kin

BRAND GUIDELINES

V.1.0

The following brand guidelines are in place to ensure a cohesive look and feel throughout.

A new voice

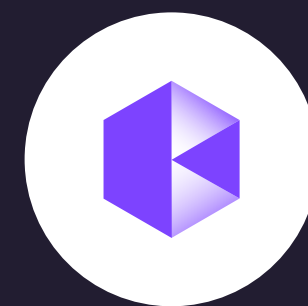Engaging   Relevant   Visionary   Defiant   Community   Human

Kin Brand Guidelines - **Section 1**

Logos

Kin has a type logo accompanied by an icon. It was very important for the brand to have a strong recognisable icon that is fluid and can work across all future rollout and collateral.

The idea behind the logo was to create an illusion of a box/cube. This represents the blockchain element of the brand whilst allowing for the idea that Kin is a space to make & multiply, hence the hexagonal shape which can be used infinitely.

01

LOGO TYPES

02

The Kin logo is made up of a type logo and a uniquely designed icon.

03

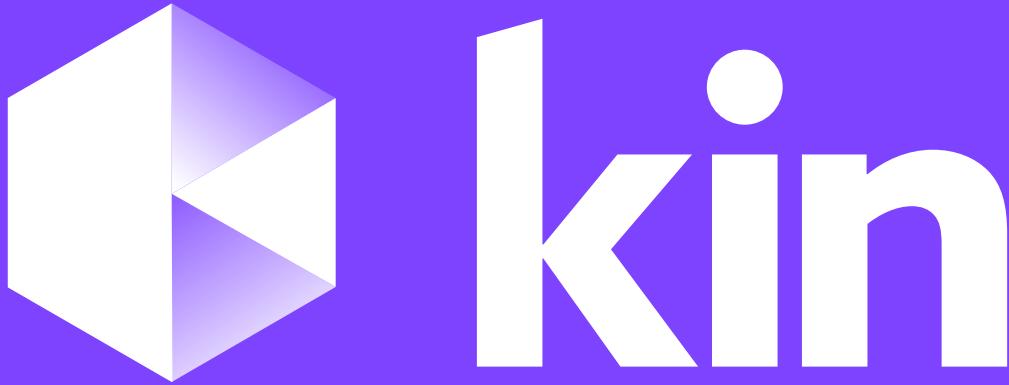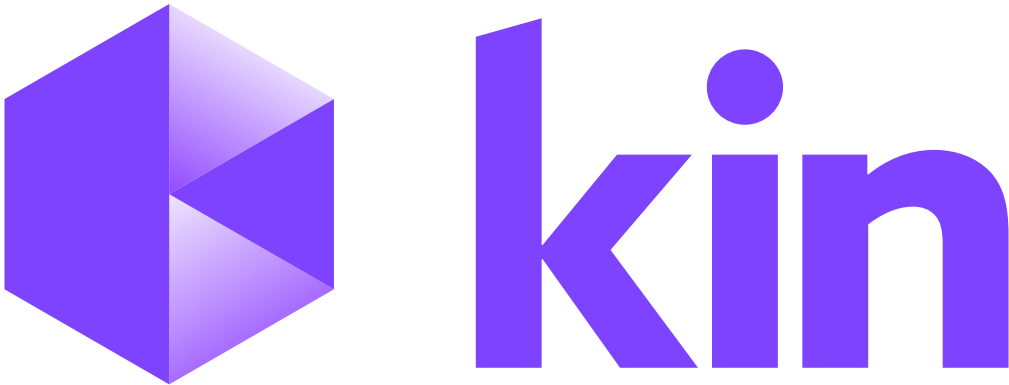Kin has two variations of the type logo.

04

The first is where the type logo is placed horizontally next to the icon.

05

The second is where the type logo is placed below the icon.

This should only be used when the horizontal logo doesn't work with future collateral e.g. sizing, visibility etc...

The horizontal logo is the **main logo.**

01

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05

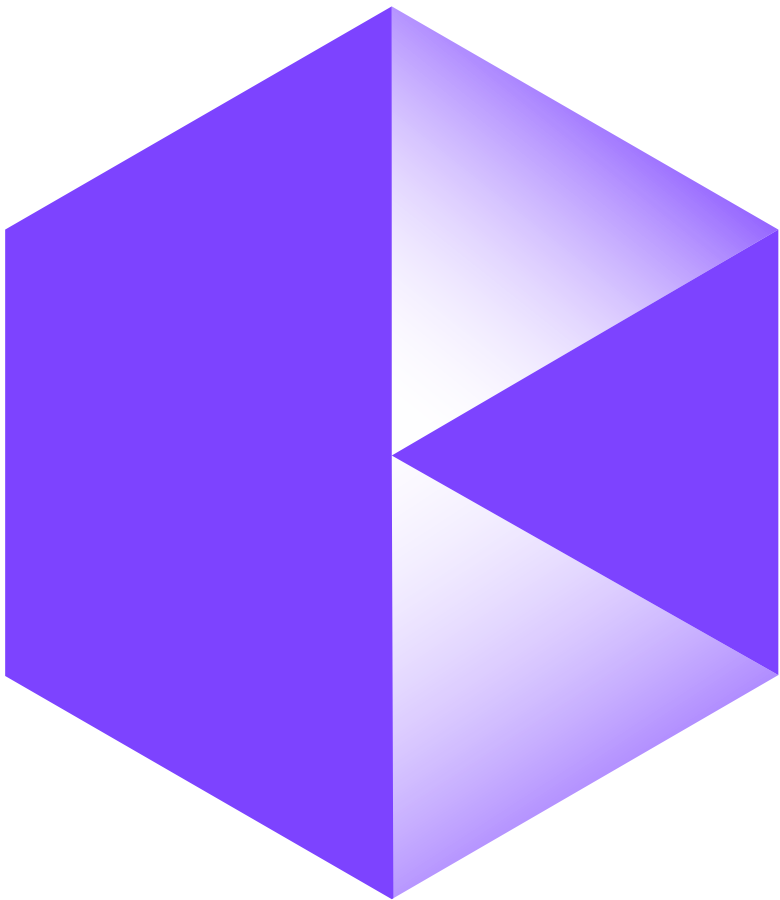Kin's icon has been curated to give the illusion of a box/cube.

The shape is made up of triangles of the same dimensions with two of the triangles having a soft gradient to represent the letter 'K'

The main brand colour is **Violet**, so the favicon/icon should always be this colour*.

*Unless on a violet background or when placed on stickers.

01

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LOGOS OVER IMAGERY

When placing a logo of imagery, it is dependent on the content of the photograph. Both the horizontal and vertical logos can be used.

Ensure that the logo spacing guidelines are still being followed when placing over images.

Use only white, violet and night-sky coloured logos - all variations are available for download through our website.

