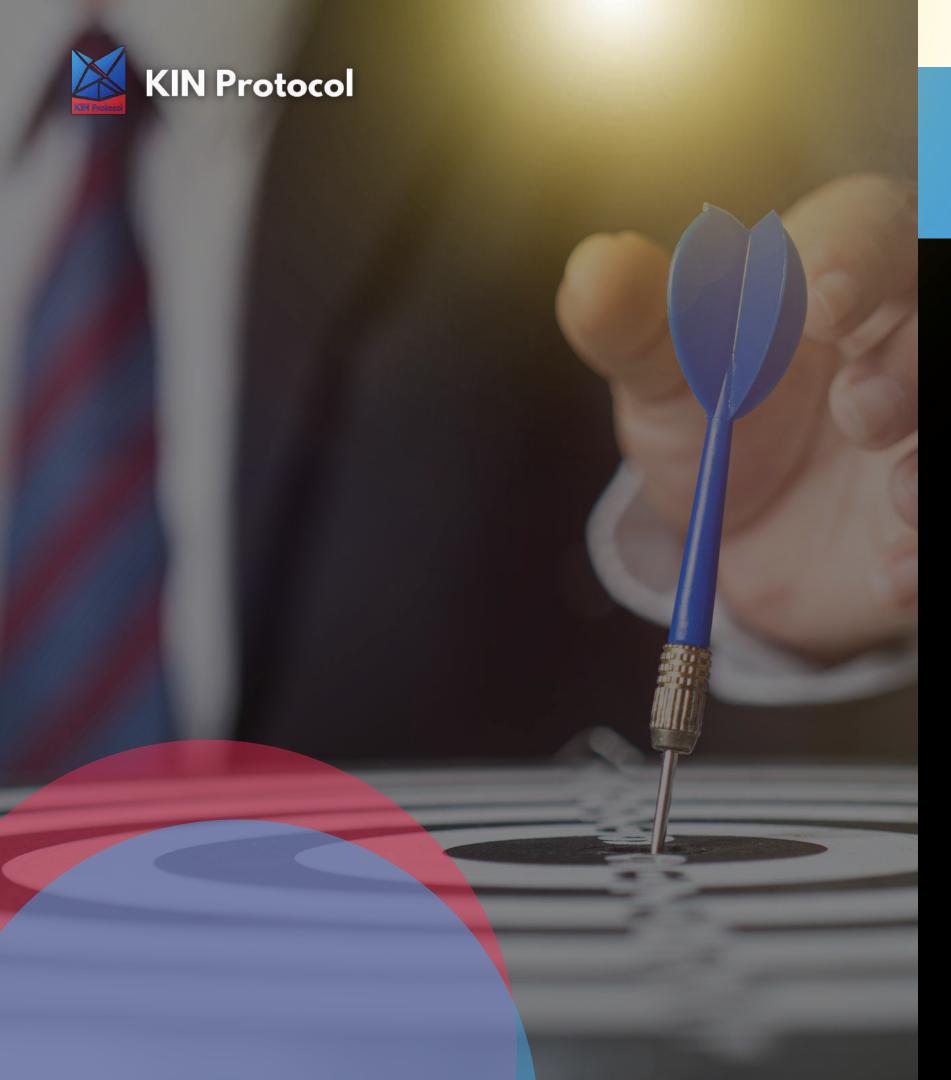


# KIN Protocol A CryptoSI DAO Project Brand Guidelines









### **Brand Goals**

#### **Our Goals**

- © Unlock Financial Access for the Underserved: Enable individuals in developing regions to secure funding without traditional collateral, fostering entrepreneurship and local economic growth.
- Build Trust-Based Lending Networks: Empower communities to self-regulate through reputation and vouching, creating decentralized ecosystems where relationships drive opportunity.
- Nemocratize Capital Allocation: Give lenders full transparency and control over risk while enabling borrowers to set fair, customizable loan terms that suit their unique needs.
- Strengthen Community Wealth: Encourage community members to vouch for local talent, fostering collective success and circulating wealth within grassroots ecosystems.

# Our Vision

To create a decentralized financial ecosystem where trust, reputation, and community replace the need for traditional collateral—unlocking opportunities for entrepreneurs, freelancers, and communities worldwide.

## Our Mission

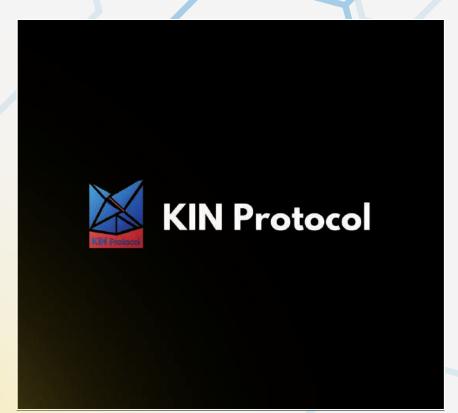
- Empower individuals, especially in developing regions, to secure funding based on reputation and social backing.
- Enable community-driven capital allocation, where users directly control lending, risk, and rewards.
- Build a system where borrowers, lenders, and vouchers thrive in a transparent, decentralized ecosystem.





# Our Logo & Usage







#### Typography



Primary Font

# League Spartan

This will be used for headings and the brand name uniformly on web and social designs and whatsoever

A a B b C c D d E e F f G g H h I i J j K k L I M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1234567890\_+ <>;'[]~?\$\*

Secondary Font

# Garet

This will be used for sentences after headings uniformly on web and social designs and whatsoever

A a B b C c D d E e F f G g H h I i J j K k L I M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1234567890\_+ < >; '[] ~ ? \$ \*



# Color Palette

Make use of this color compound while designing social flyers, website pages and whatsoever

Marian Blue

Hex: #23429F

RGB: (35, 66, 159)

**Celestial Blue** 

Hex: #449EDA

RGB: (68, 158, 218)

Radical Red

Hex: #FE2C55

RGB: (254, 44, 85)

White

Hex: #ffffff

RGB: (255, 255, 255)

Black

Hex: #000000

RGB: (0, 0, 0)

Purple Fog

Hex: #4D4F66

RGB: (77, 79, 102)



# Stay Plugged In

#### **OUR SOCIAL HANDLES**

