



KIN Protocol

2025

# KIN Protocol

**A CryptoSI DAO Project**

Brand Guidelines



Presentation by  
KIN Protocol Team



KIN Protocol



# KIN Protocol

## Overview

KIN Protocol is a decentralized, undercollateralized lending platform designed to unlock trust-based lending in DeFi. Built on a tri-party model—Borrowers, Lenders, and Vouchers—KIN leverages on-chain mechanisms like vouch staking, slashing penalties, and NFT-backed loan contracts to create a transparent, flexible, and community-driven ecosystem.





KIN Protocol

# 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.
- 🗳️ **Democratize Capital Allocation:** Give lenders full transparency and control over risk while enabling borrowers to set fair, customizable loan terms that suit their unique needs.
- ⚡ **Create Income Streams for the Unemployed:** Allow jobless individuals to fund micro-businesses or side hustles, turning ambition into action with simple, accessible financing.
- 💖 **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.



# KIN Protocol





**KIN Protocol**

# Our Logo & Usage





### 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 l  
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  
1 2 3 4 5 6 7 8 9 0 \_ + < > ; ' [ ] ~ ? \$ \*

### 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 l 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  
1 2 3 4 5 6 7 8 9 0 \_ + < > ; ' [ ] ~ ? \$ \*



KIN Protocol

# 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)



**KIN Protocol**



**KIN Protocol**

# Stay Plugged In

## OUR SOCIAL HANDLES