A violet container should be used so the logo stands out - on this basis the white logo is the preferred choice for most imagery.

Kin Ecosystem
Get rewarded for spending time online

kin

Kin Ecosystem
Get rewarded for spending time online

kin

01

MAIN LOGO

02

Logo spacing is crucial to keep balance and clean white space.

03

The logo exclusion zone is equal to half of the height of the icon.

04

The main logos minimum width for digital use is 71px.

05

The main logos minimum width for print use is 19mm.

Logos with the correct spacing borders will be provided in the handover file.

THE LOGO EXCLUSION ZONE IS EQUAL TO HALF THE HEIGHT OF THE ICON*

71PX   DIGITAL (MINIMUM WIDTH)
19MM   PRINT (MINIMUM WIDTH)

MAIN ICON

THE LOGO EXCLUSION ZONE IS EQUAL TO HALF THE HEIGHT OF THE ICON*

15PX   DIGITAL (MINIMUM WIDTH)
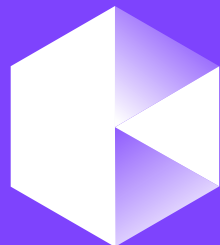4MM   PRINT (MINIMUM WIDTH)

THE LOGO EXCLUSION ZONE IS EQUAL TO HALF THE HEIGHT OF THE ICON*

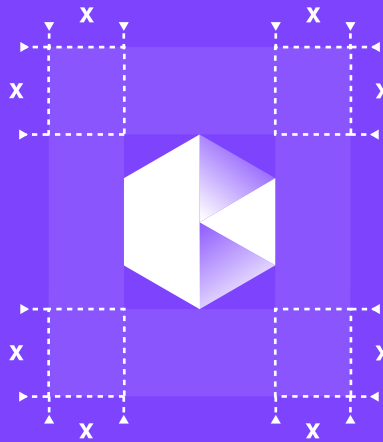37PX   DIGITAL (MINIMUM WIDTH)
10MM   PRINT (MINIMUM WIDTH)

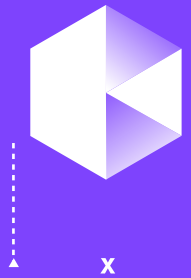THE LOGO EXCLUSION ZONE IS EQUAL TO HALF THE HEIGHT OF THE ICON*

37PX   DIGITAL (MINIMUM WIDTH)
10MM   PRINT (MINIMUM WIDTH)

kin

01

SOCIAL LOGOS

02

The Kin app logo should
be presented as the Kin
cube icon in white with
the violet background.

03

The sizing should **always**
be inline with the size
guidelines we provide.

04

The icon should be
presented like this for any
other social media logos
or display pictures. e.g.
Instagram.

05

Kin Brand Guidelines - **Section 2**

Currency Symbol

Kin is unique - it is not only a brand representing an ecosystem of apps, it is also the name of the Kin currency.

The Kin logo and Kin currency symbol are different.

When quantifying an amount of Kin in numerals, the Kin currency symbol can be used as shorthand to express such amounts.

01

CURRENCY

02

There are a number of options which can be used when referring to numerical amounts of Kin.

⬡

OPTION 1

Use the entire word 'Kin'

Kin

Examples:

Send 10,000 Kin

OPTION 2

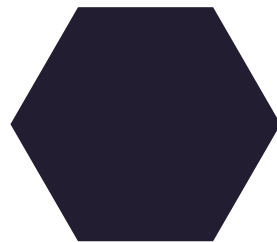Use an upper-case 'K'

K

Examples:

Send к 10,000

OPTION 3

Use the unicode Black Hexagon
"⬡" (U+2B22)

⬡

Examples:

Send ⬡ 10,000

While the logo image can also be resized down to represent the 'currency symbol' for Kin, the intention here is to enable currency amounts of Kin to be expressed easily in text rather than having to resort to inserting an image file before the numerical amount.

For Kin-apps, apps are free to style the currency symbols however they wish and do not need to follow the colour and font guidelines.
For example: K 10,000

01

DESIGNING KIN APPS

02

Kin developers are free to experiment between the use of the Kin logo and Kin currency symbol to find the best look for their specific app.

We think a good rule of thumb is:

- use the image logo for buttons when there is sufficient space for it (when it looks good);

