

# Kin SDK Guidelines

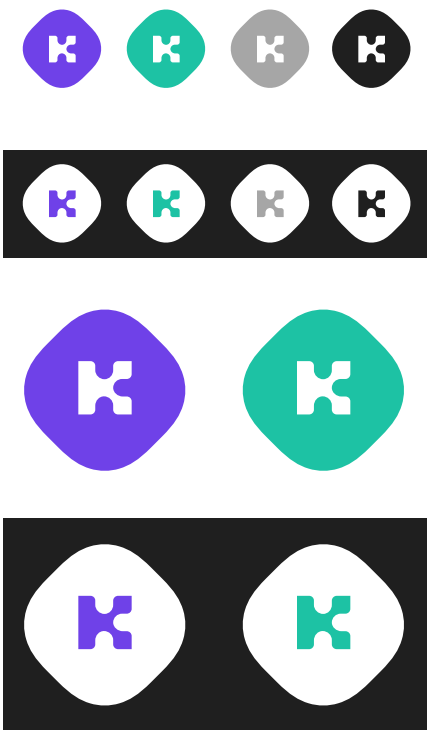
Icons

Buttons

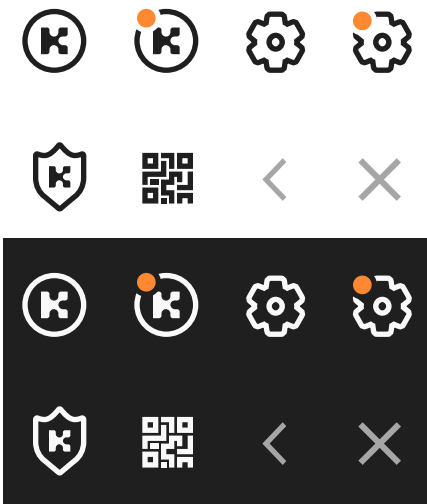
Color palette



Entry points



System icons



Kin amount

