

Brand Guidelines Kynetik Electric



Contents

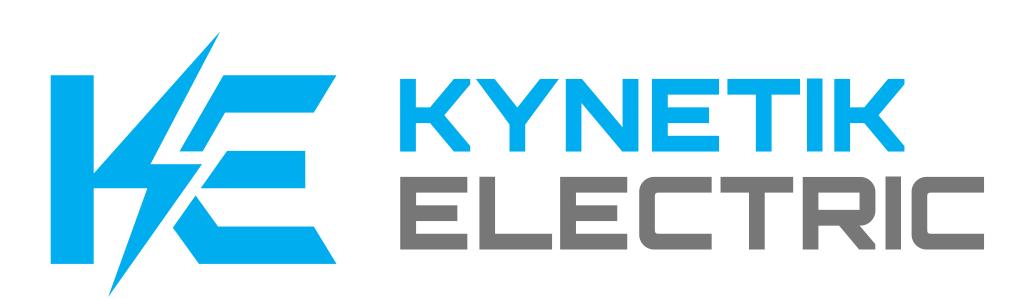
- 1.0 Brand Logo
- 2.0 Logo Usage
- 3.0 Brand Colors
- 4.0 Typography
- 5.0 Visual Elements
- 6.0 Do's & Don'ts





Primary Logo 2025

1.1 Primary Logo

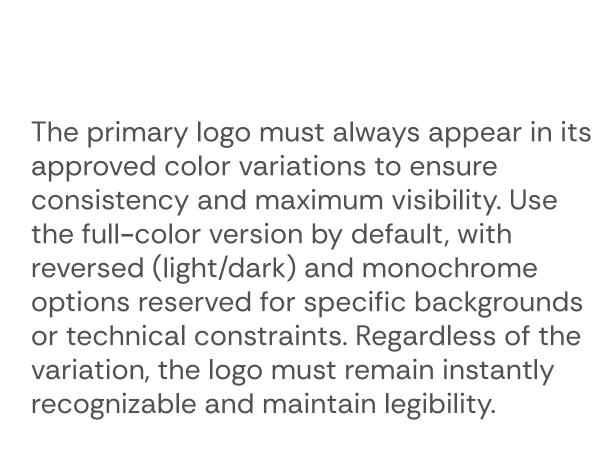


Our logo is the cornerstone of our brand, designed with precision to embody our values. Its distinctive form and refined color palette ensure instant recognition.

A symbol of strength and distinction, it sets us apart in the market while reinforcing trust and credibility.

Color Variation 2025

1.2 Color Variation





Secondary Logo 2025

1.3 Secondary Logo

Our secondary logo is a simplified, flexible version of the main logo.

It's designed for use in smaller spaces, casual branding, or where the primary logo isn't a perfect fit. Even though it's more adaptable, it still reflects our brand's identity and should alway be used clearly, without distortion or alteration.





KYNETIK ELECTRIC **Color Variation** 2025

1.4 Color Variation

Secondary logo variations follow the

same color rules as the primary logo

where the primary logo is unsuitable.

These variations must still reflect the

brand's core colors and uphold visual

clarity, even in simplified or alternative

but are reserved for specific app













formats



Logo Mark 2025

1.5 Logo Mark



A logo mark is a distinct graphic symbol or icon that represents a brand, designed for quick and effective recognition, often used independently across various platforms.

Color Variation 2025

1.6 Color Variation

Icons must align with the brand's primary color palette for consistency. Full-color versions are preferred, but monochrome and reversed options are available for contrast needs.



App Icon 2025

1.7 App Icon



This page showcases the different variations of the app icon to ensure visibility across various backgrounds.

