Kin SDK Guidelines

Icons

Entry points

System icons
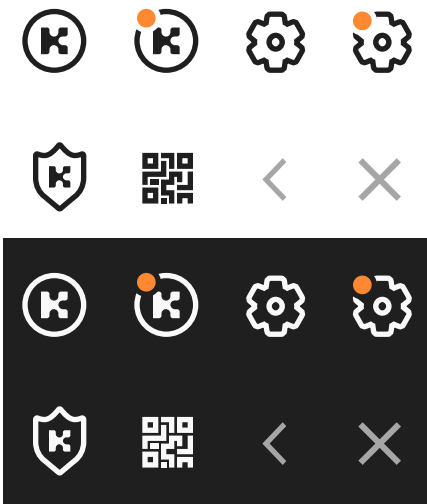
Kin amount

Icon - Amount: align center, 3px padding

Use	к 30
Earn	+к 30
Balance	к 500

Buttons

CTA

Earn + к 130

Use - к 150

Done

Tabs

Earned	Used

Earned	Used

Cards

222px | **Use Kin к 50**
Use Kin to get this sticker pack

222px | **Earn Kin +к 30**
Answer a poll about your favorite food
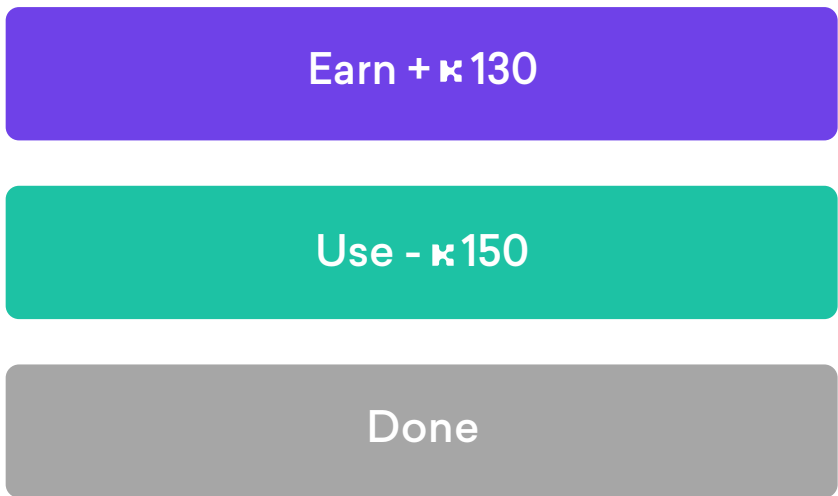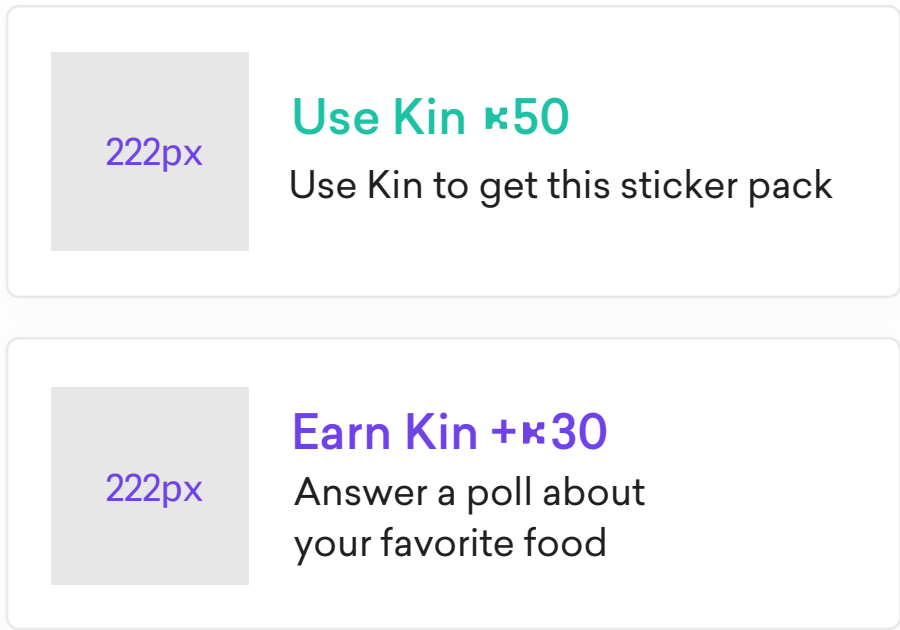
Image size: 222px