- use the currency symbol in small situations and when referring to numerical amounts of Kin.
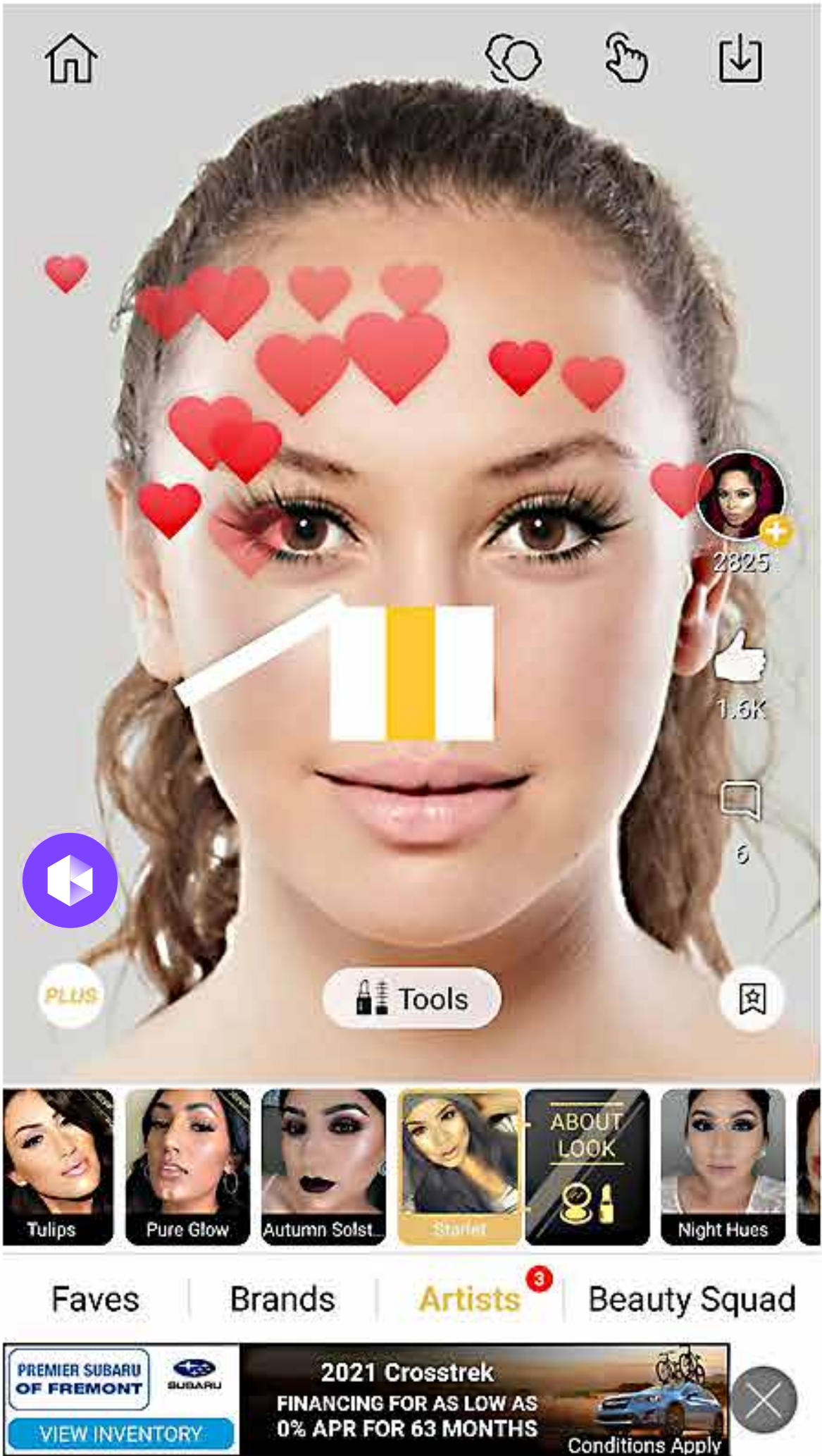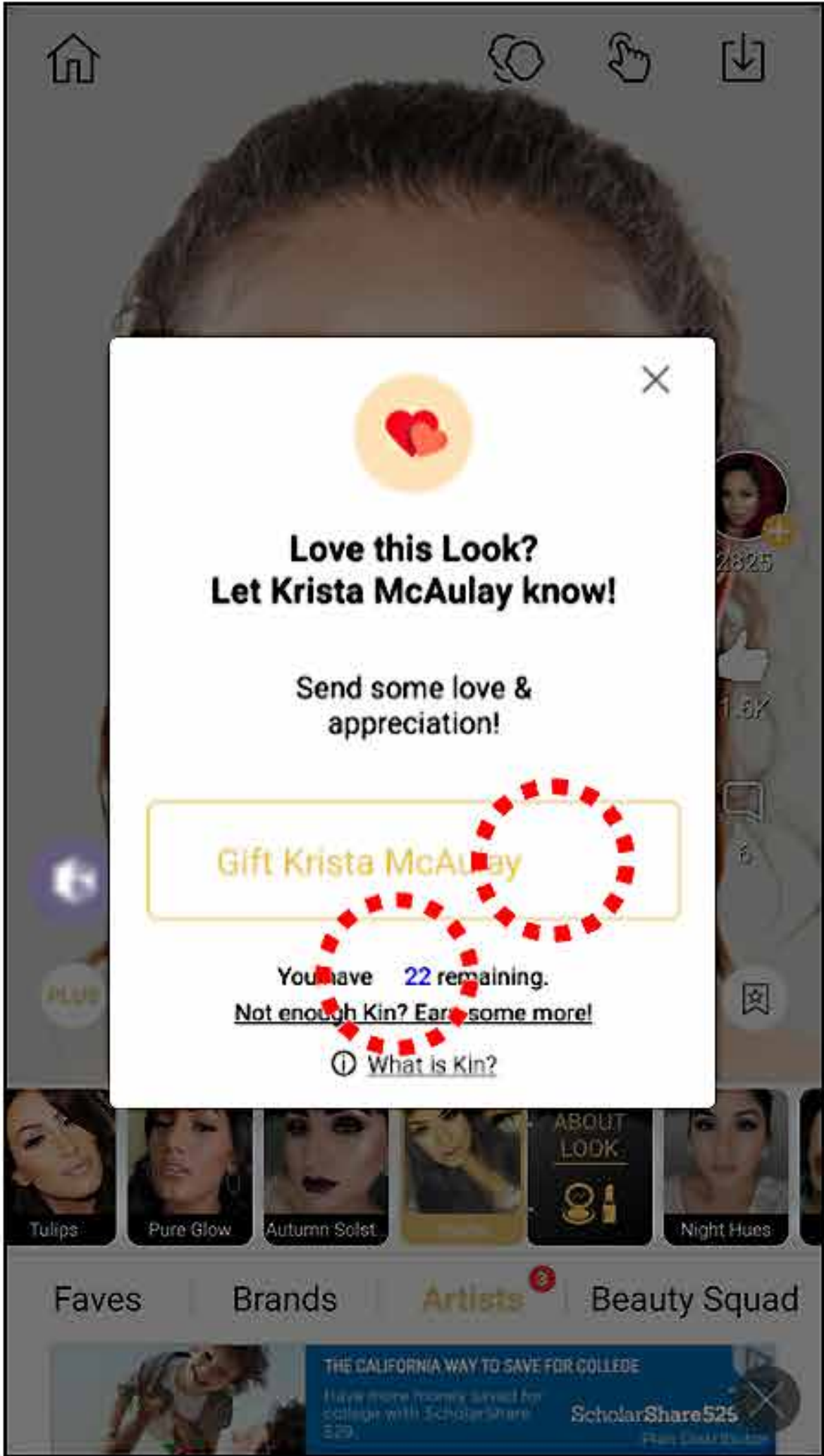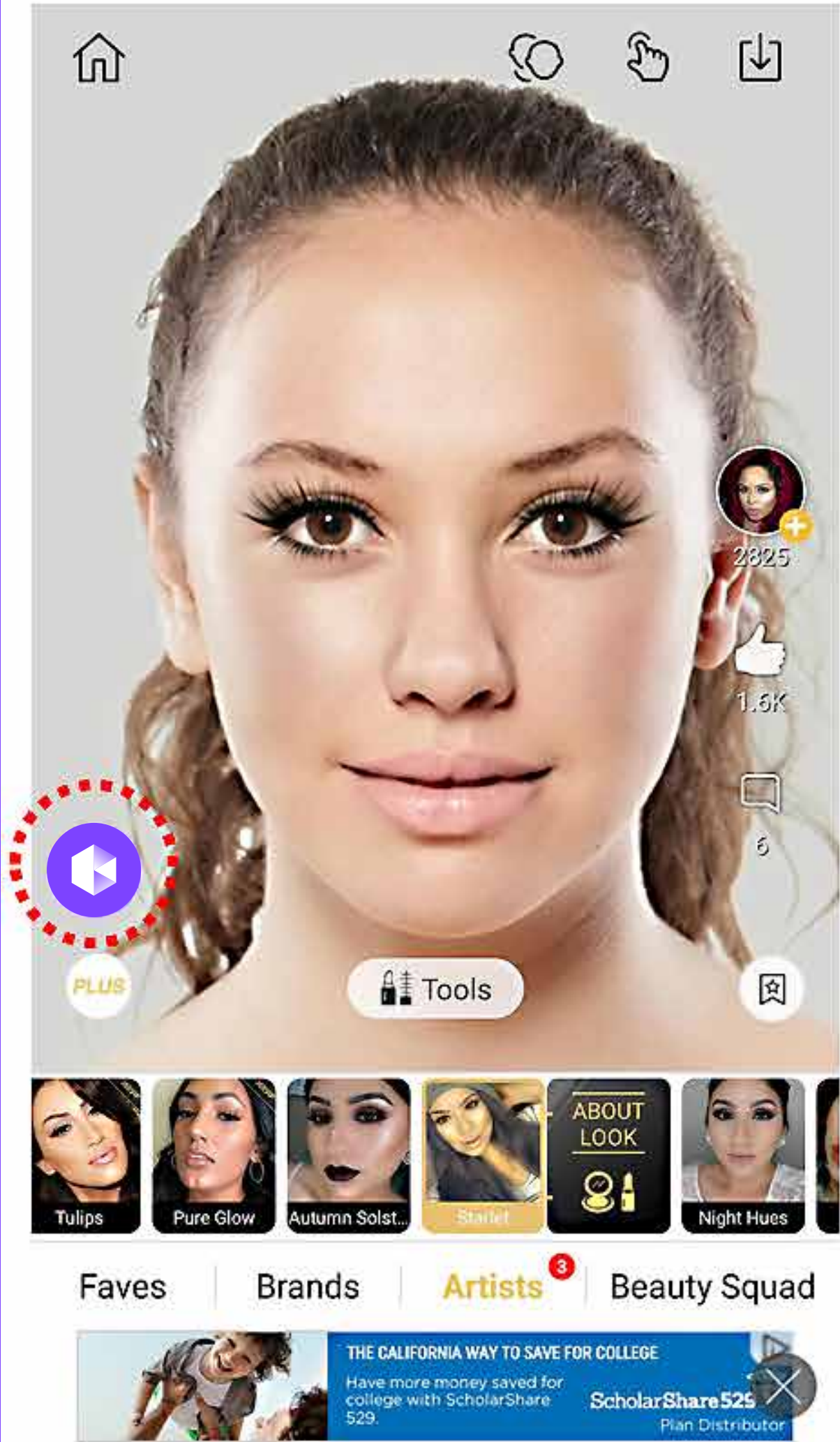
Kin Brand Guidelines - **Section 3**

