KYLAN
Brand Guidelines

Version 1.0
Update Feb 2022

Table of Contents

Table of Contents 1
Logo 2
Main logo 2
Clear area 3
Minimum width 4
Coin version 4
Incorrect use 5
Typography 6
Color palettes 7
Examples 8
Icon app 9
Digital logo 10
Logo on billboard 11

Logo

The KYLAN logo is a varied animal in Chinese culture, symbolizing power, strength, sustainability and one of the four spirits.

Main logo

The logo and logotype (text) must be used in their entirety. It must always be reproduced exactly as shown and in the defined RGB colors or CMYK colors.

Symbol

Horizontal logo

Vertical logo

Clear area

The logo will always be surrounded by a minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all other visual elements, rules and detailed area within illustrations and photography.

The Clear area is set up in units x, size x = 1/6 width of the Quin symbol.

Minimum width

The minimum stacked logo width for digital is **24px**.
The minimum horizontal logo width for digital is **120px**.

The minimum size for the logo should only be used for applications with limited space available. the logo should never be set smaller than these sizes.

24px

120px

Coin version

This version is for use on exchanges, crypto wallets,, called KLOO tokens.

The minimum KLOO token width for digital is **24px**.

Incorrect use

Here are some examples of how not to use our main logo.

✕ Do not alter the logo in any way.

✕ Do not use drop shadow or effects on the logo.

✕ Do not rotate the logo.

✕ Do not use colors logo in any colors background.

✕ Do not distort the logo.

✕ Do not change symbol spacing.

Typography

To ensure the integrity of the KYLAN Brand consistent typography is to be used throughout all communications as specified below.

Cairo font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789, . ! ?%@#$%&*

Light
Regular
Medium
SemiBold
Bold
ExtraBold

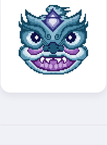
Color palettes

The KYLAN primary color is the Very Peri. And the accent color is the Wavestone Blue.

Primary color	Accent color	Neutral color
HEX: #6667AB	HEX: #1B6BFA	HEX: #E3E3E3
RGB: 102 103 171	RGB: 117 171 196	RGB: 26 26 51
CMYK: 40 40 0 33	CMYK: 55 12 19 0	CMYK: 87 79 52 67

Examples

Icon app



Digital logo

Logo on billboard