Title max characters: 15 (7ems)

Running text max characters: 40

Color palette

Primary / earn   #6F41E8
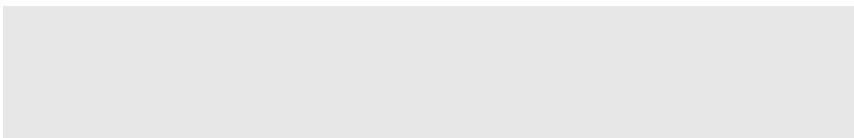
Use Kin   #1DC2A4

Error   #DB497B   Notify   #FF8831
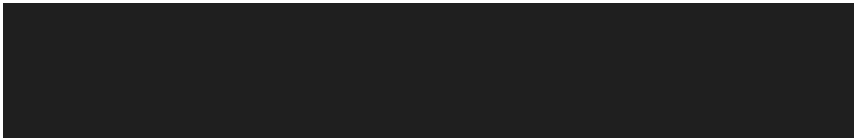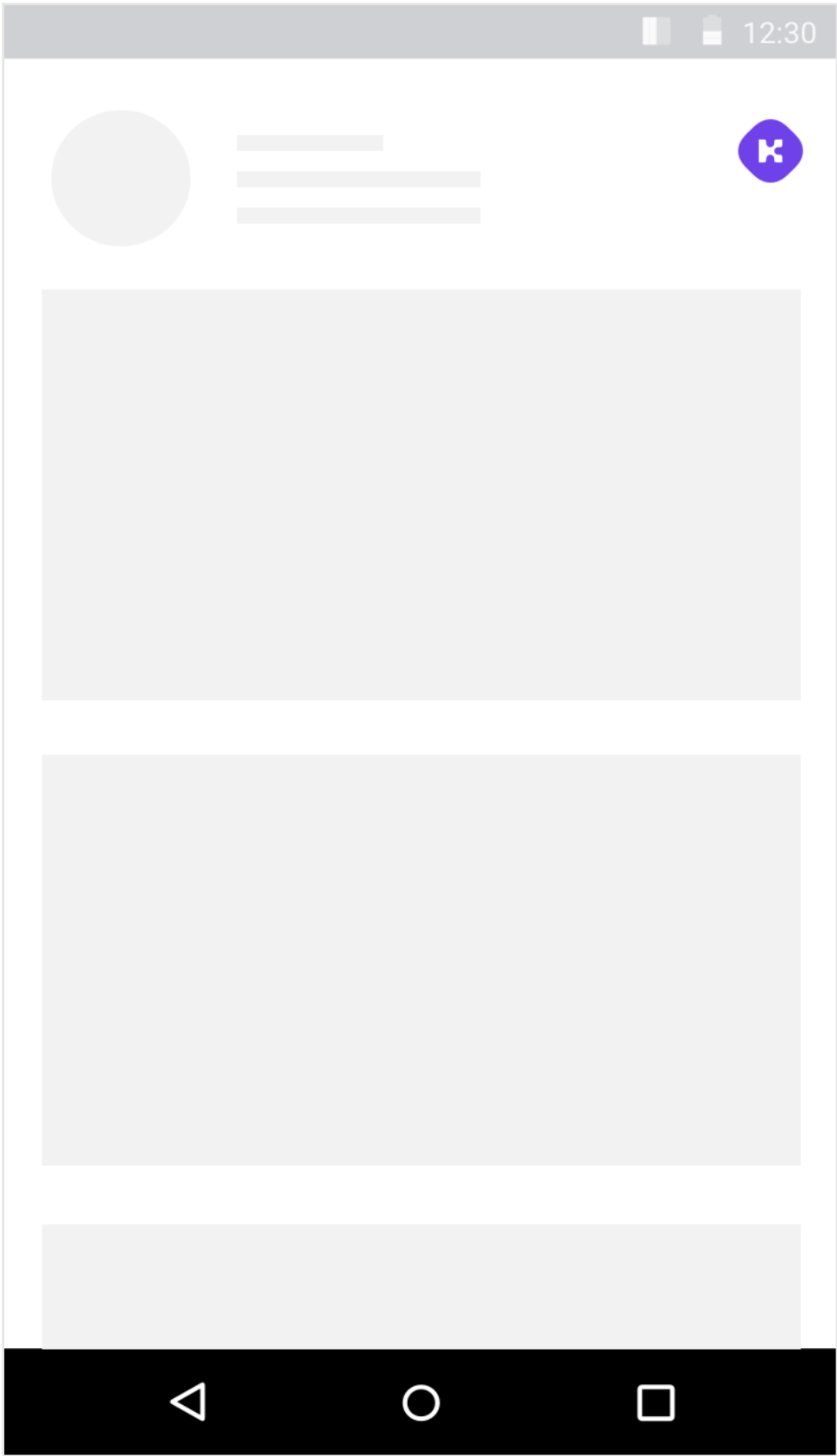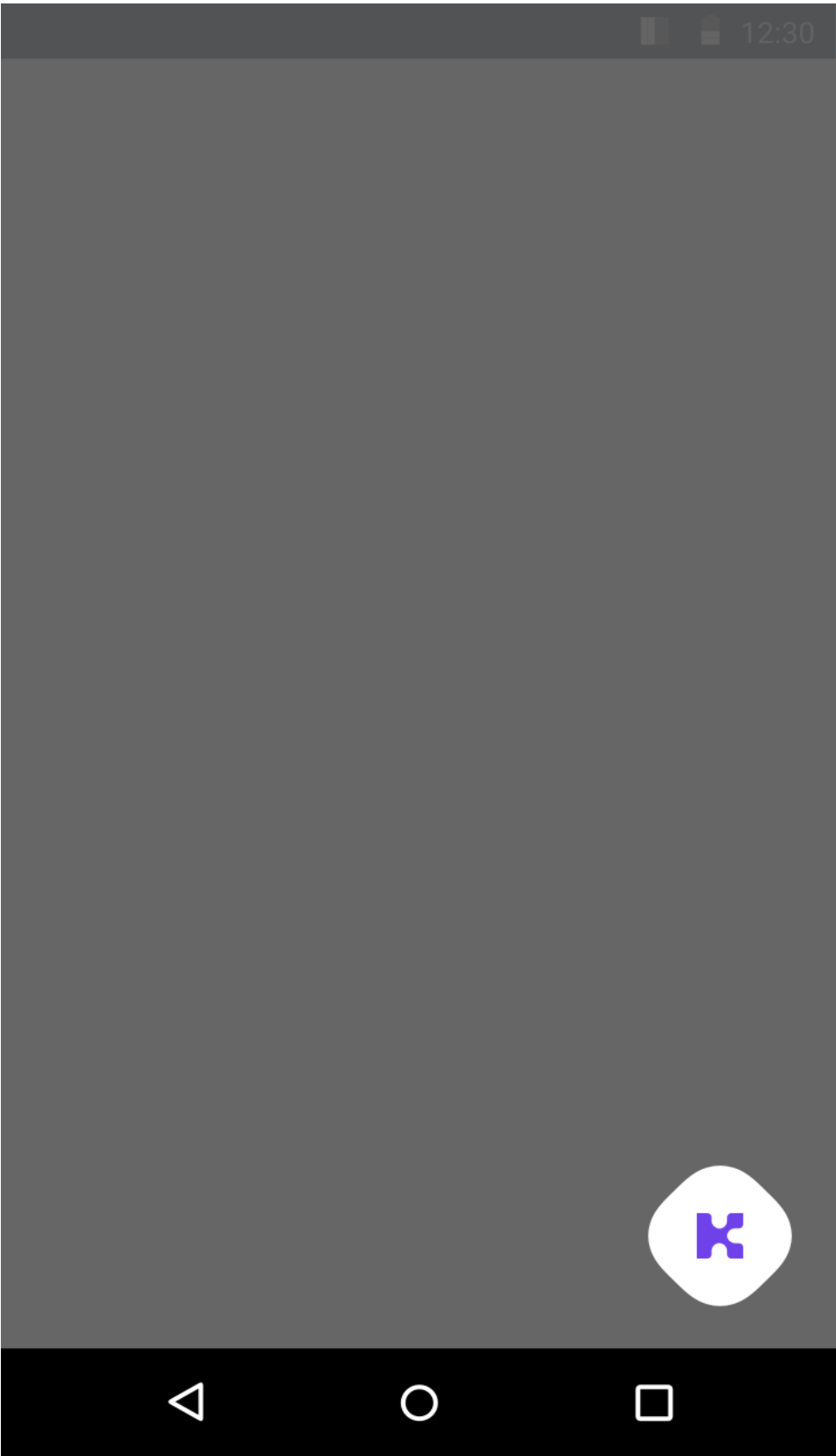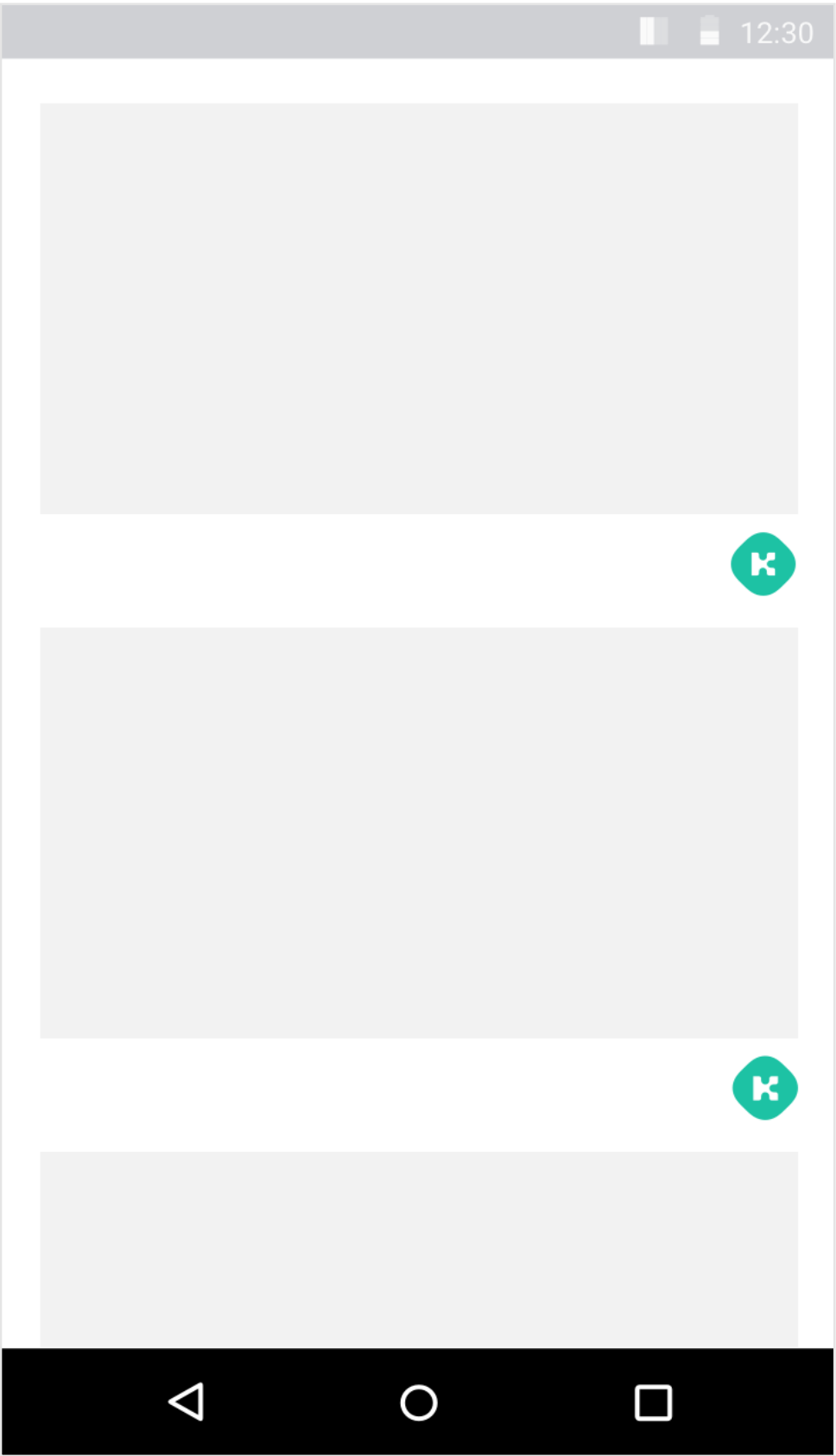
Secondary   #E7E7E7

