



# LOGOTYPE

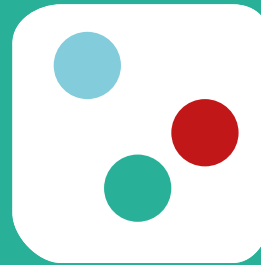


Logotype - Black and White  
Negative and Positive

Logotype - Colors  
Negative and Positive



Three dots animation for loading pages and content.



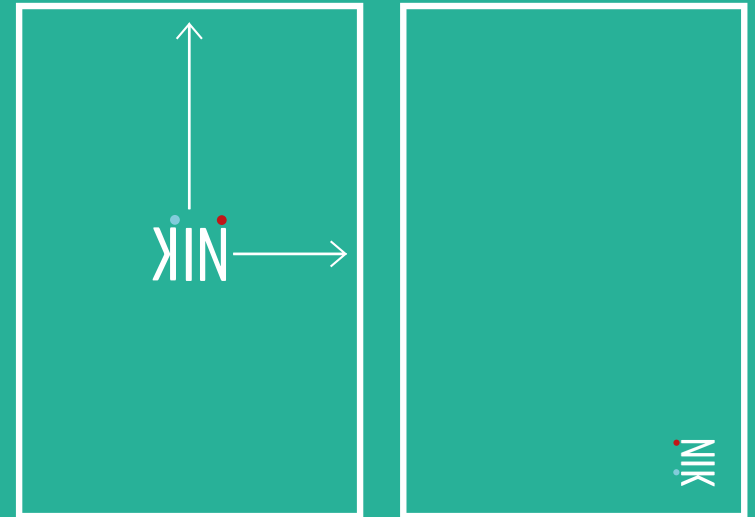
Mobile App Icon

KIN

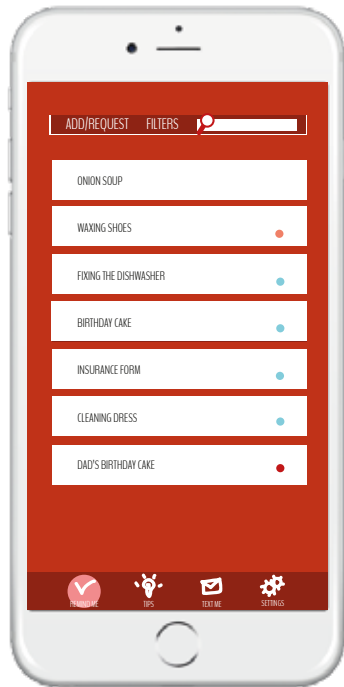
# LOGOTYPE

Visibility: Visible in Black and White and Color Version.  
Application: Applied on Desktop and Mobile.  
Legal Protection: Unique trademark legally protected.  
Simplicity: Readable and recognizable.  
Attention value: Catch the eye by its symmetry and the colorful three dots.  
Tone of voice: Playful and joyful.  
Fashionability: Trendy flat design.  
Trademark.  
Non verbal sounds:  
Discreet identification: the three dots by itself identified Kin.

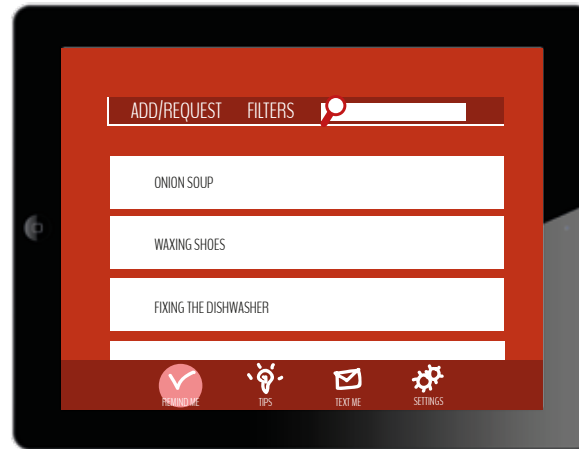
Logo Placement: Centered on mobile and desktop,  
Down and right corner as a signature for paper, e-mail.