Typography

Kin's font family is made up of three different typefaces,
Neue Haas Grotesk Display Pro, Joanna Sans Nova & Soleil.

Neue Haas Grotesk Display Pro is used as a display font and for all
main headings. Soleil is used as subheadings & Joanna Sans Nova is
used for body copy.

The set of fonts together are ready for all kinds of typographic
challenges. They compliment one another to create a clean and
contemporary type hierarchy.

01 TYPE OVERVIEW

02 Kin's main brand font is Neue Haas Grotesk Display Pro. **(75 Bold)**

03 Kin is a strong, assertive and fresh brand, therefore we needed a font as bold and clean as Neue Haas Grotesk Display Pro to represent this.

When paired alongside the other chosen typefaces, it creates a cohesive font family that is easily adaptable for many different typographic situations.

abcde
ijklmno
stuvwy

Typography 3.2

01

02

03

CHARACTER SET

Kin's character set is made up of five different typefaces.

- Neue Haas Grotesk Display Pro **75 Bold**

- Soleil **Semibold**

- Joanna Sans Nova **Regular**

- Neue Haas Grotesk Display Pro **65 Medium**

- Neue Haas Grotesk Display Pro **55 Roman**

Do not apply any VA to any of the above fonts.

* VA (Tracking) = Tracking is the process of loosening or tightening the spacing between the characters in selected text or an entire block of text.

01

**Neue Haas Grotesk Display Pro
75 Bold**

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,;;?@!&@*%)

02

Soleil Semibold

Bb

ABCDeFGHijklm
nOPqrSTUVwxyz
1234567890(.,:;?@!&@*%)

03

Joanna Sans Nova Regular

Cc

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)

04

Neue Haas Grotesk Display Pro
65 Medium

Dd

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,;;?@!&@*%)

05

Neue Haas Grotesk Display Pro
55 Roman

Ee

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,;;?@!&@*%)

06

Joanna Sans Nova Bold

Cc

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)

01

02

Be sure to follow the rules on hierarchy and size when creating layouts with the chosen typefaces.

Neue Haas Grotesk Display 75 Bold is used for all main headlines.

03

Soleil (Lower case) is used for all subheadings, it can be used in full capitals or lowercase dependent on the situation.

Joanna Sans Nova Regular is used for all body copy. Joanna Sans Nova Bold can be used to create emphasis on chosen words. This is to be done minimally.

Neue Haas Grotesk Display Pro 55 Roman is used for call to action buttons and tab headings.

SOLEIL IS USED ABOVE HEADLINE

Neue Haas Grotesk Display(75 Bold) is used for Headlines

Soleil (lower case) is used to support headlines and differentiate from the detail of the body copy, use 30-40% of the headline type size. When subheadings are used as a sentence, use punctuation.

Joanna Sans Nova is used for body copy. Use **20-30%** of the headline type size for all body copy. For readability, make sure body copy is no smaller than **7pt** in print media and **14pt** in digital media.

Lorem ipsum

Lorem ipsum

Alternative Subhead
Shown at 34/38pt

Headline
Shown at 76/80pt

Subhead
Shown at 34/42pt

Body Copy
Shown at 20/24pt

Call To Action
Neue Haas Grotesk Display Pro 55 Roman
Shown at 20pt

Kin Brand Guidelines - **Section 4**

Colours

Kin's visual branding will be viewed digitally by the most part, therefore we chose a RGB violet as the main brand colour to allow it to be eye-catching and memorable.

There is a soft lilac and a dark blackberry that has been chosen to enhance the overall look & feel, as it provides more depth.

Using complimentary colour pairings helps to keep a strong brand image whilst having white space allows for adaptibilty throughout a series of situations.

01

PRIMARY COLOUR

02 Colour is a key part of Kin's branding. To keep a strong brand image there is a main brand colour, which is **Violet** this is used for favicons, social media logos and some backgrounds.

03

04 The secondary brand colours are Lilac, White & Blackberry. These shall be used throughout the branding but not as much as Violet.

There should be a varied amount of coloured backgrounds on the website to create depth and interest.