#A6A6A6

#1F1F1F

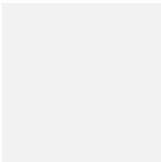# Entrypoint placement examples

Profile / Kin entrypoint

Feed / FAB

Feed / gifting

System messages / My Kin

Nice! you earned 10 Kin
Check your Kin balance

100px

324px

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

12:30

18px

What is Kin?
Find out what it's really all about

18px
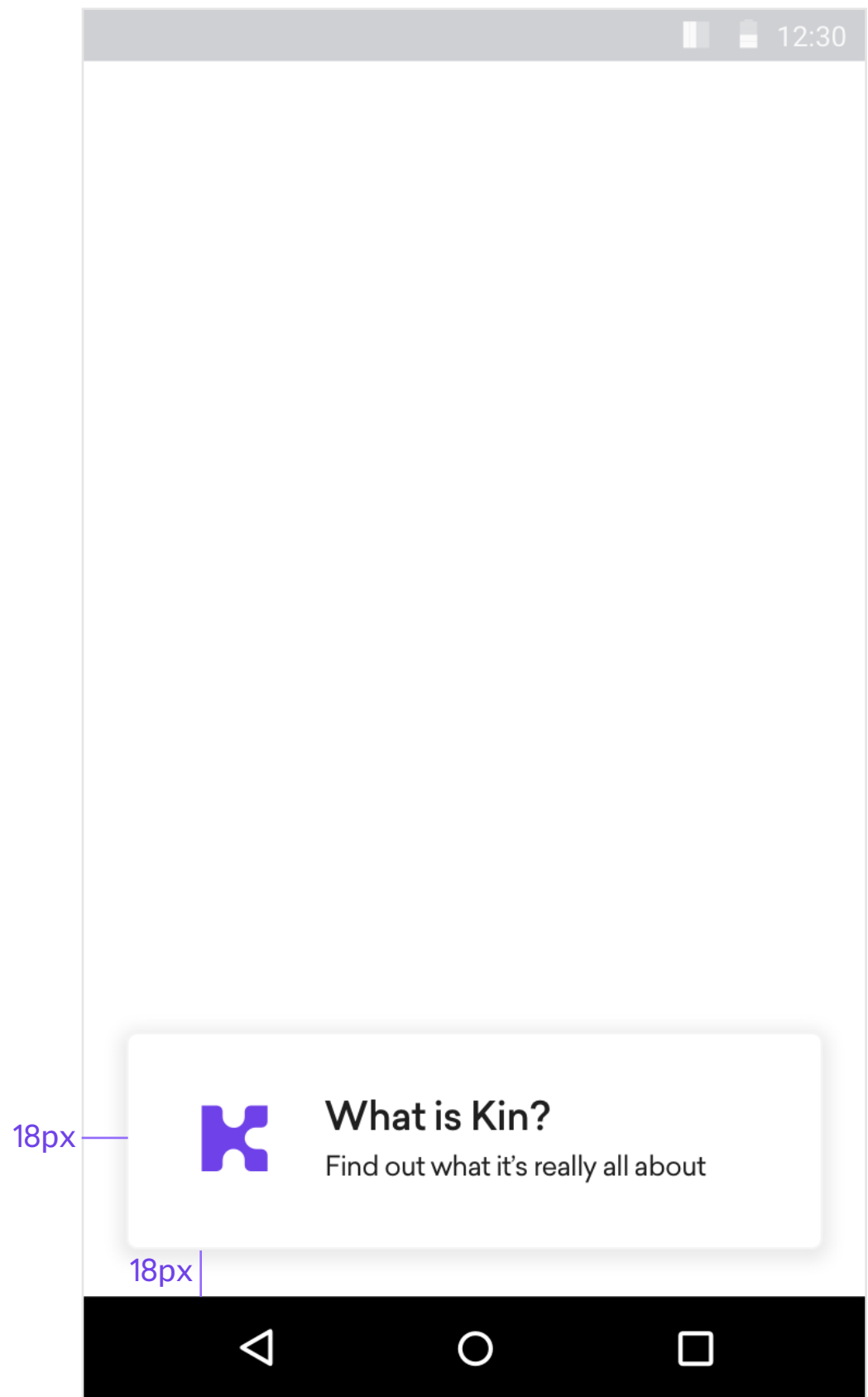
In-app notification (with icon)
device resolution: 360x640