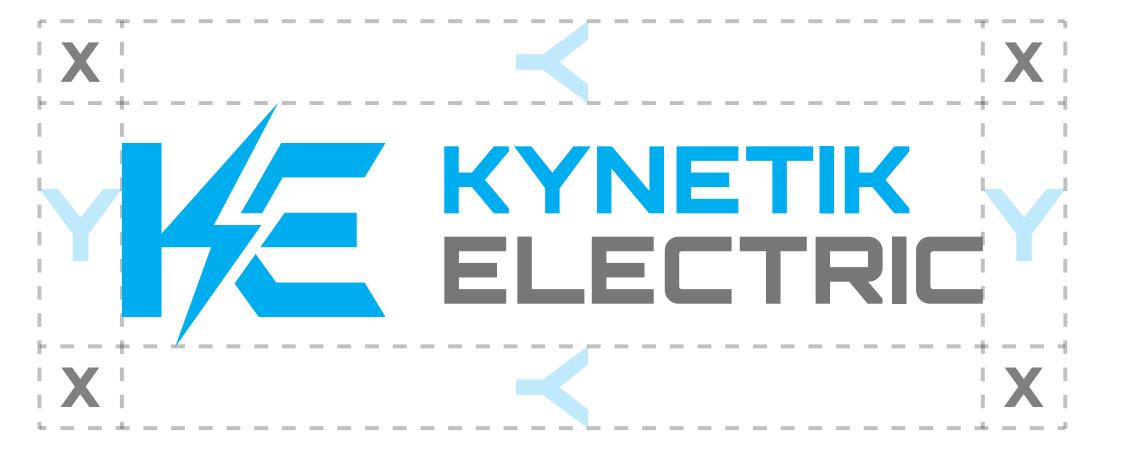




Clear Space 2025

2.1 Clear Space

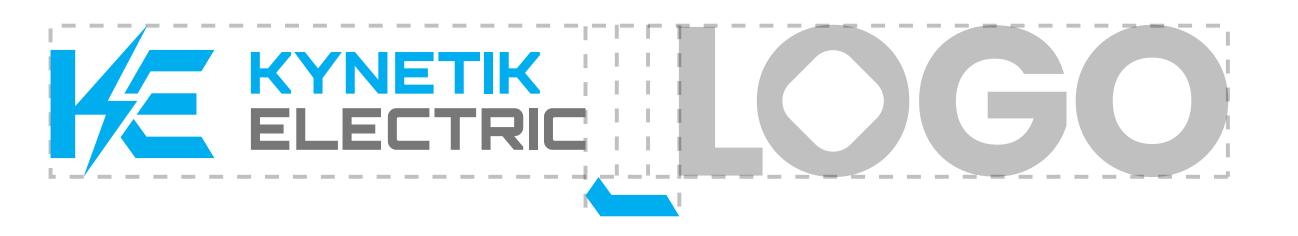
Clear space around the logo ensures visibility and prevents interference from other elements. This keeps the design clean, professional, and focused. Consistent spacing helps maintain the logo's impact, making it easily recognizable and visually strong across all uses.





Co-Branding 2025

2.2 Co-Branding



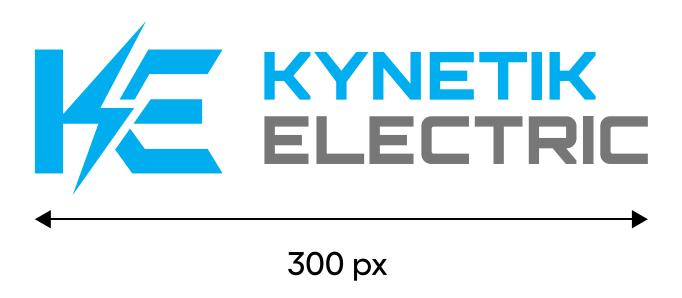
This section showcases potential partnerships using our primary logo lockup, designed for flexibility and consistency across collaborations.

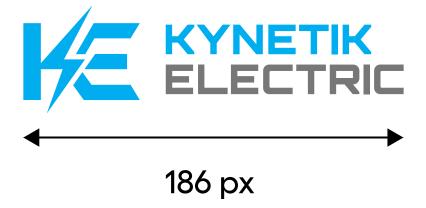


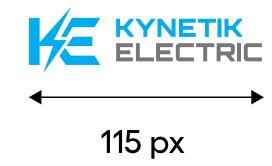
Optimal Size 2025

2.3 Optimal Size

To ensure clarity and legibility across all platforms, the logo should always be displayed at or above the minimum recommended sizes. Avoid scaling the logo too small, as this can compromise visibility and brand impact. Always test the logo at intended sizes for print and digital use to maintain consistency and recognition.