Lilac

#c8aff8

Violet

#7546f6

White

#ffffff

Blackberry

#211d30

01

COLOUR PAIRING

When it comes to implementing design using colour it's crutial to use the correct pairing. Each colour was chosen with a secondary shade to be used in contrast throughout. This allows to design to be cohesive & complimentary.
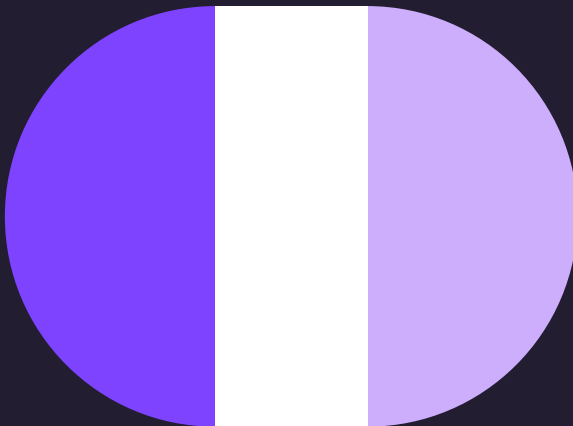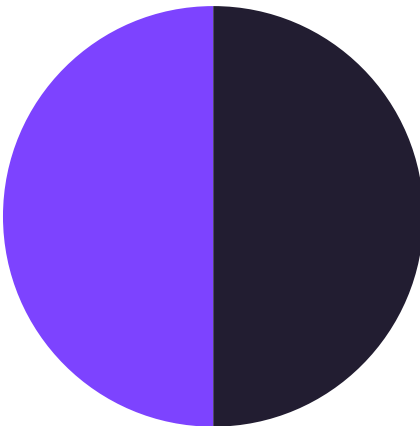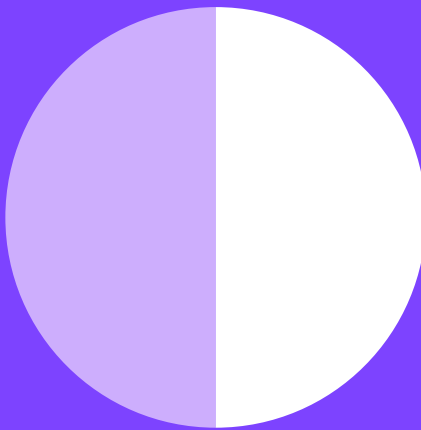
Refer back to this page to ensure you're using the correct colour type on the correct background.

E.g On a **lilac** background, only **violet or white** text should be used.

The only exception is that blackberry **graphical elements** can be used on all backgrounds.

COLOUR PAIRING

Colour pairing can be implemeted through all typography and graphic elements.

When a background or page is a certain colour, check back here and ensure you are using the correct colour match for all type and elements used on that page.

For example, if the background is Violet the type and call to actions must be either lilac or white.

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

01

LOGO PAIRING

02

To keep the brand cohesive and to ensure the colour pairing guidelines are being followed please refer to this page when choosing the correct logo for each coloured background.

03

04

All posters, digital advertisements and printed collateral with a white background should use the blackberry logo. All type on collateral that has a white background should be blackberry.

The purple kin logo can be used on a white background when presented on the website or any other digital platforms.

kin

kin

kin

kin

kin
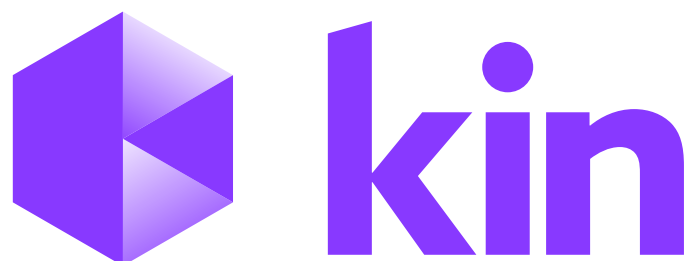
Kin Brand Guidelines - **Section 5**

Graphic elements

Graphic elements are very important when it comes to branding as they show relationships, hierarchy, and emphasis visually.

Most of the elements that have been created have been designed from the logo itself. They can be used as holding images, stickers and to hold headlines.

01 GRAPHICAL SHAPES

02

03

These should be the only graphical elements to be used.

The solid hexagonal shape should only be used very minimally.

The rectangles can be used to hold type headlines on cover pages and documents.

Circles should be used for stickers and for the Kin 'Coin'.

These shapes must not be altered, or squashed.

