●				●					
KK606	●							●		
KK615	●							●		
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KK702	●									
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KK706	●							●		
KK715	●									
KK722	●							●		
KK727	●									
KK732	●							●		
KK742F	●									
KK743F	●									
KK755	●			●						
KK770	●			●						
KK782	●									
KK785	●			●						
KK902	●									
KK933	●		●							
KK943	●									
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KK979	●									
KK980	●									
KK986	●									
KK987	●									
KK991	●									





GRS Certification: This product is made with materials certified to the Global Recycled Standard (GRS). Transaction certificate available on request.

RCS Certification: This product is made with materials certified to the Recycled Claim Standard (RCS). Transaction certificate available on request.

FACTORY COMPLIANCE

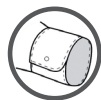
A quick and easy guide to the Kustom Kit product factory compliance

				
KK100		●		●
KK102		●		●
KK104		●		●
KK105		●		●
KK109		●		●
KK118		●		●
KK131		●		●
KK133		●		●
KK134		●		●
KK140		●		●
KK141		●		●
KK142		●		●
KK143	●	●	●	●
KK161		●		●
KK182		●		●
KK183		●		●
KK184		●		●
KK187		●		●
KK188		●		●
KK190		●		●
KK192		●		●
KK241		●		●
KK242		●		●
KK253		●	●	●
KK254			●	
KK261		●		●
KK302	●	●	●	●
KK303	●	●	●	●
KK304	●	●	●	●
KK331	●	●	●	●
KK332	●	●	●	●
KK333		●		
KK334		●		
KK335		●		
KK336		●		
KK337	●	●	●	●
KK338	●	●	●	●
KK339	●	●	●	●
KK350		●		●
KK351		●		●
KK352		●	●	●
KK353		●	●	●
KK354		●	●	●
KK355		●	●	●
KK360		●		●
KK361		●		●
KK386		●		●

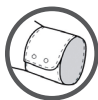
				
KK400	●	●	●	●
KK403	●	●	●	●
KK406	●	●	●	●
KK408	●	●	●	●
KK409	●	●	●	●
KK412	●	●	●	●
KK413	●	●	●	●
KK422	●	●	●	●
KK423	●	●	●	●
KK430	●	●	●	●
KK444	●	●	●	●
KK455	●	●	●	●
KK460		●		
KK475	●	●	●	●
KK500	●	●	●	●
KK504	●	●	●	●
KK507	●	●	●	●
KK508	●	●	●	●
KK510	●	●	●	●
KK530	●	●	●	●
KK555	●	●	●	●
KK606	●	●	●	●
KK615	●	●	●	●
KK701		●		●
KK702		●		●
KK703	●	●	●	●
KK706	●	●	●	●
KK715		●		●
KK722	●	●	●	●
KK727		●		●
KK732	●	●	●	●
KK742F		●		●
KK743F		●		●
KK755	●	●	●	●
KK770	●	●	●	●
KK782		●		●
KK785	●	●	●	●
KK902		●		●
KK933	●	●	●	●
KK943			●	
KK971			●	
KK979			●	
KK980			●	
KK986			●	
KK987			●	
KK991			●	

Kustom Kit is not a registered member with SEDEX, WRAP, Amfori BSCI or covered under RSC. Refer to individual product sheets for further information.

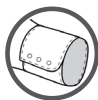
LOGO ARTWORK



1 BUTTON



2 BUTTON



3 BUTTON



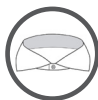
REGULAR



BUTTON
DOWN



SEMI
CUTAWAY



CUTAWAY



MANDARIN



KUSTOM KIT®

ANY QUESTIONS?

If you have any questions please get in touch

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E. sales@kustomkit.com