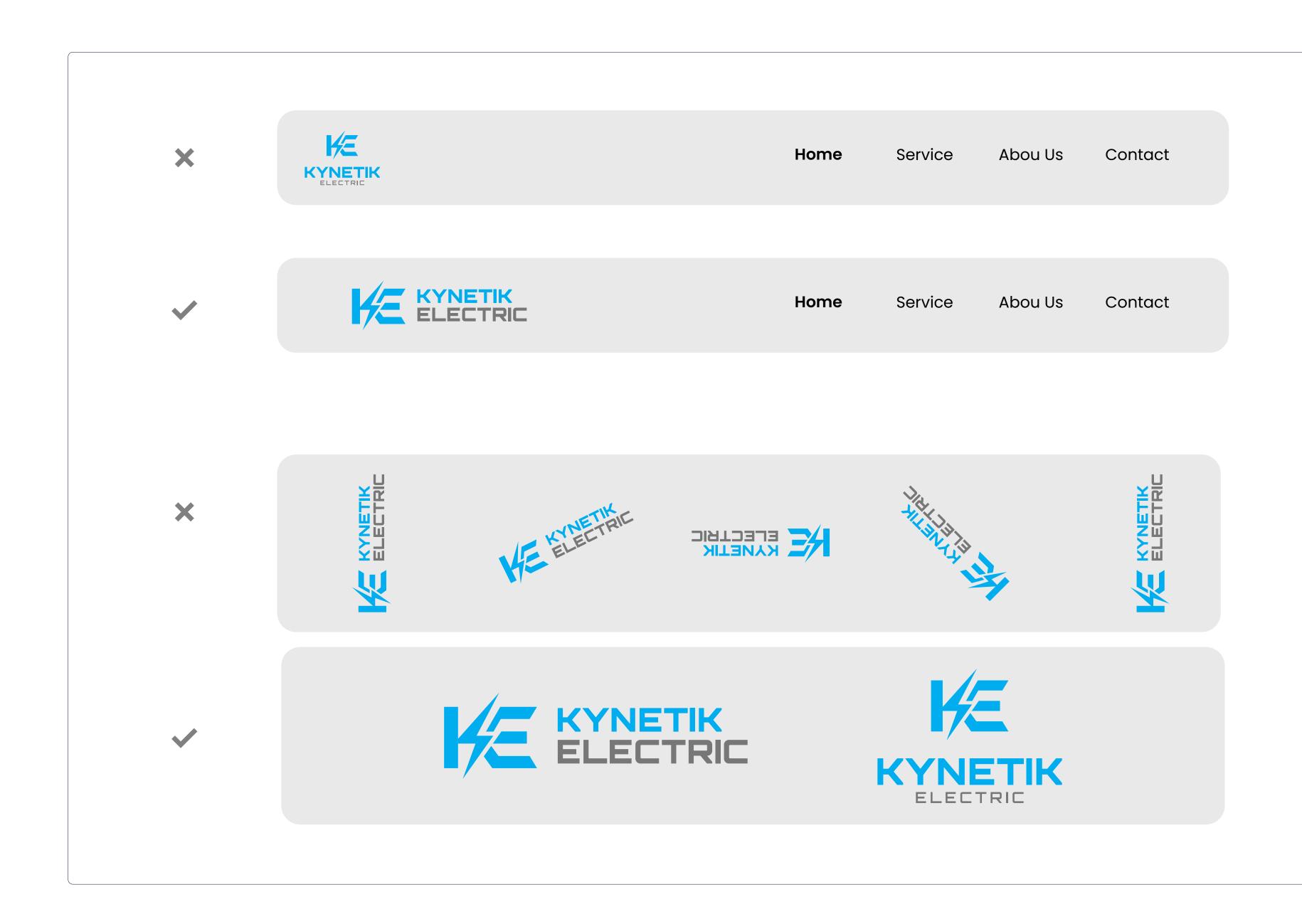




Logo Alignment 2025

2.4 Logo Alignment

Consistent logo alignment is essential to maintaining the professionalism and clarity of the brand. Always position the logo carefully within layouts, ensuring it is centered or aligned according to the designated brand grid. Respect the clear space requirements around the logo to prevent crowding by other visual elements. Proper alignment ensures balance, enhances recognition, and reinforces a polished brand presence across all touchpoints.