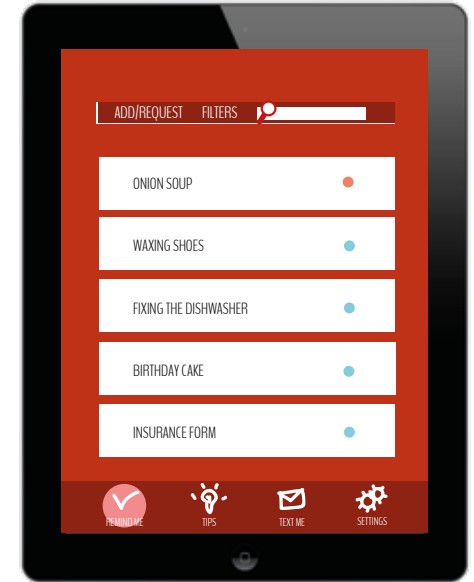
# FORMAT



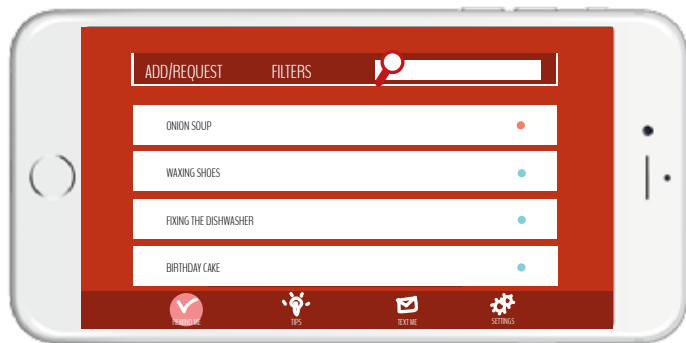
Layout on mobile.



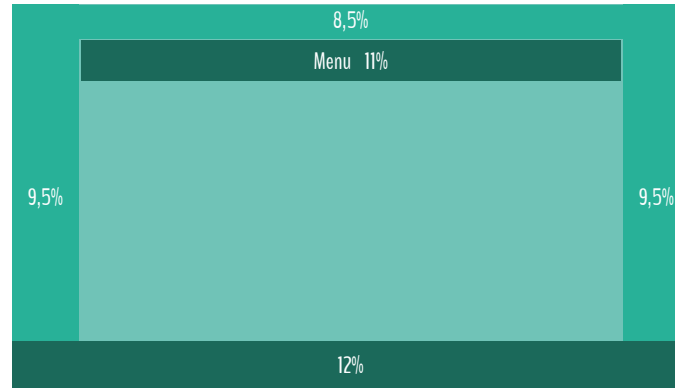
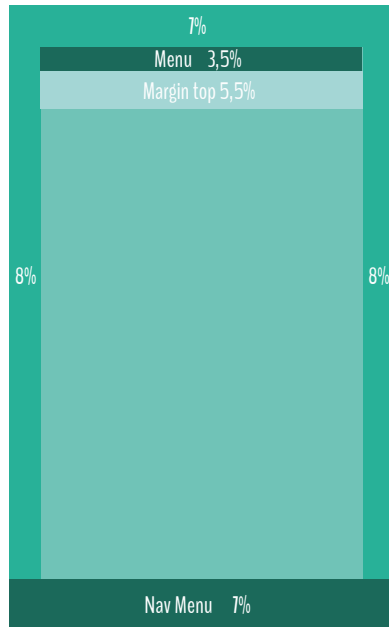
Layout on tablet.



Navigation menu: always full screen at the bottom of the page without margins.  
Options menu : always in the header with same margin right and left than the content.

