

# KaneComplain

## (\$KANCO)

# Design Guidelines

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By following these guidelines, KaneComplain can maintain a distinct identity while ensuring the website and other marketing materials are clean, professional, and easy to build later with lightweight assets and scalable visuals.

# 1. Color Palette

The color scheme is minimal, using **black**, **white**, and **grey** tones for all text, backgrounds, and visual elements. The logo will remain the only color image to provide contrast and serve as the visual centerpiece.

- **Primary Colors:**
    - **Black (#000000)** – Text, headings, icons.
    - **White (#FFFFFF)** – Backgrounds, negative space.
    - **Grey Tones:** For subtle elements, borders, and highlights:
      - **Light Grey (#F5F5F5)**
      - **Medium Grey (#C0C0C0)**
      - **Dark Grey (#505050)**
  - **Accent Color:**

The colorful KaneComplain logo. No other colors are allowed.
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# 2. Typography

Typography should be clean, bold, and highly readable to emphasize professionalism while maintaining a playful edge that suits a memecoin.

- **Primary Font:**
  - **Inter** (sans-serif) – Clean, modern, and ideal for both body text and headings.
    - Use **Bold** for headings and oneliners.
    - Use **Regular** for paragraphs and body text.
- **Fallback Fonts:**

Arial or Helvetica (where Inter is unavailable).
- **Font Sizes:**
  - Headings (H1): 48px
  - Subheadings (H2): 32px

- Body Text: 18px
  - Callouts/Oneliners: 20-22px
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### **3. Logo Usage**

- **Primary Placement:** Top left of the website, centered in social banners, and as a favicon.
  - **Logo Scaling:**
    - Ensure the logo retains clarity and vibrancy when resized.
    - Minimum logo width: 120px.
  - **Backgrounds:**
    - The logo must always appear against a white or light grey background for maximum contrast. Avoid busy or textured backgrounds.
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### **4. Icons & Graphics**

- **Icons:**

Use monochromatic SVG icons (black/white/grey) for navigation, calls-to-action, and section indicators.

    - Examples: FontAwesome, Heroicons, or open-source SVG libraries.
  - **Graphics & Illustrations:**
    - Black and white only.
    - Use abstract shapes or line-based illustrations to reinforce concepts (e.g., DCA flowcharts, roadmaps, or sentiment waves).
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## 5. Layout & Spacing

- **Grid System:** Use a **12-column grid** for responsive web design. This ensures consistency across devices.
  - **Spacing:** Maintain generous padding and white space to create a clean, modern look.
    - Margins: 32px (desktop), 16px (mobile)
    - Line Spacing: 1.5x for body text.
  - **Alignment:** Left-align all body text. Headings can be left-aligned or center-aligned for emphasis.
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## 6. Visual Hierarchy

A clean, straightforward structure ensures clarity:

1. **Logo & Navigation:** Logo on the top left, minimal navigation links (Home, Whitepaper, Roadmap, Buy, Socials).
2. **Hero Section:**
  - Slogan prominently displayed: **“When Kane complain, imminent is the gain!”**
  - KaneComplain logo centered.
  - CTA (e.g., “Buy \$KANCO” or “Join the Community”).
3. **Content Sections:**
  - Use alternating light grey and white backgrounds for clear separation.
  - Section titles in bold, large text (H2).
4. **Oneliners & Quotes:** Break up content with large callouts in bold black text.  
Example:
  - **“Wen Kane cry, price fly.”**
5. **Footer:**
  - Minimalistic with social links, disclaimers, and copyright information.

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## **7. Tone of Voice**

The tone for all copy should balance humor with clarity:

- **Playful:** Light-hearted and meme-inspired.
    - Example: “No Kane, no gain.”
  - **Professional:** Clear and structured for serious content (e.g., tokenomics, roadmap).
  - **Engaging:** Focus on community-driven sentiment. Use short, snappy sentences for social calls-to-action.
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## **8. Key Visual Elements**

- **Slogan:** Always prominent: **“When Kane complain, imminent is the gain!”**
  - **Oneliners:**
    - “Wen Kane cry, price fly.”
    - “When Kane cries, price flies.”
    - “No Kane, no gain.”
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## **Summary of Design Principles**

1. **Monochromatic Design:** Black, white, and greys only—except for the logo.
2. **Clean Typography:** Inter font for readability and bold statements.
3. **SVG-Based Visuals:** Line-based icons and illustrations for a lightweight, scalable design.
4. **Professional Layout:** Hero, content sections, roadmaps, and clear CTAs.
5. **Playful Content, Structured Design:** Balance memes with professional formatting.

By following these guidelines, KaneComplain can maintain a distinct identity while ensuring the website and other marketing materials are clean, professional, and easy to build later with lightweight assets and scalable visuals.