12:30

< **My Kin** ⚙

Balance   к**500**

High five! You just got some Kin.

| Earned | Used |

Music   +30
Quick trivia - 30.1.19

What is Kin?   +5
Quick walkthrough - 30.1.19
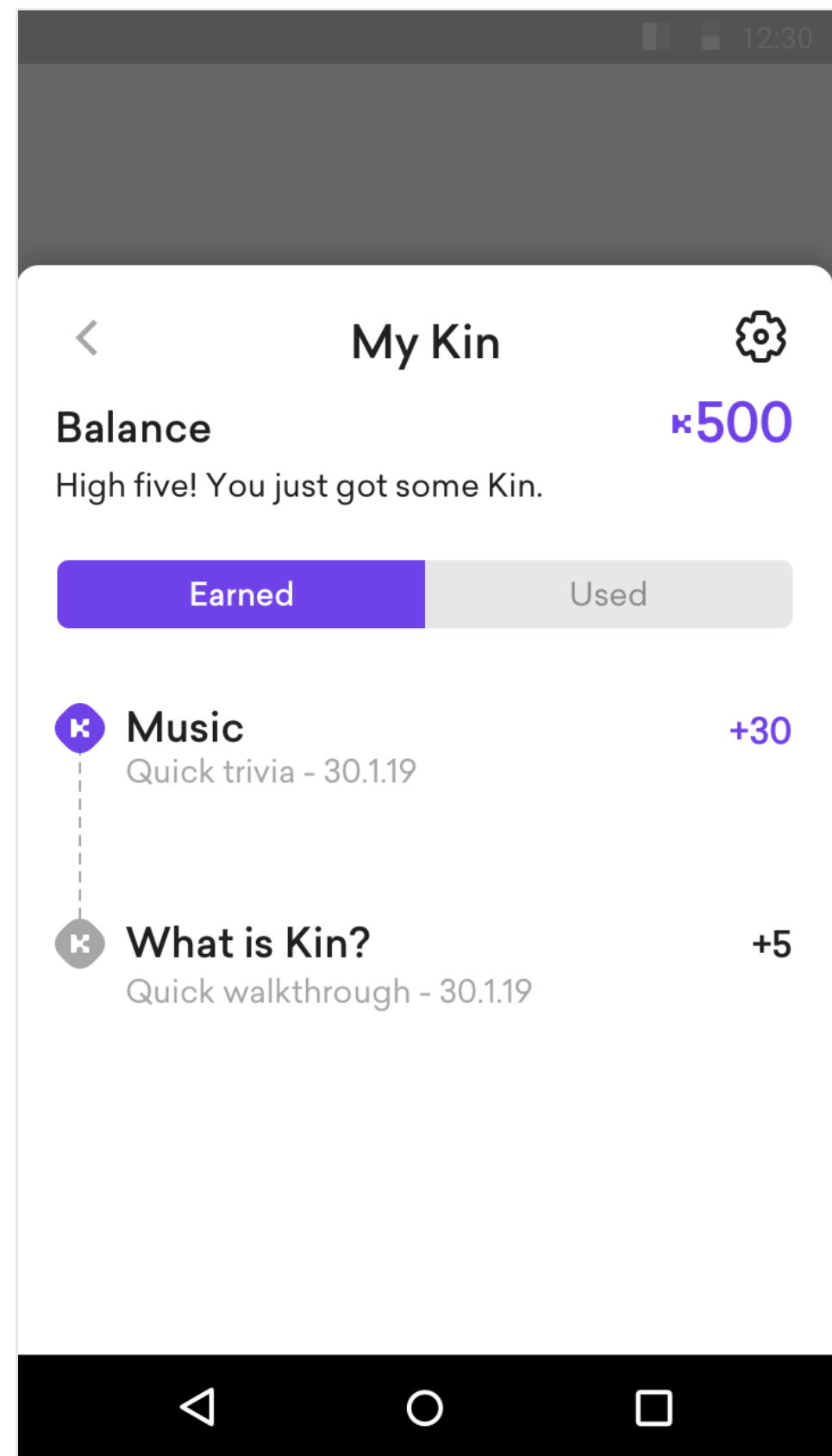
Order title - 10 character limit
Order description - 14 character limit
Amount - limited to 999

