The KAHLA Porzellan logo comprises an image (the stylised crown) and the letters „KAHLA“ together with the claim „Porcelain for the senses“. The logo is generally in black, blue or white.
1.2 Logo/Proportions

There are set measurements to be observed both for the distance between the signet and claim and for the relative proportions of the individual parts of the logo. The total width may not be less than 23 mm.

The images or lettering may only be used independently of each other in exceptional cases, for example when printing small-format advertising material or stationery such as pencils, pens etc. and signs for buildings.

Free space around the logo, minimum distance

The logo is only clearly visible and noticeable if there is enough space between it and other elements. The KAHLA logo is usually positioned at the bottom right or top right.

Certain minimum distances to the edges must be adhered to. To the left and right and to the top and bottom, these are the space „A“ distances.
Colour schemes

The logo is monotone - black or blue. These colour schemes are used for official printed material (writing paper, visiting cards etc.).

A white logo on a square blue logo background is also possible.

If the background is dark or in a strong contrasting colour, the logo should be inverse-printed (white).
ATRotisSansSerif is used for body text in German for correspondence, publications and printed material. This rule should also be applied wherever possible for foreign language published material, provided ATRotisSansSerif is available in the relevant language versions.

If certain words or sections in the body text are to be highlighted, this should be done in ATRotisSansSerif extra bold.