κ30  
+κ30  
κ500  
κ500

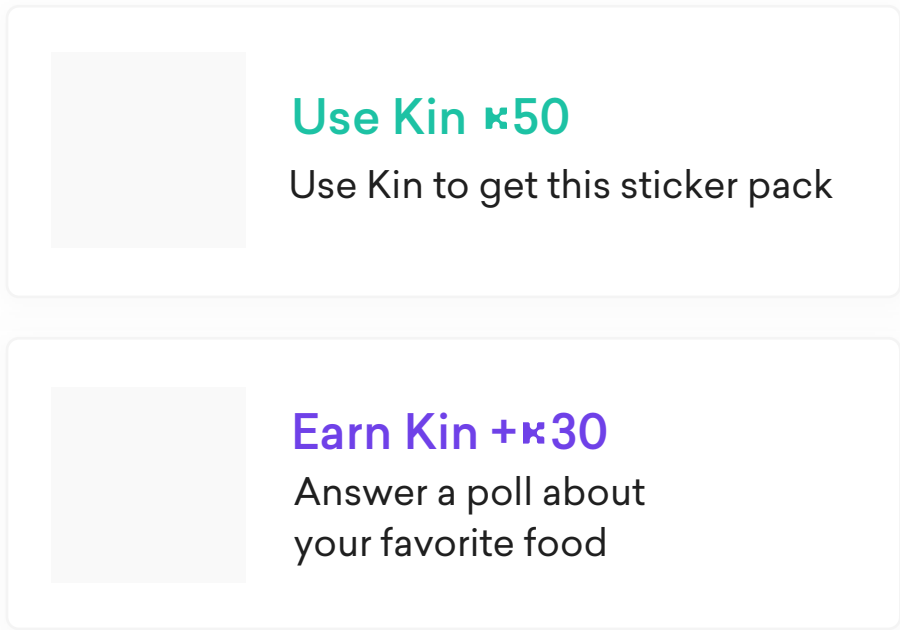
CTA



Tabs



Cards



Title max characters: 20  
Running text max characters: 40

Primary / earn

#6F41E8

Use Kin