Onboarding / tutorial suggested copy

First screen:

Partner Logo

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!
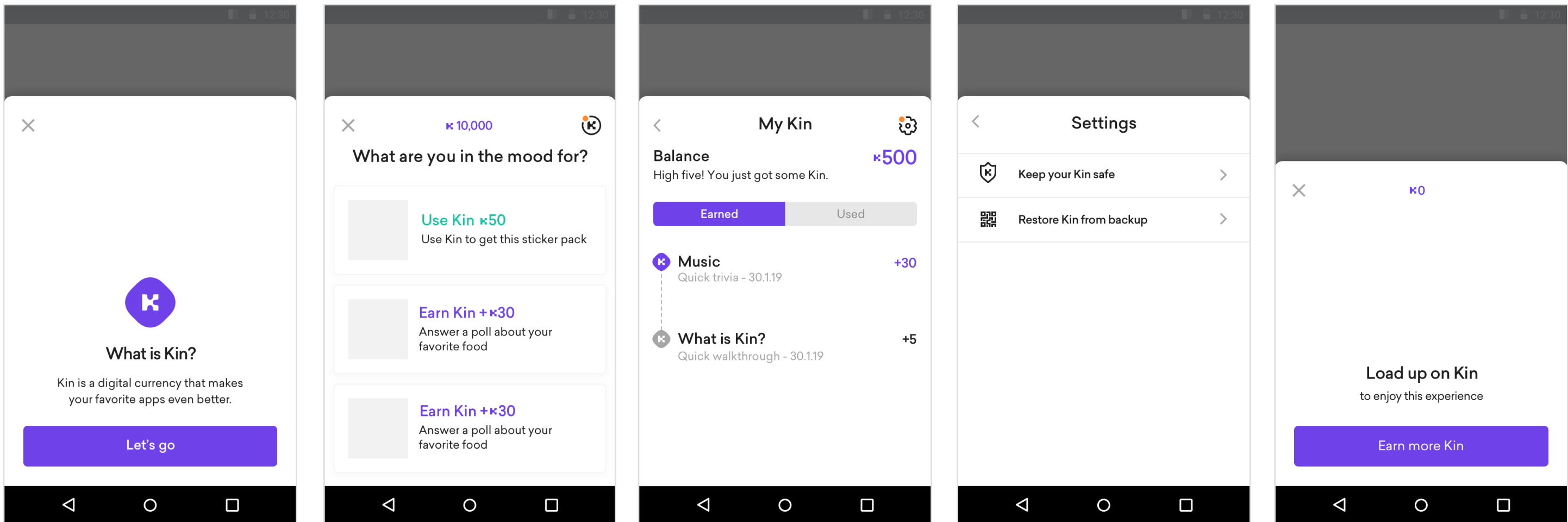
Have feedback?
We'd love to hear it:
admin@X.com

Note:

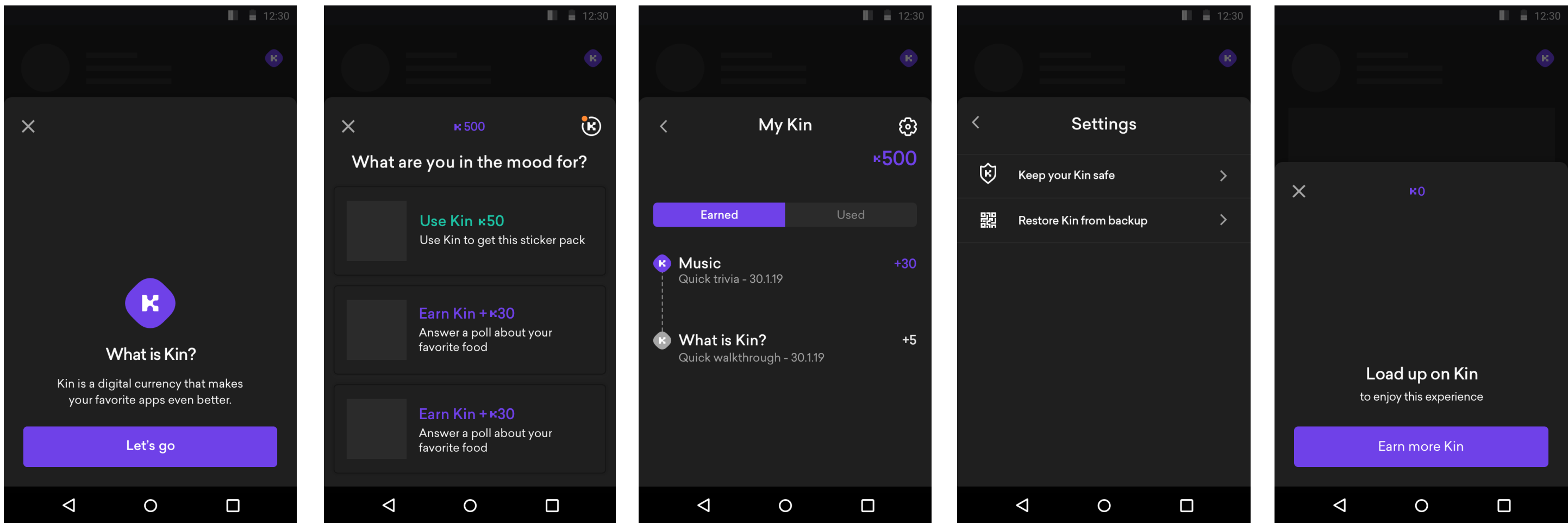Based on our research, we suggest to avoid phrases like: cryptocurrency, money, coins, unlocking, points, etc.
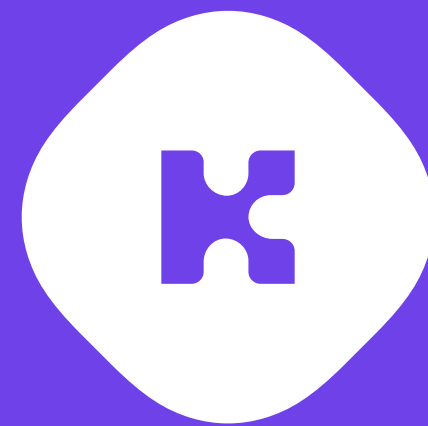
Kin themes

White:

What is Kin?

Kin is a digital currency that makes your favorite apps even better.

Let's go

ҝ 10,000

What are you in the mood for?

Use Kin ҝ50
Use Kin to get this sticker pack

Earn Kin +ҝ30
Answer a poll about your favorite food

Earn Kin +ҝ30
Answer a poll about your favorite food

My Kin

Balance ҝ500
High five! You just got some Kin.

Earned | Used

Music +30
Quick trivia - 30.1.19

What is Kin? +5
Quick walkthrough - 30.1.19

Settings

Keep your Kin safe

Restore Kin from backup

ҝ0

Load up on Kin
to enjoy this experience

Earn more Kin

Dark:

What is Kin?

Kin is a digital currency that makes your favorite apps even better.

Let's go

ҝ500

What are you in the mood for?

Use Kin ҝ50
Use Kin to get this sticker pack

Earn Kin +ҝ30
Answer a poll about your favorite food

Earn Kin +ҝ30
Answer a poll about your favorite food

My Kin

ҝ500

Earned | Used

Music +30
Quick trivia - 30.1.19

What is Kin? +5
Quick walkthrough - 30.1.19

Settings

Keep your Kin safe

Restore Kin from backup

ҝ0

Load up on Kin
to enjoy this experience

Earn more Kin

Feel free to reach us:
partners@kin.org