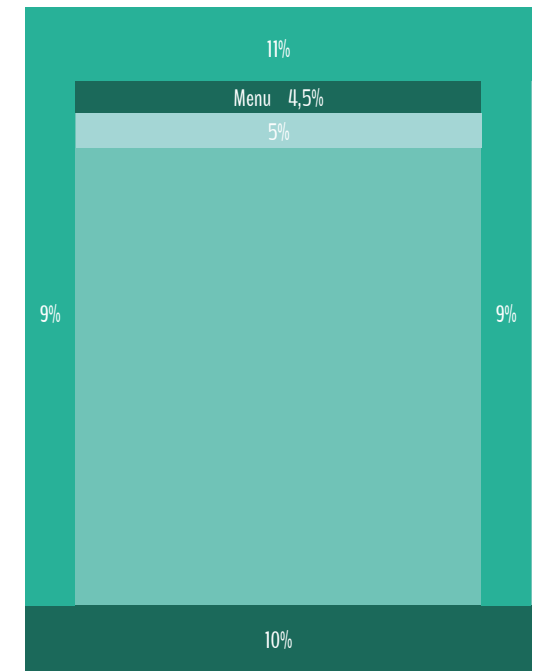
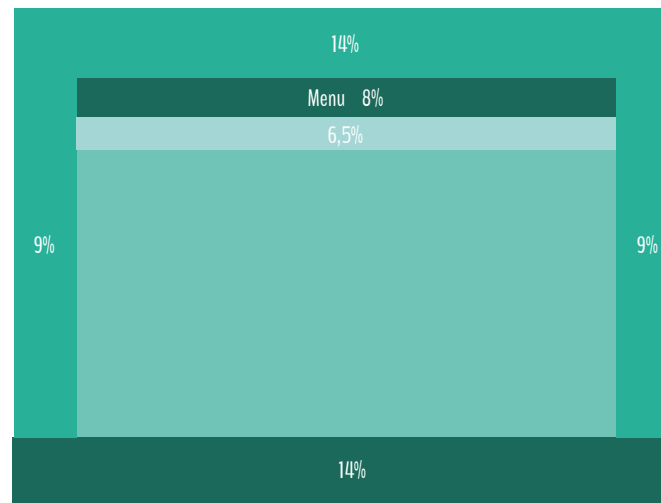


# SIZES



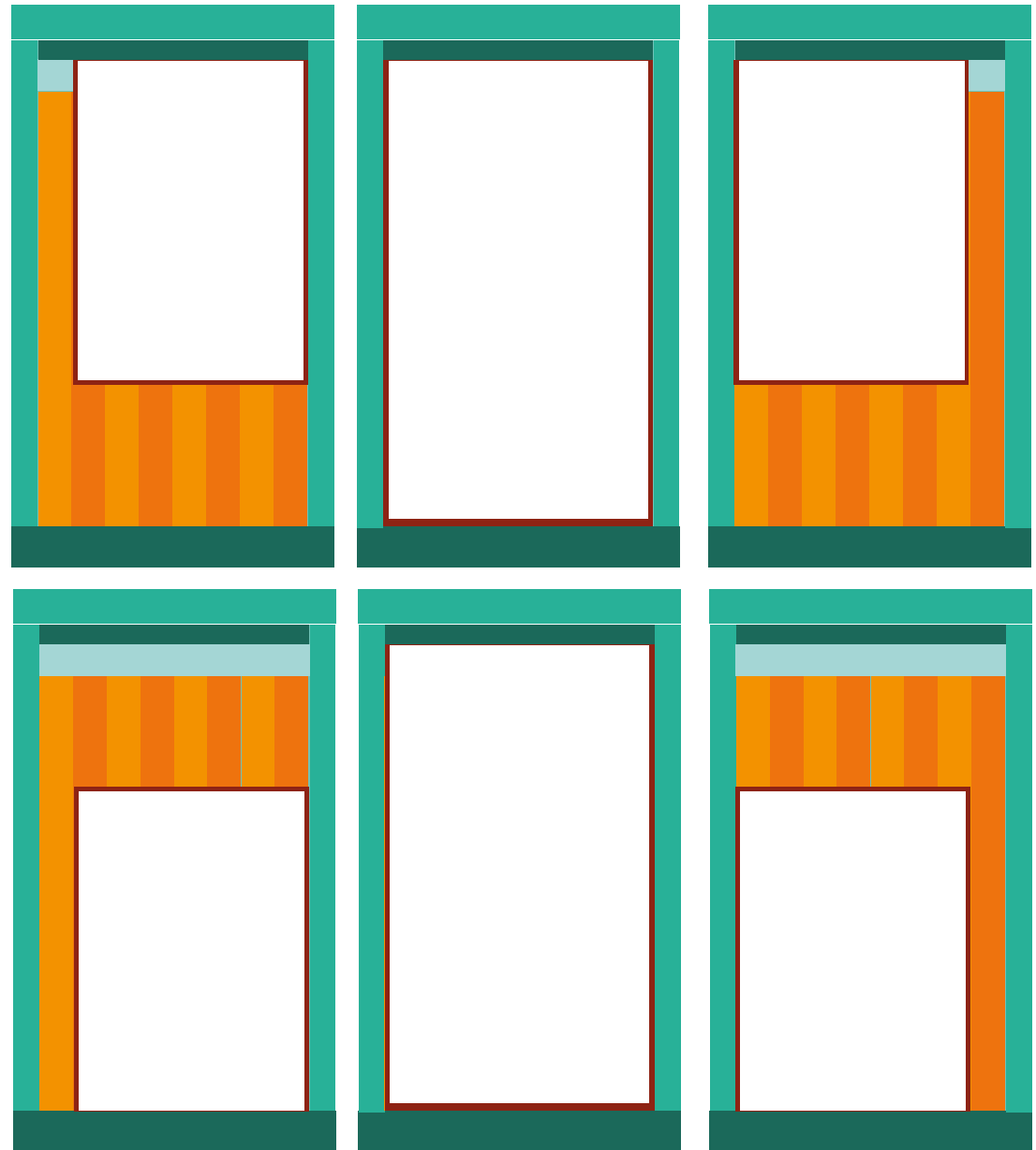
Margins on mobile.