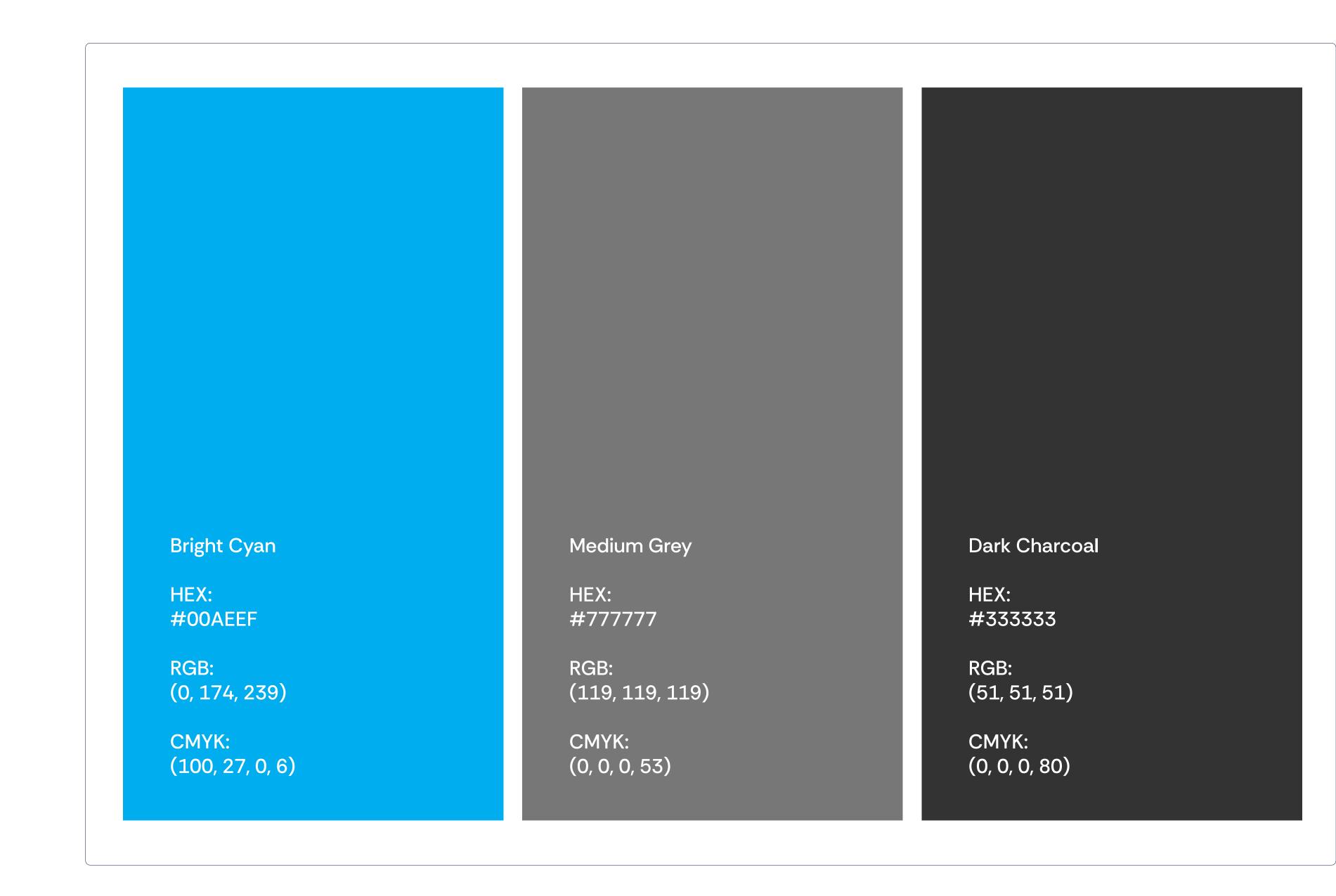
Brand Golos



Primary Colors 2025

3.1 Primary Colors

Brand primary colors are the core of our visual identity. They represent the brand's stability, trust, and professionalism. These colors are used most prominently across all brand materials, ensuring strong recognition and consistent visual impact.