#1DC2A4

Error

#DB497B

Notify

#FF8831

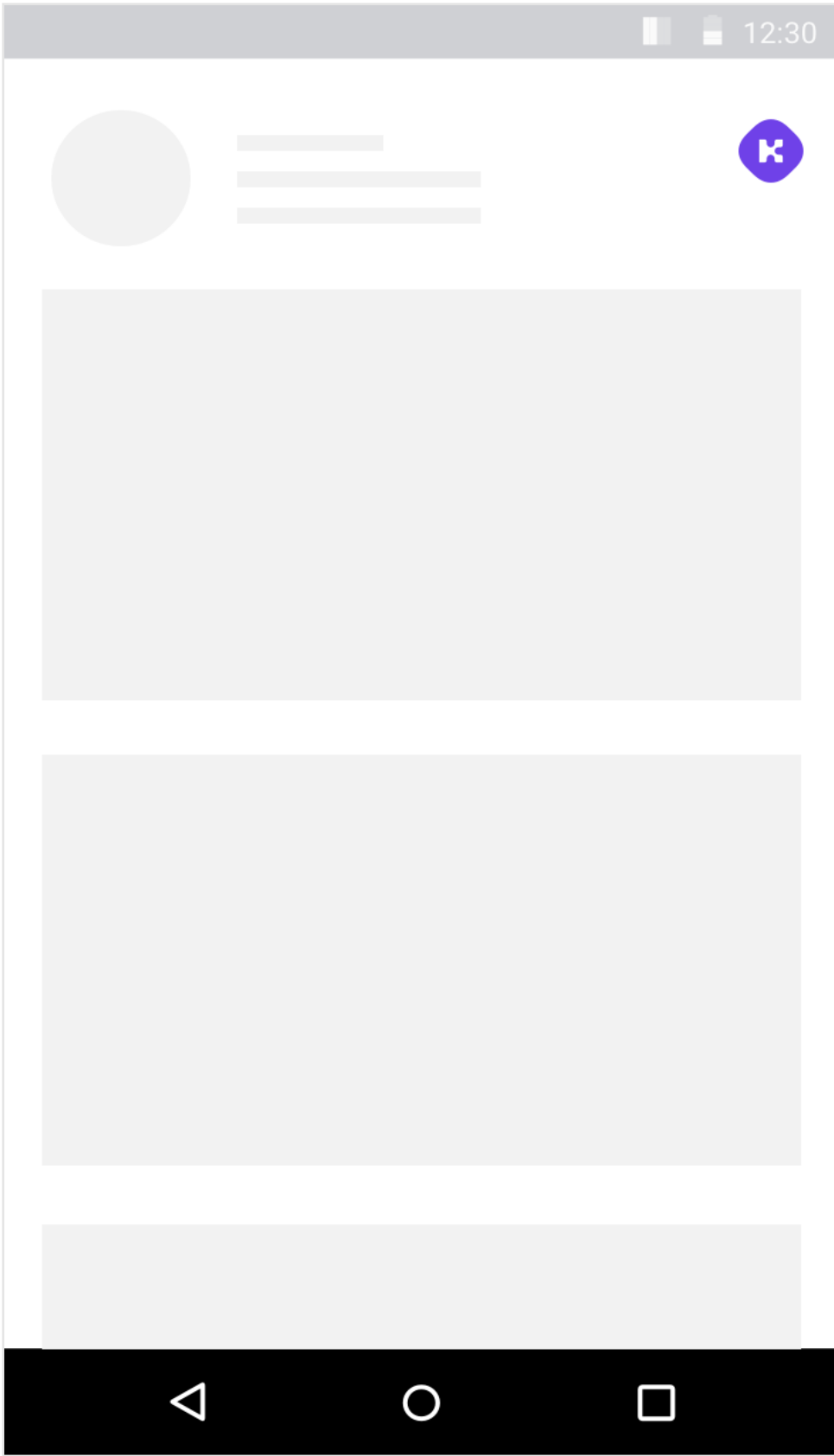
Secondary

#E7E7E7

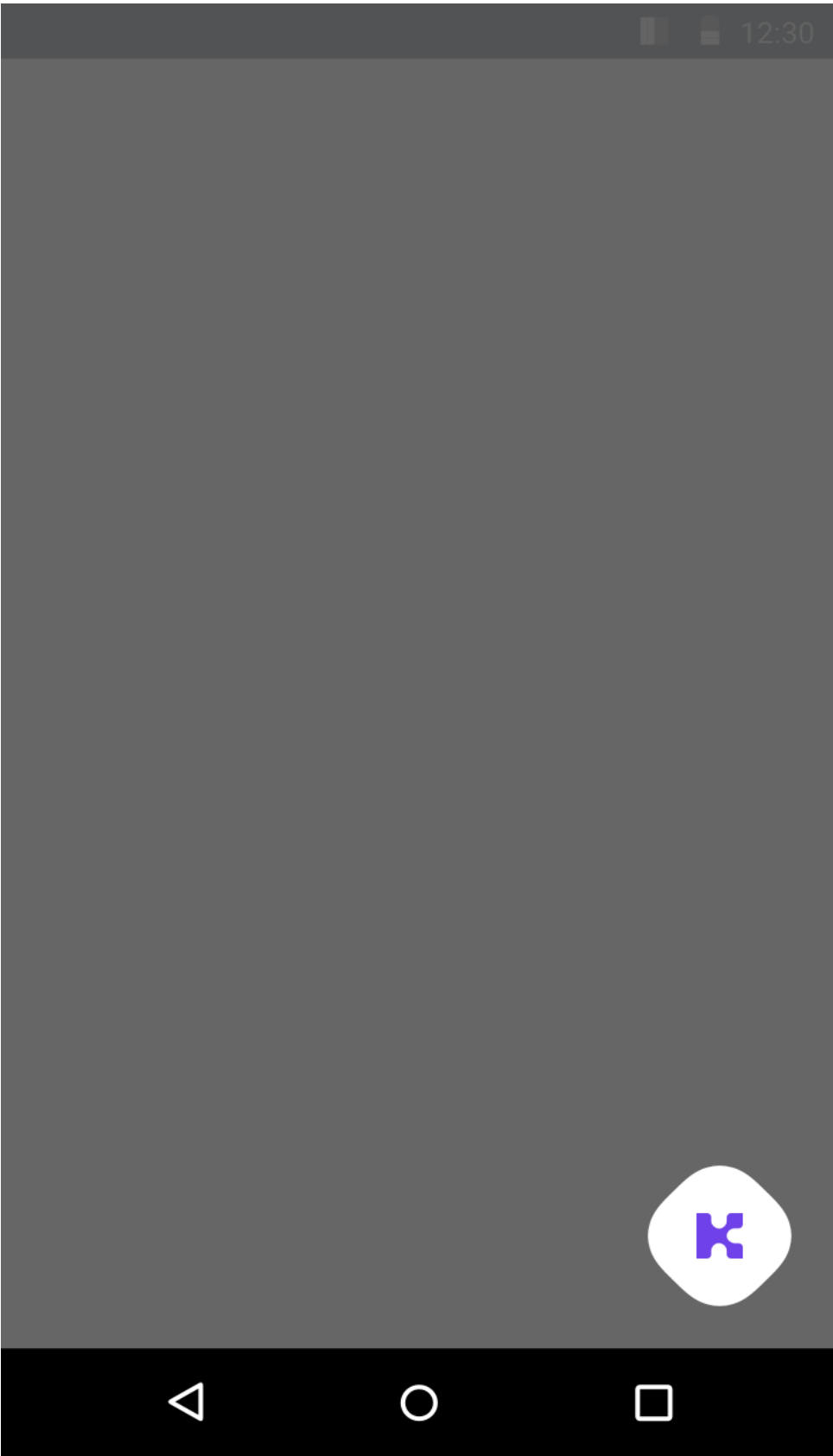
#A6A6A6

#1F1F1F

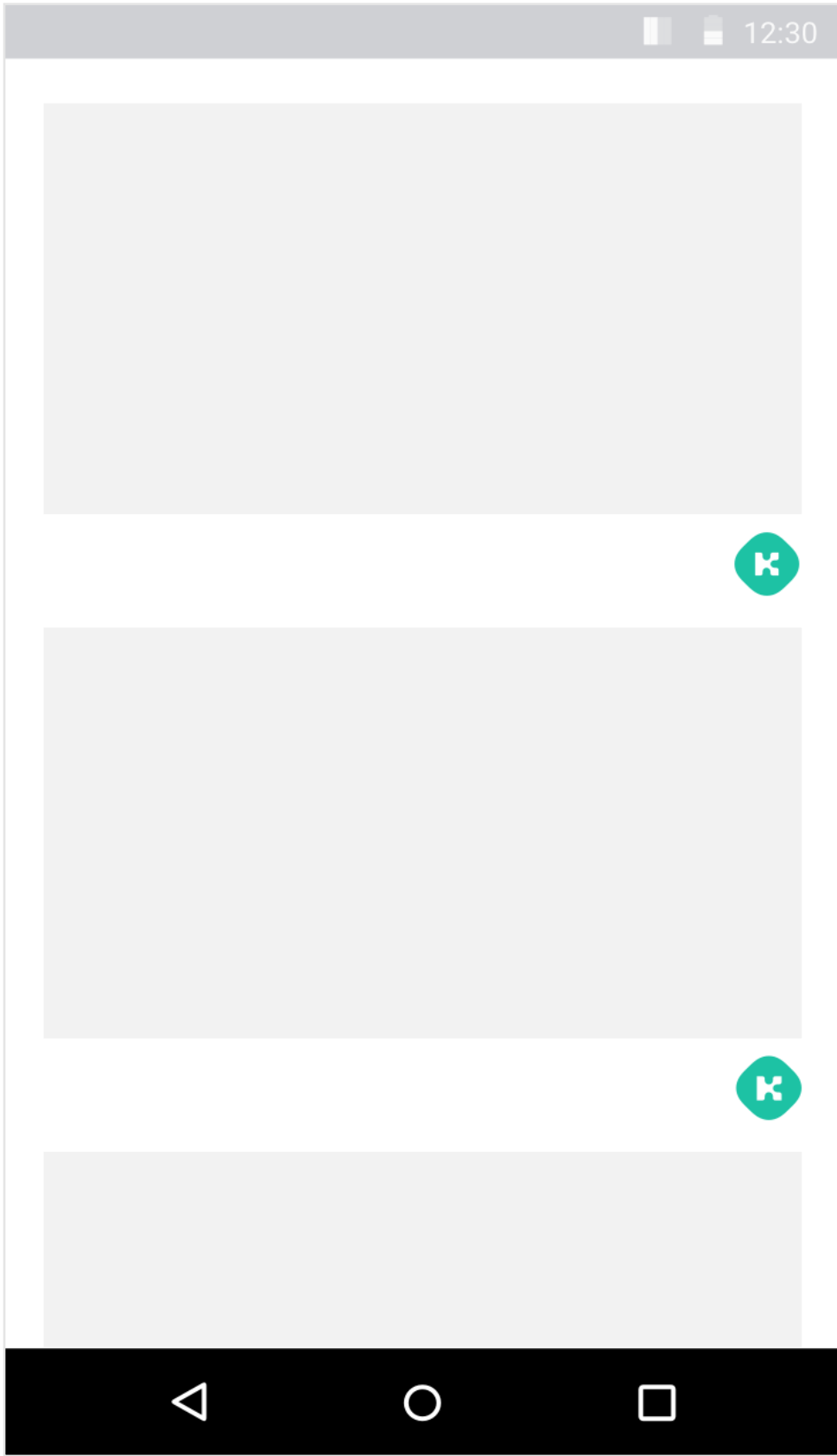