Margins on tablet.

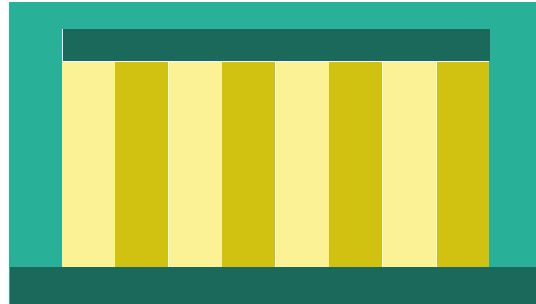
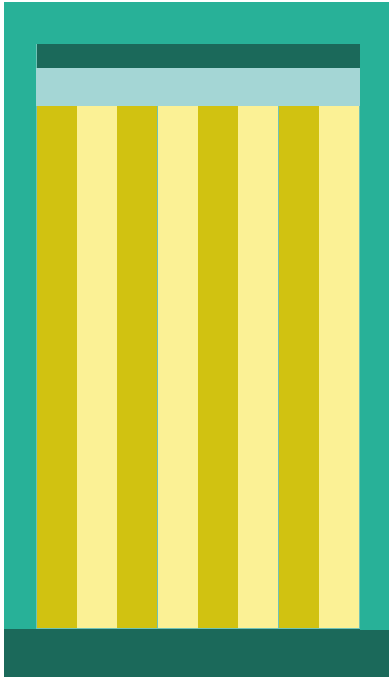


# SIZES

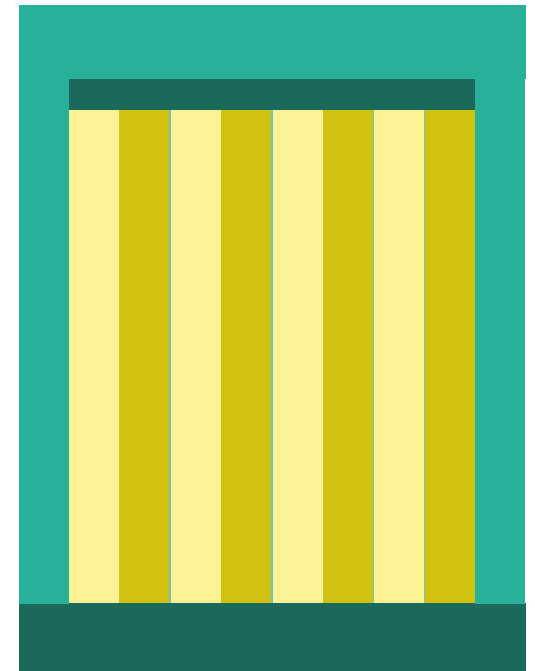
Additional pages to add, filter, create are covering nine columns. On the right if the button is on the right, on the left if the button is on the left and centered, full page, for the creative space and the messages.



