*Kairos*

Concept & Strategy

Before we go any further we need to understand where and how we are standing.
In practical terms, we are presenting ourselves in two situations, both with crucial importance:
- Our landing page - where we are presenting our brand;
- Our platform - in which we present our product.

We can define the landing page as "Who", the platform as "How"; the design and copy will mirror the "Why".

HOW
Platform

WHO
Landing page

WHY
*Great design
& clear message*
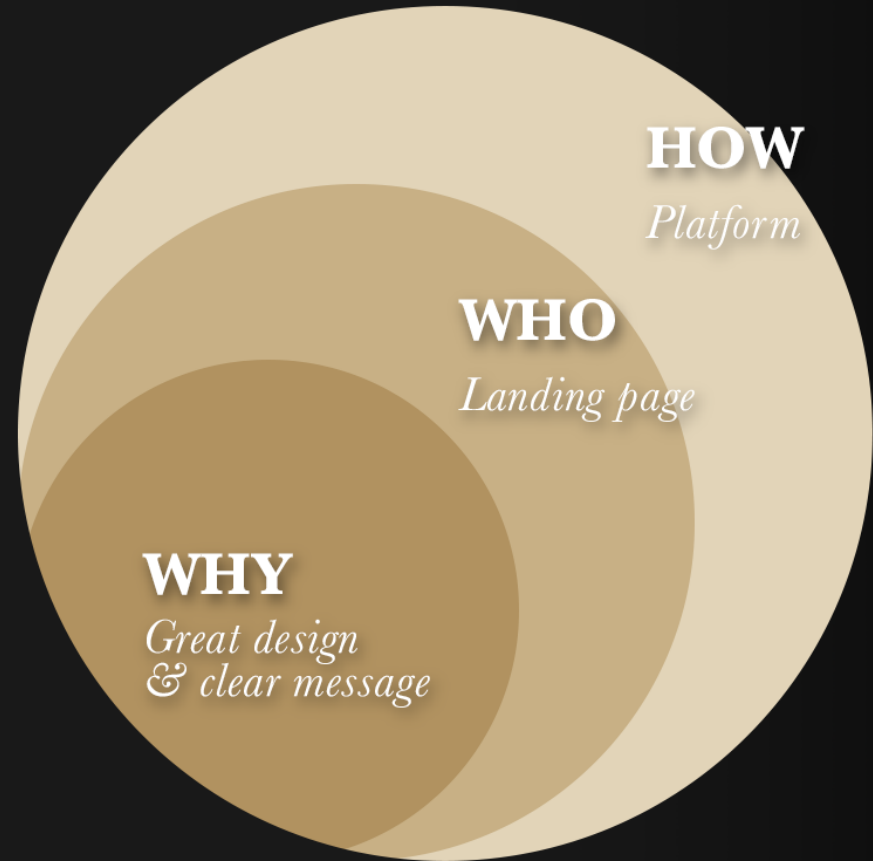
Adjustments

Branding

I think we are starting from a great position on the logo. Though I found some details important to improve so we can adapt to any future applications. Also, I suggest two new approaches for the logo. Both valid and functional.

Approach 01

Avatar & Icon

One minor yet relevant problem we could face in the future would be the simmetry of the current logo when framed in standard profile, avatar or icon images.

This is a solution I propose.

Approach 02

Visual Merge

I think we are in a context of merging our brand with the visual element we chose to respresent it. It is too easy to imagine the wing as part of the letter "K" to ignore it. We could also make it easy to associate the name with the logo.

This is how I see it.

*This also referts to Approach 01 on the preview slide.

Branding

Kairos
Design
Study

Applications

Logomark

Kairos
Protocol
Cultivate Future

Kairos
Protocol
Cultivate Future

VI

Branding

Applications

Landing Page

Build communities

Cultivate
_future

Build your Decentralized Autonomous Organization
on open-source infrastructure and governance plugins.

Create your DAO | Explore Solutions

Kairos   Solutions ⌄   Developers ⌄   Community ⌄   About ⌄

Kairos
Protocol

Applications

Mobile

Understand
_our vision

We believe the fate of humanity will be decided
at the frontier of technological innovation
and human collaboration.

Legal Information   The Kairos Protocol
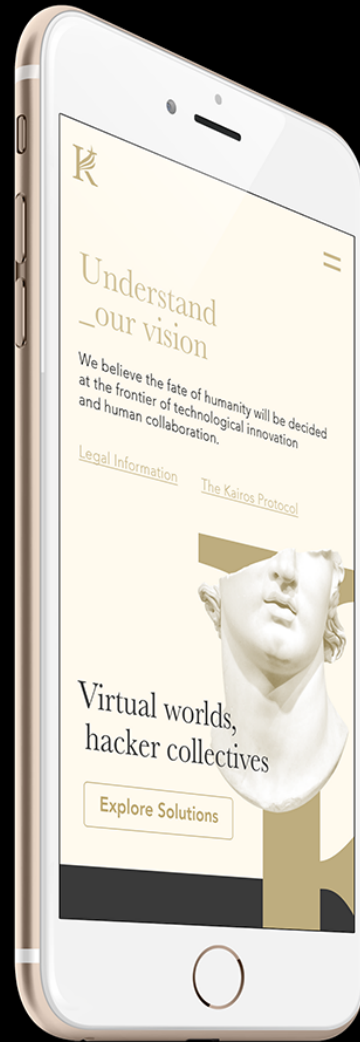
Virtual worlds,
hacker collectives

Explore Solutions

VIII

Landing Page

What's next

Sync
Visions

Keep in mind this presentation as a starter for every visual aspect of our project.
Typography Baskerville is a google font, so we can use it freely and have no
problems developing the website, which will also load faster this way.
Same for Avenir, this body font.

Colours should be near this presented. Keeping all simple so we can later add more
if needed. We also already have some graphic elements, like the stone ones used
in desktop and mobile mockups. They were bought and are forever licensed to us.