# Entrypoint placement examples



Profile / Kin entrypoint

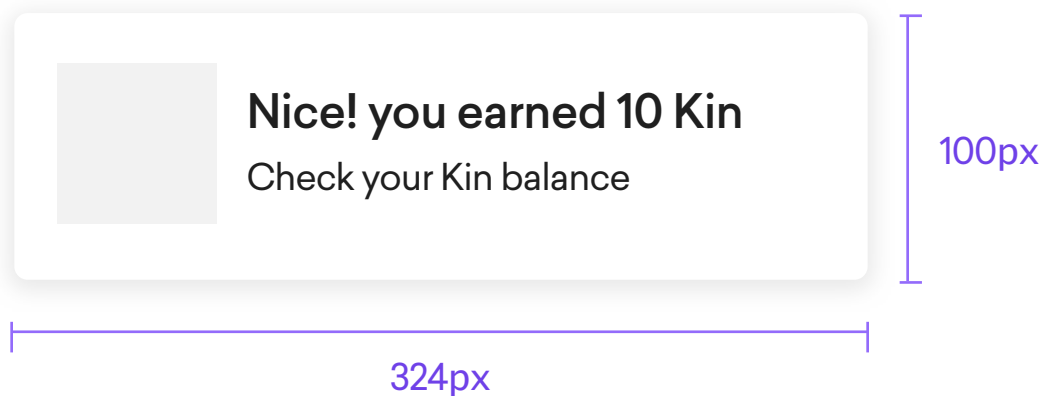


Feed / FAB



Feed / gifting

# System messages



**Drop shadow:**

#919191  