When it comes to implementation, these should be used very minimally and in line with the colour pairing guidelines. The only exception is that **blackberry elements** can be used on both **violet** and **lilac** backgrounds.
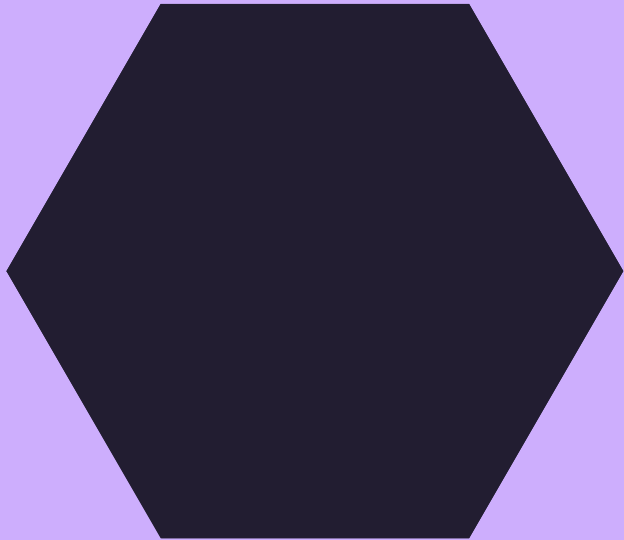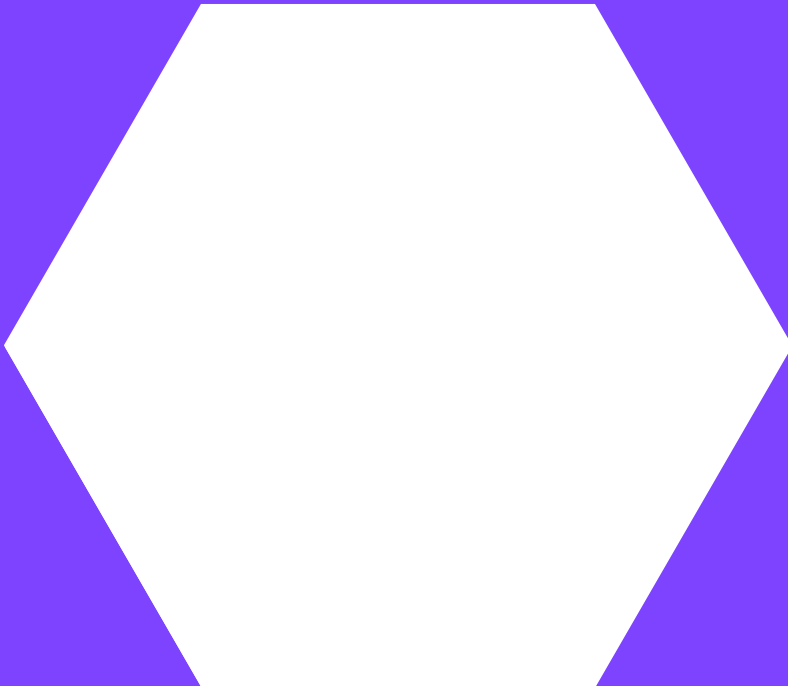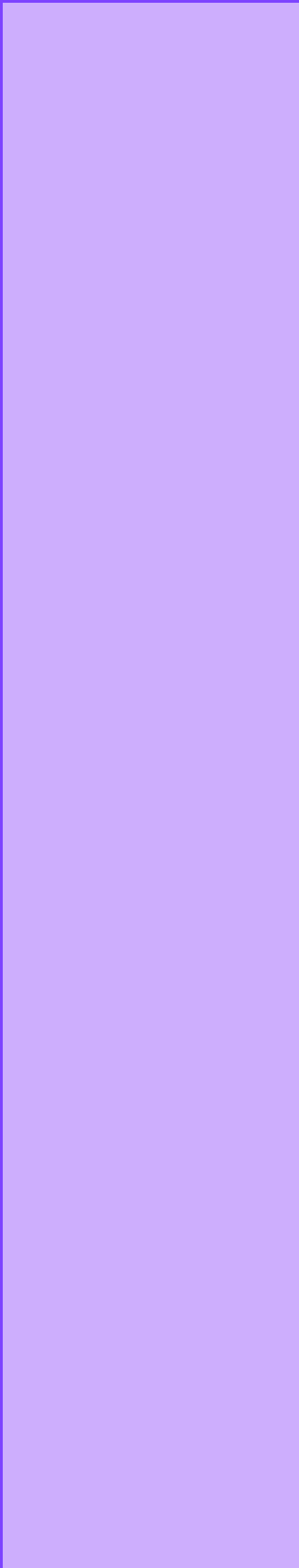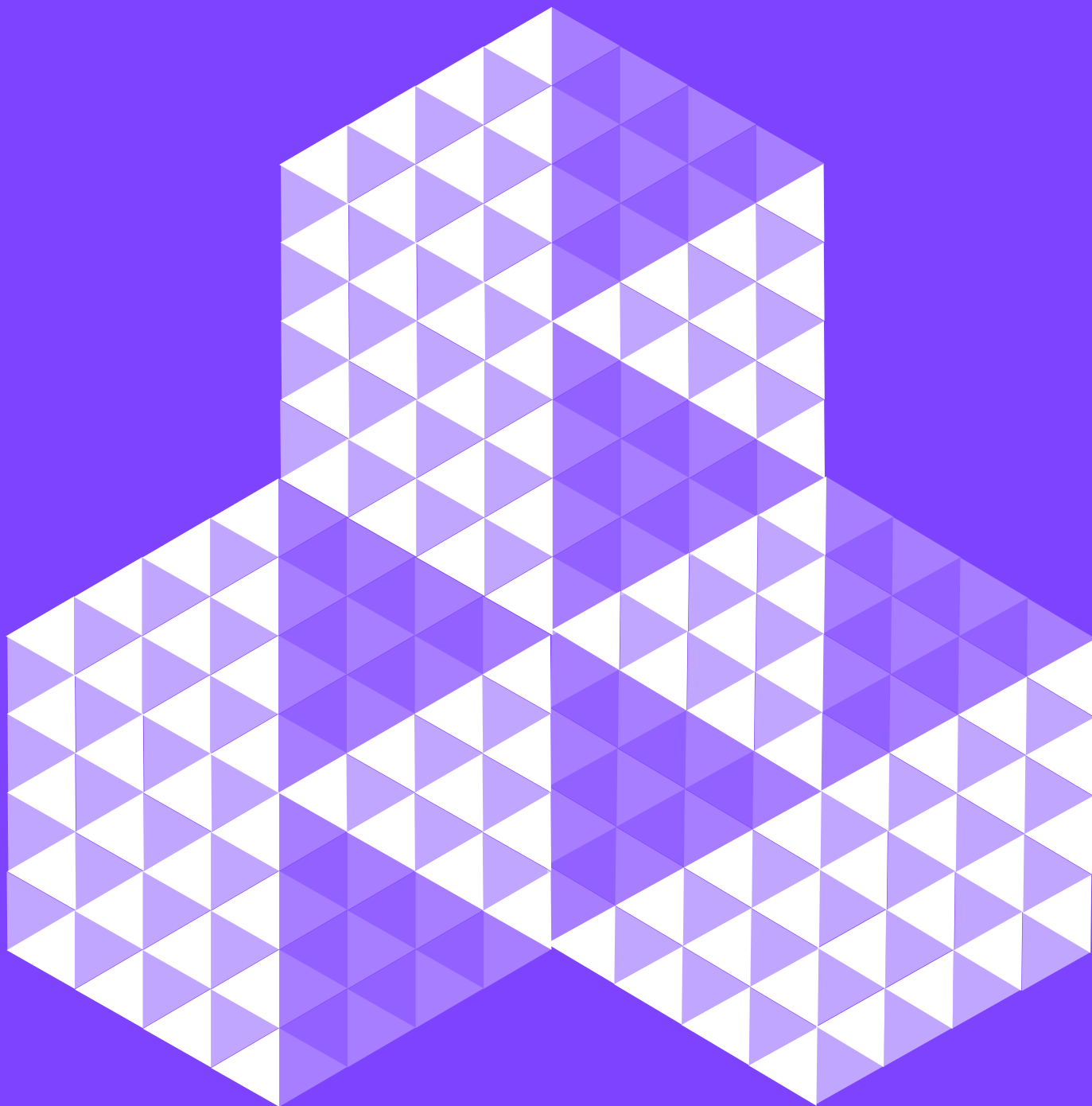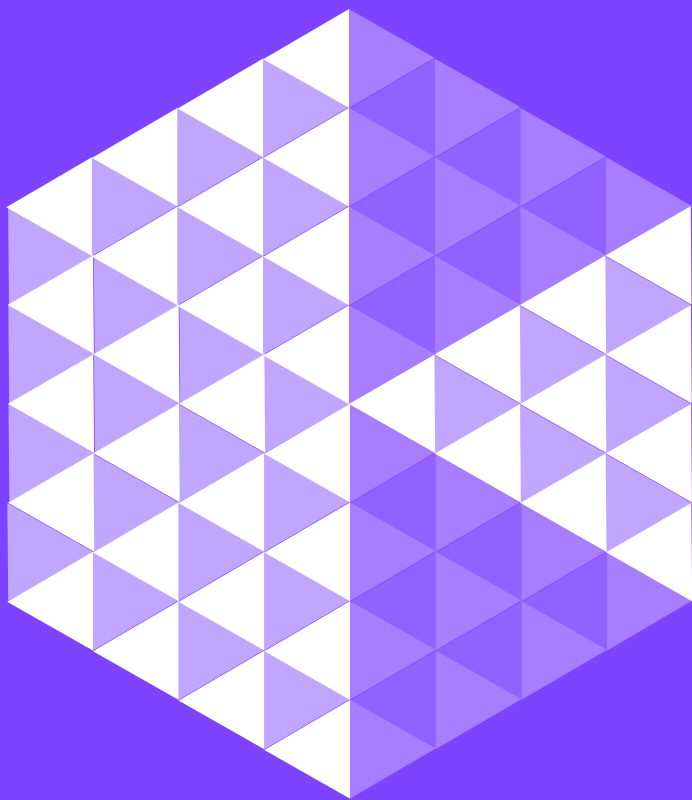
01

CUBES

02

To elevate the Kin brand
different graphical elements will
be used to create depth and to
add colour.