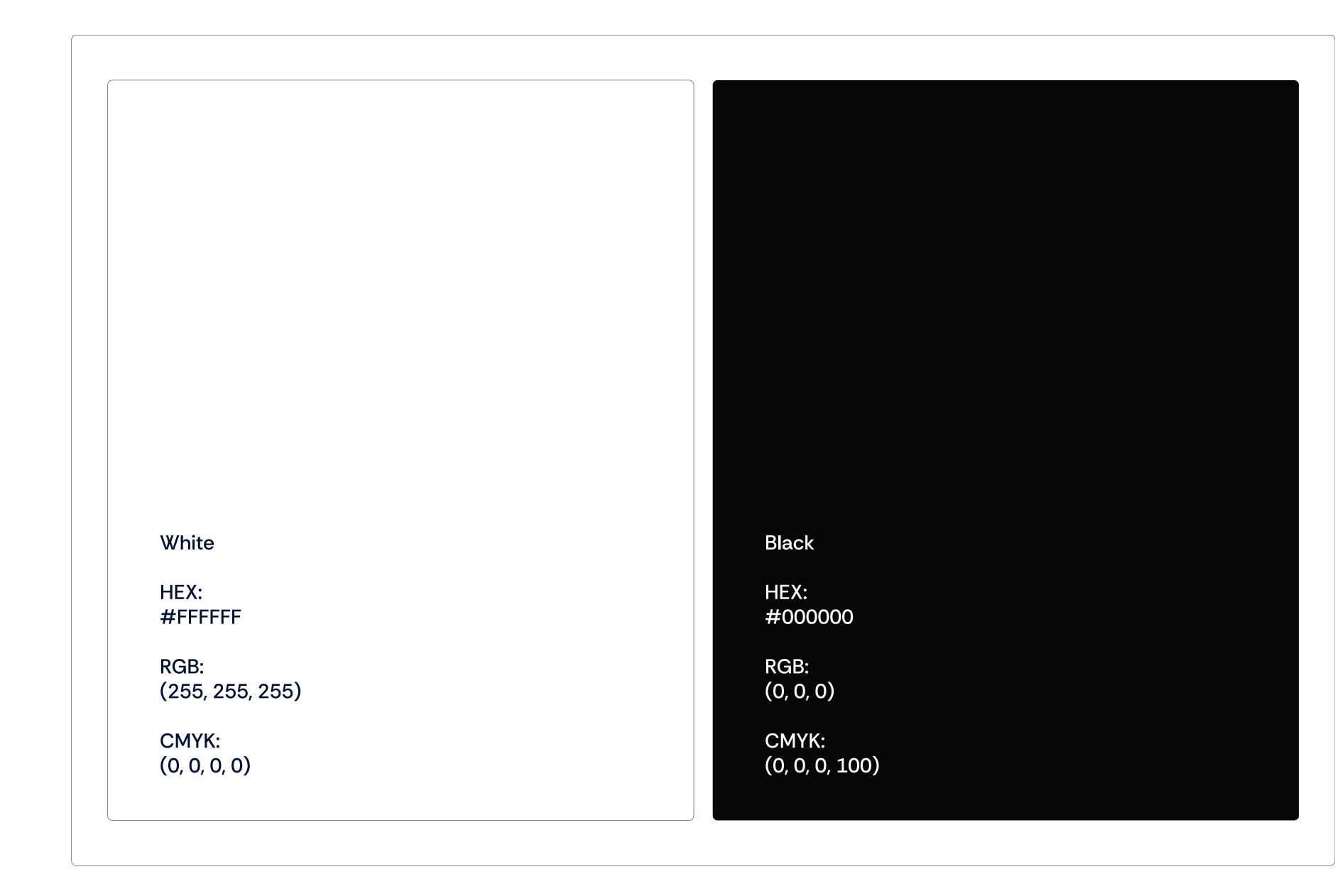




Neutral Colors 2025

3.2 Neutral Colors

Neutral tones form the foundation of brand visual language, offering understated backgrounds and supporting elements that allow primary and accent colors to shine. They ensure clarity, readability, and a modern, professional look across all communications.





Brand Typography



Primary Font 2025

4.1 Primary Font

OrbitronReqular Kynetik Electric OrbitronMedium Kynetik Electric OrbitronSemibold Kynetik Electric OrbitronBold Kynetik Electric OrbitronExtrabold Kynetik Electric

Our primary font represents the core voice of brand. It is used in key communications, headings, and primary marketing materials to project clarity, professionalism, and modernity. This font ensures consistency across all brand touchpoints and reinforces our visual identity.

OrbitronBlack Kynetik Electric



KYNETIK ELECTRIC 2025 Secondary Font

4.2 Secondary Font

RethinkSansRegular RethinkSansMedium RethinkSansSemiBold RethinkSansBold RethinkSansExtraBold

RethinkSansItalic RethinkSansMedium Italic RethinkSansSemiBold Italic RethinkSansBold Italic RethinkSansExtraBold Italic Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

Kynetik Electric

The secondary font supports the primary typeface by offering versatility across different applications. It is typically used for body text, captions, and supporting materials, maintaining readability while complementing the style and tone set by the primary font.



Hierarchy 2025

4.3 Hierarchy

Main Heading
Orbitron Bold 75px

Kynetik

Heading Two

Orbitron Semibold 46px

Lorem Ipsum

Subheading

Rethink Sans Medium 28px

Lorem ipsum dolor.

a clear, organized structure for all written

communication. By defining distinct

styles for headings, subheadings, body text, and captions, we ensure that

Brand typography hierarchy establishes

information is easy to navigate, visually balanced, and consistently aligned with

ur brand's voice.

Paragraph

Rethink Sans Regular18px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.



Thank You