Alpha: 20%  
X: 0px Y: 2px  
Blur: 8px  
Spread: 2px

**Text:**

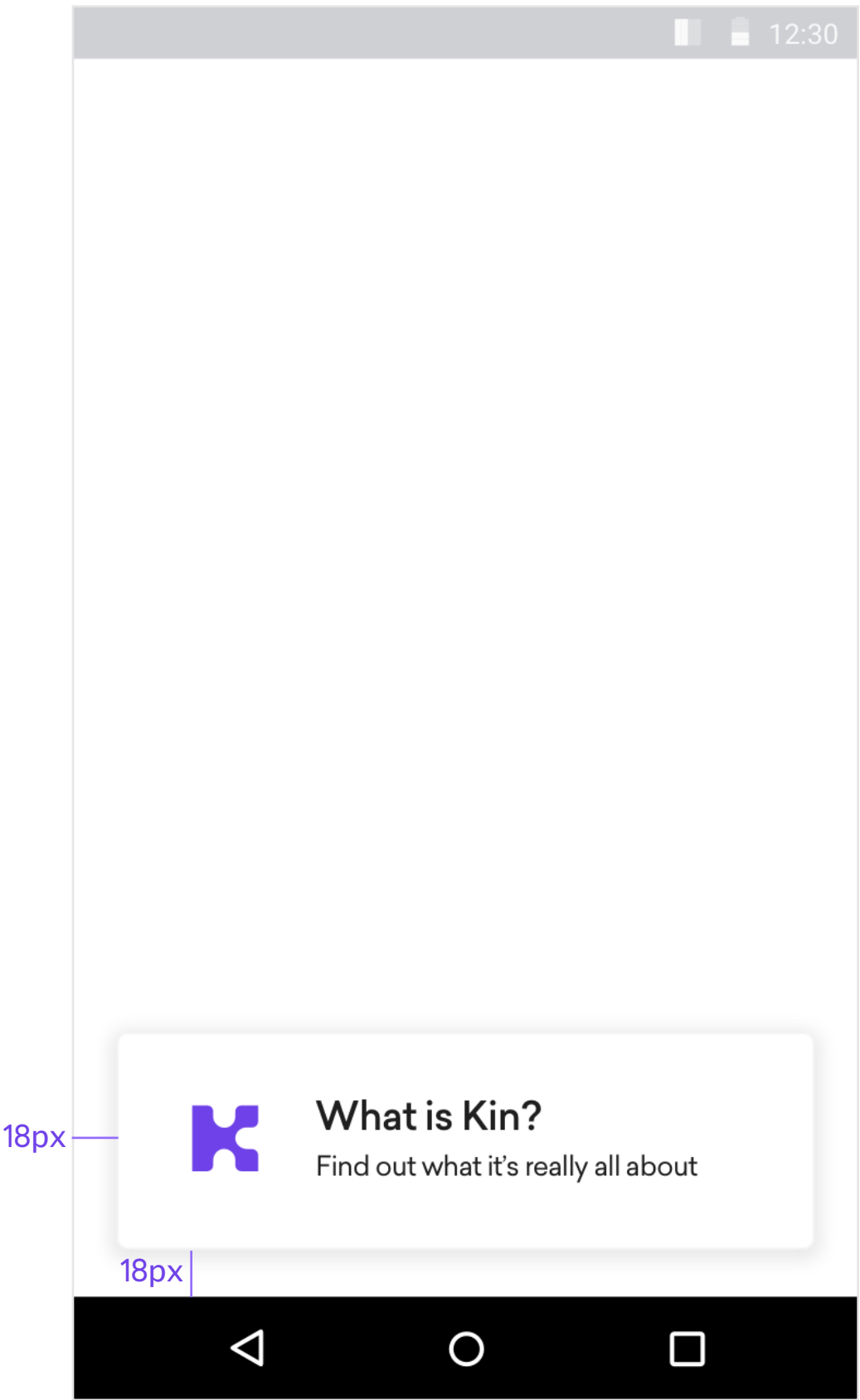
Title max characters: 24  
Running text max characters: 28