03

Here we have an example of
how the cube shape from the
Kin logo can be used to scale
larger blocks/cubes.

01

02

03

Rectangles can be used to hold headlines. They should always follow the colour pairing guidelines.

The **element** must be in the correct pairing to the **background**.

The **type** should be in the correct pairing to the **element not** to the background.

Stickers can be used to overlap text. These should always be placed in the corners and stick to the colour pairing guidelines.

The correct spacing of the icon must be used

Graphic elements

Colour

Logos

Kin Brand Guidelines - **Section 6**

Photography

The focus of Kin's photographic guideline is to represent the community of the people using this platform.

Kin's style needs to appear crisp and clean when presented on social platforms and collateral, therefore choosing which images to present is crucial .

01 **OVERVIEW**

02

Kin's imagery needs to represent the community. It needs to be clean, crisp and cool.

03

Making use of appealing backgrounds, natural enviroments and architecture.

04

When it comes to choosing imagery to present as heading images/slides and social media pictures please see the examples of photography here and the key words below in mind.

KEYWORDS:

- Youthful
- Inclusive
- Fashionable
- Friendly
- Natural

01

HOLDING IMAGES

02

The main kin logo shape can be used as a holding image to give a unique look and feel to the design.

03

The two triangles (as shown here) should always be used together to ensure that the 'K' element is always visable.

04

These shapes can also be used to form a photo gallery.

01

02

03

04

HOLDING IMAGES

The half hexagon element can also be used as a holding images on its own. This can be used when presented on the website to add depth and interest.

This is to be used minimally.

TEAMWORK

Kin Support

Kin support for visionaries and developers—includes tools and teams to enrich your project at every step.

Learn More

TEAMWORK

Kin Support

Kin support for visionaries and developers—includes tools and teams to enrich your project at every step.

Learn More

01

SECONDARY IMAGES

02

Here is an example of the type of secondary images that can be used.

03

These can be used as background to add depth and dimension.

04

Secondary images should be used minimally.

Kin Brand Guidelines - **Section 7**

What not to do

Any design system operates by deciding what works and crucially, what does not. Look over "what not to do" to get an understanding of why the rules are in place - and what we lose by breaking the rules.

01 LOGOS

02 A.1 The logo should always follow the colour pairing guidelines, it should never be outlined or have a drop shadow. The gradient should never be modified and the colours shouldn't be changed.
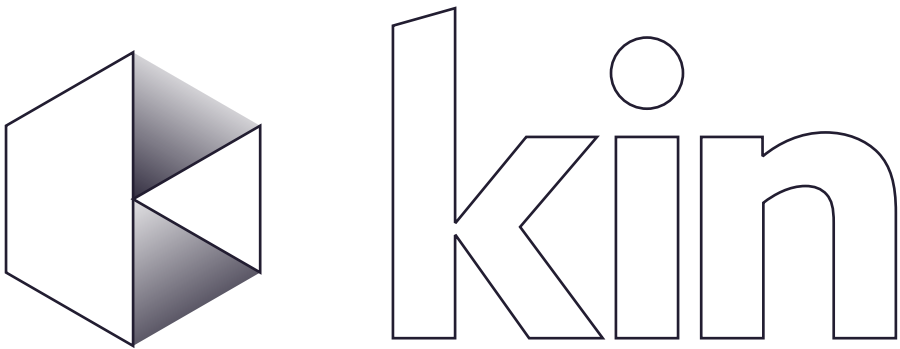
03

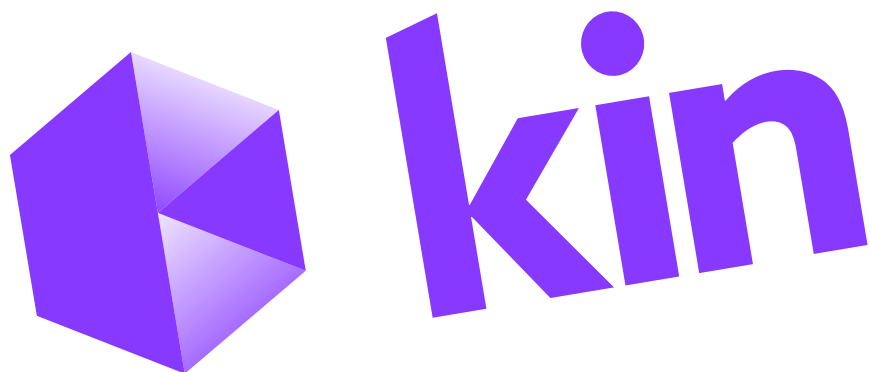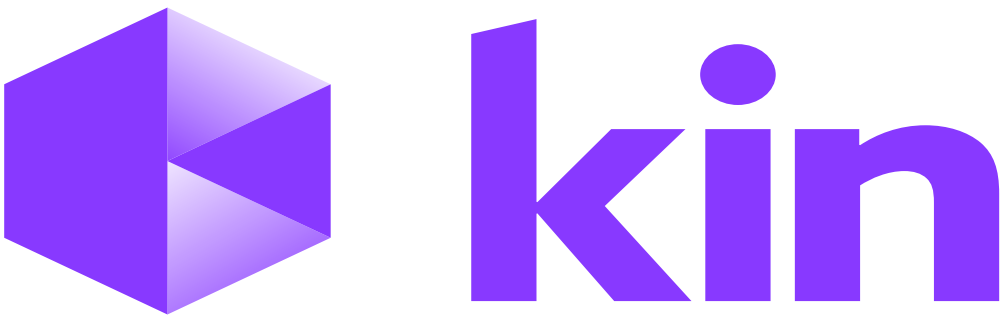04 A.2 The logo should never be streched, warped or presented diagonally.

05 A.3 The icon should never be enlarged, coloured differently or rotated.

All the correct logos will be given in the handover package.

a.2

a.3

01

TYPOGRAPHY

02

A1. Colour pairing guidelines must always be followed. Black text is **never** to be used.