**Image:**

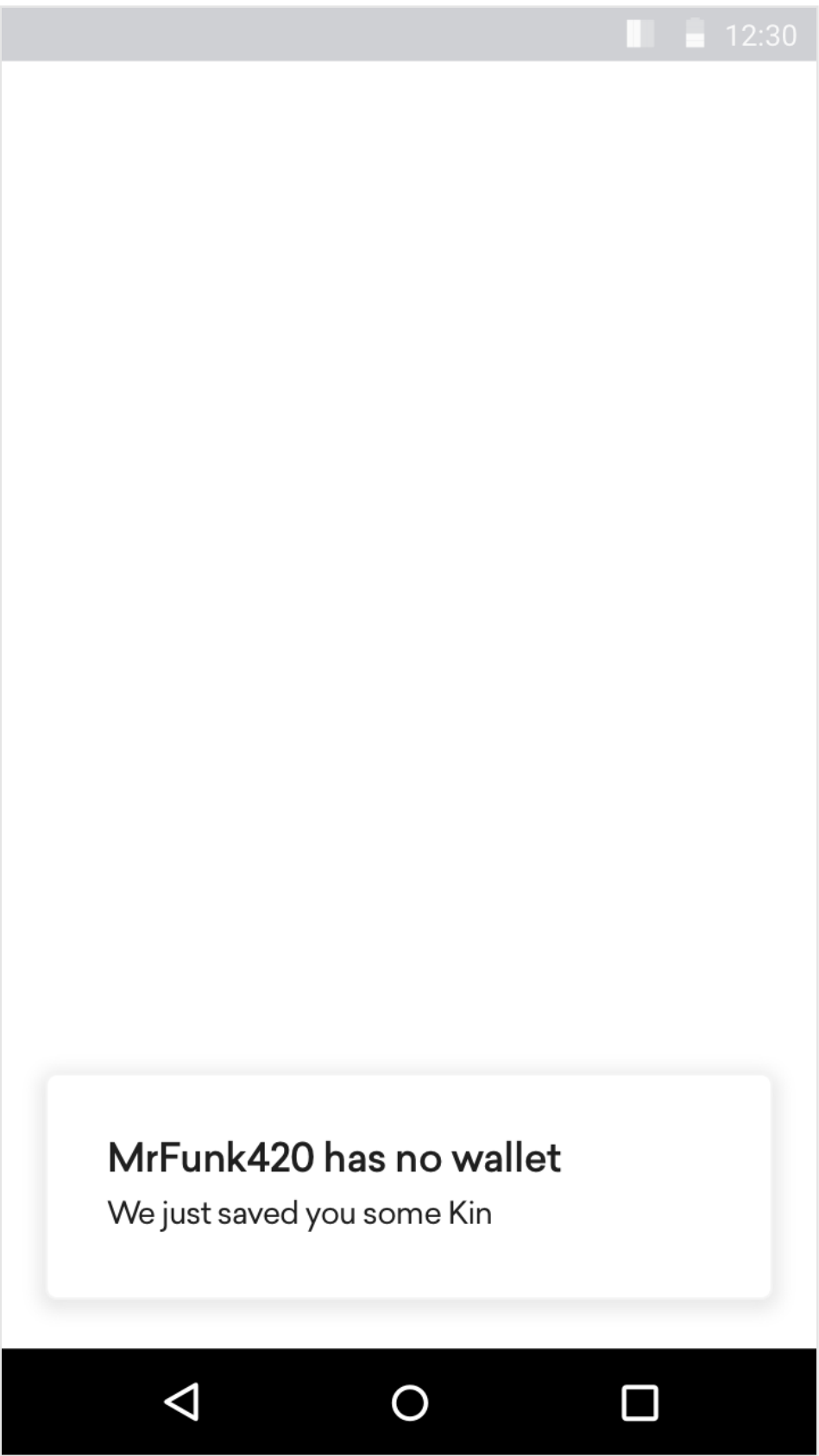
60x60 px (PNG)

**Note:**

These components can be used as earn/spend confirmations, system messages or as part of the onboarding flow



In-app notification (with icon)  
device resolution: 360x640



Error messages (without icon)  
device resolution: 360x640

# Onboarding / tutorial suggested copy



## First screen:



Kin and X

Kin is a new way to give a nod of appreciation to artists, content creators and the people who make your favorite apps

## Second screen:

Any related illustration, icon, etc (partner branded)

With Kin, you can earn rewards for the creative content you share with the X community, making your X experience even better

## Last screen:

Any related illustration, icon, etc (partner branded)

Soon you'll be able to use and earn Kin on tons of your favorite brands, too.  
Stay tuned!

Have feedback?  
We'd love to hear it:  
[admin@X.com](mailto:admin@X.com)

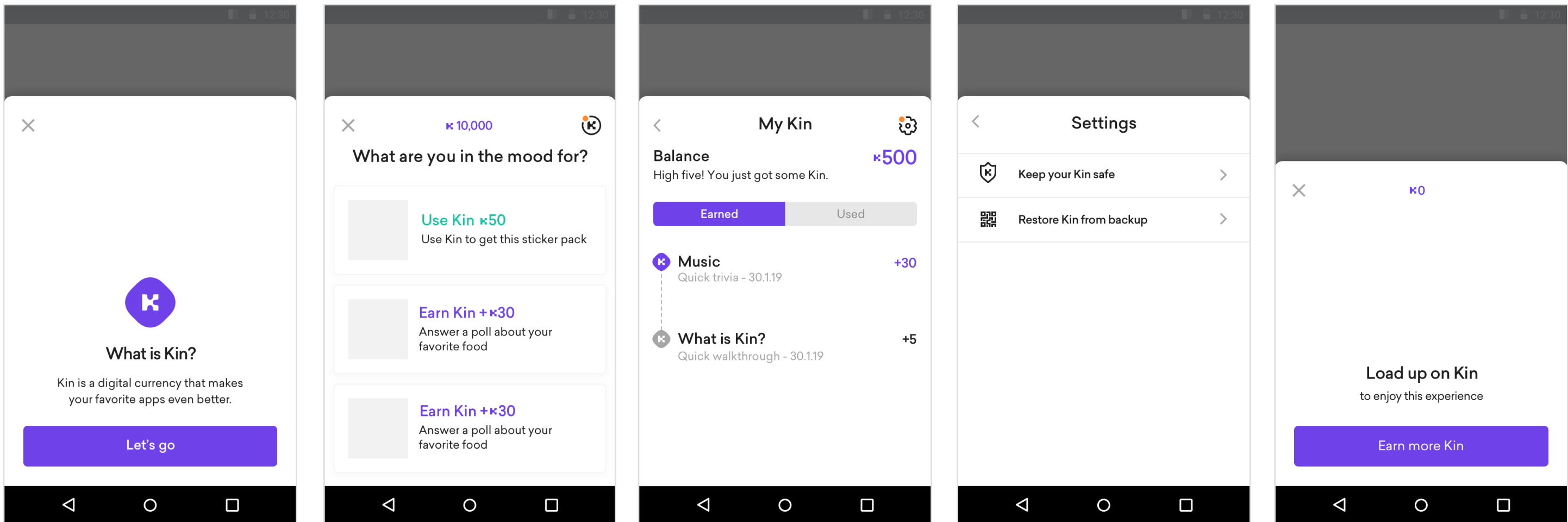
### Note:

Based on our research, we suggest to avoid phrases like: cryptocurrency, money, coins, unlocking, points, etc.

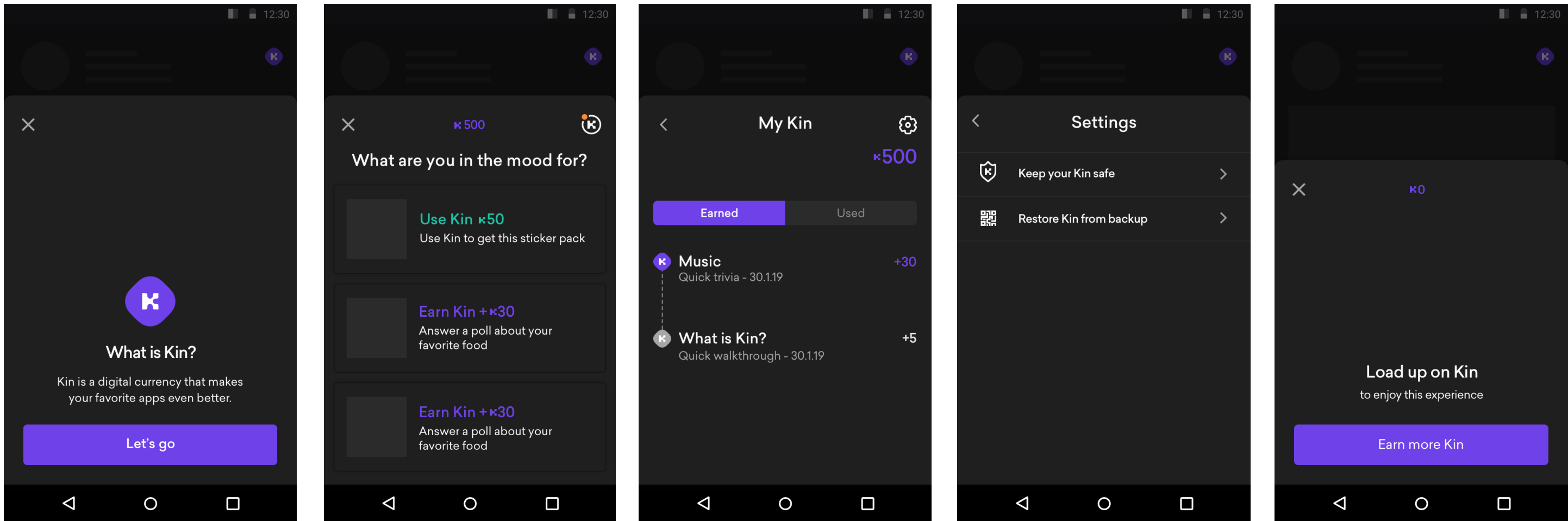
# Kin themes

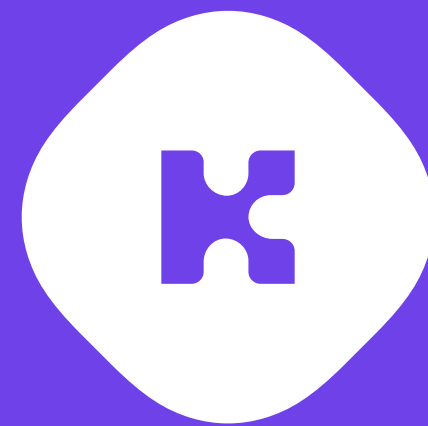


White:



Dark:





Feel free to reach us:  
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