A.2 Headline text should never be presented in Capital Letters. It should never be outlined or streched.

03

A.3 Type should follow the correct sizing and the VA shouldn't be increased or decreased. Text should not be spilt up.

04

05

a.1

Colour

Colour

Colour

a.2

HEADLINE

Headline

Headline

Introducing

Introducing

Intro ducing

01

COLOUR

02

A.1 The colour pairing guidelines must be followed. Each colour has a complimentary pairing which must be ensured.

03

04

A.2 Avoid using gradients which are outside Kin's colour pairing.

05

Never change the gradient of the Kin logo

a.1

Lorem ipsum

Lorem ipsum

a.2

01

GRAPHIC ELEMENTS

02

A.1 Graphic Elements/Holding images should never overlap. They should never be presented horizontally and images on the bottom triangle must be rotated to give off the illusion of a hollow box (refer to the holding images page).
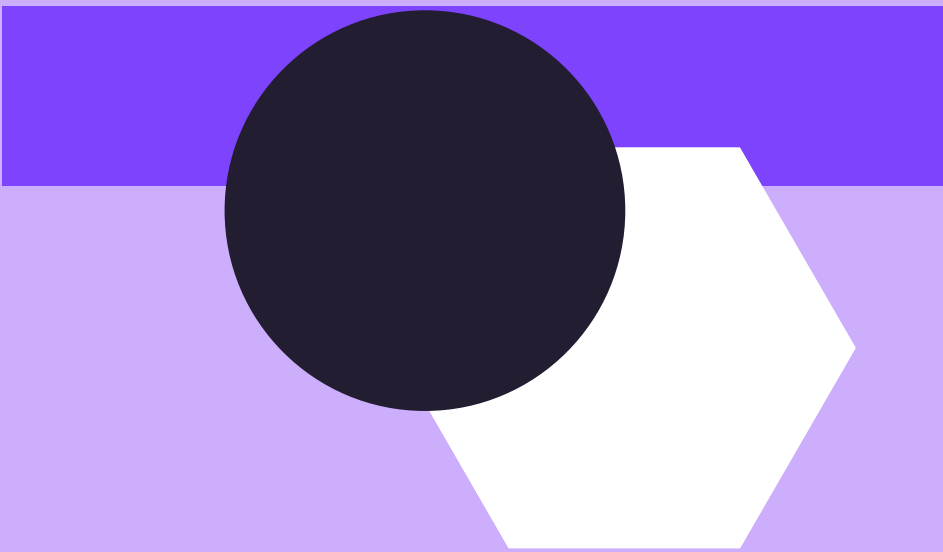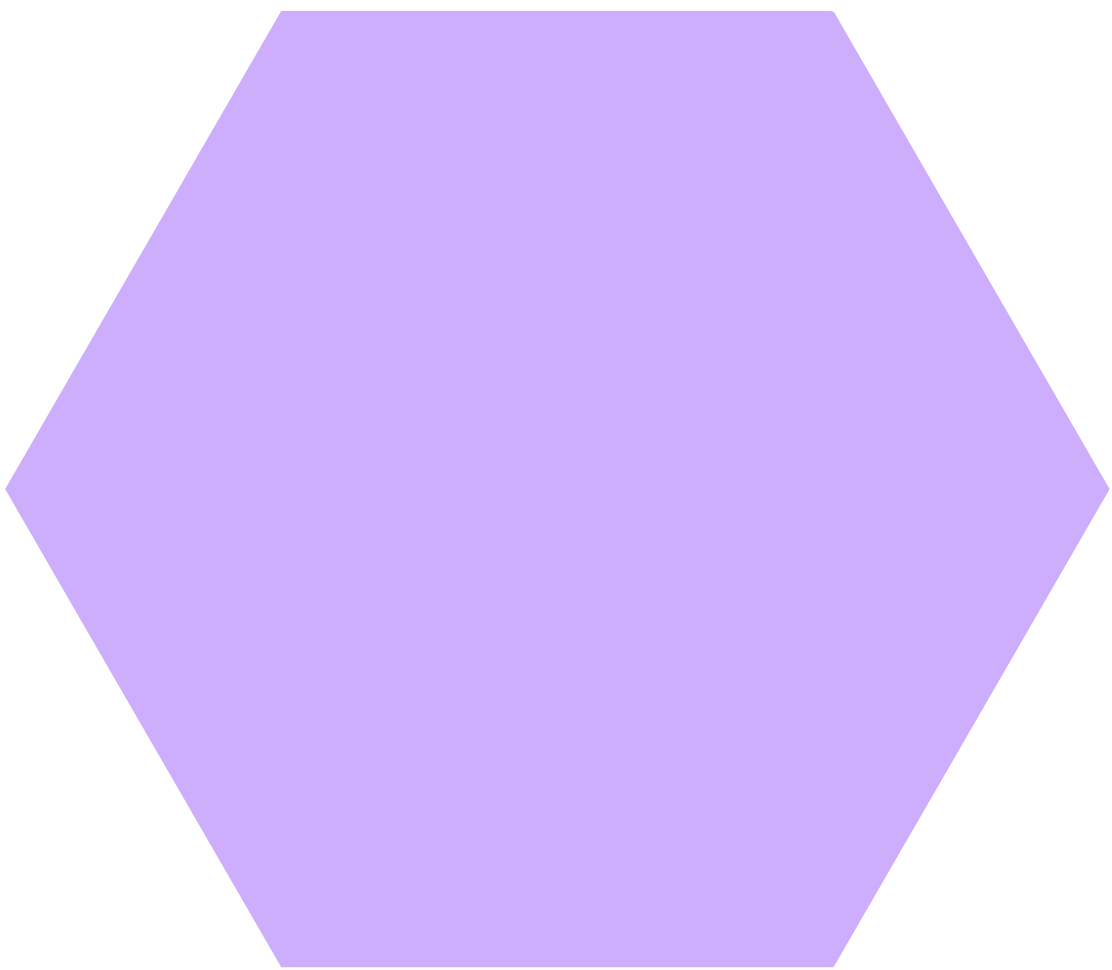
03

04

A.2 Graphical elements should not be altered in shape, they should not be squeezed, squashed or rotated. The hexagon shape should be used minimally and usually in a small proximity.

05

The icon should never be enlarged on stickers. It should follow the sizing and spacing guidelines.

a.1

a.2

01

PHOTOGRAPHY

02

Choosing the right photography is very important.

03

Do not use any images with

04

- Colour overlays

- Vingerette

05

- High saturation

- Special effects

- Low/High exposure

- Black & White edits

- Colour Edits

- Images of people wearing designer/branded clothing

- No Images artificial edit or green screen

- Coloured backgrounds

Kin's photography should look natural, fresh and clean.