# SIZES



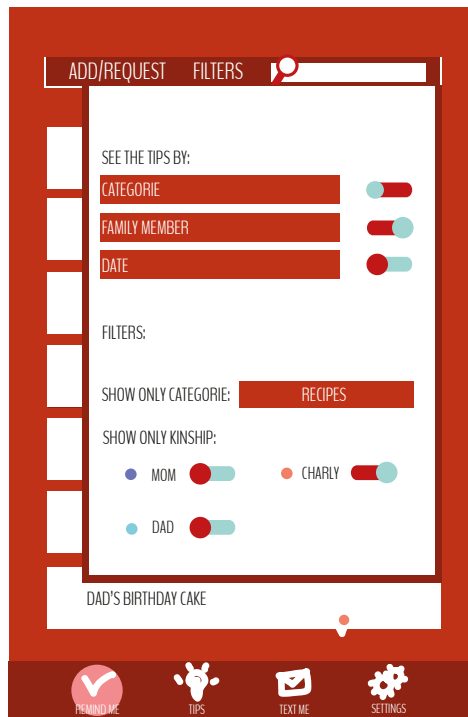
Grid of 8 column for mobile, tablet and desktop.



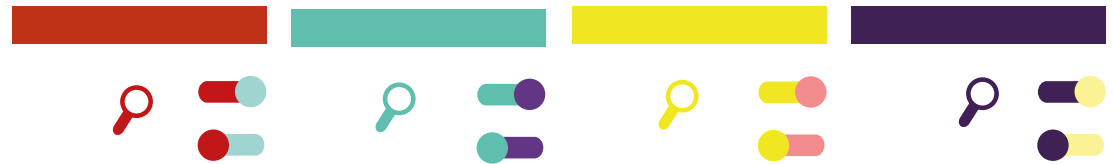
# ELEMENTS

Buttons, menus and search bars are designed following the color scheme, each part has a different color.

Tips: Red - Reminder: Green - Messages: Yellow Settings: Purple.



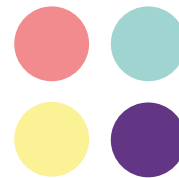
Tips area - Filters.



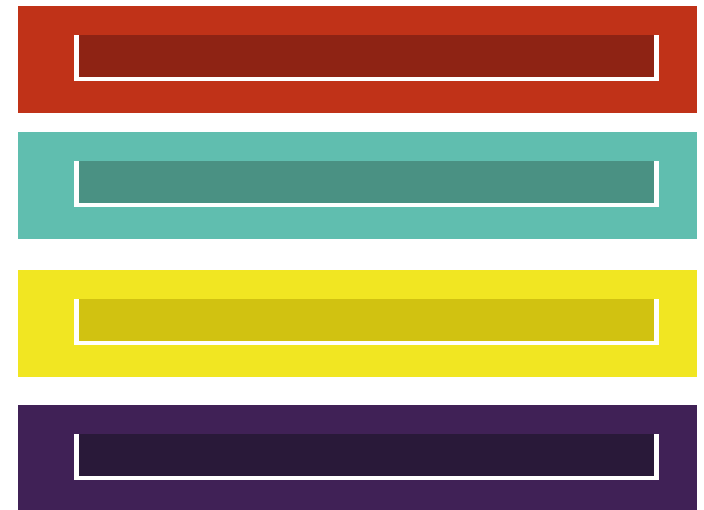
Switch buttons, search icon and writing areas.



Navigation menu



Selected areas



Option menu bars



# COLORS

 R:240 G:138 B:140 #f08a8c

 R:191 G:49 B:24 #bf3118

 R:142 G:35 B:20 #8e2314

 R:159 G:212 B:207 #9fd4cf

 R:96 G:189 B:174 #60bdae

 R:74 G:145 B:130 #4a9182

 R:251 G:241 B:149 #fbf195

 R:240 G:229 B:34 #f0e522

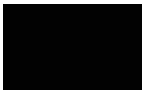
 R:208 G:193 B:16 #d0c110

 R:98 G:54 B:132 #623684

 R:64 G:233 B:85 #402155

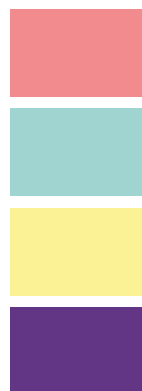
 R:41 G:25 B:57 #291939

 R:252 G:252 B:252 #fcfcfc

 R:1 G:1 B:1 #010101



Background Colors.



Selected Area Colors

Navigation Menu Colors.



# TYPOGRAPHY

BenchNine

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

light

regular

bold

SIZES - DESKTOP:

Heading: 2em - 32pt

Subheadings: 1.625em - 26pt

text: 1em - 16pt.

Typography is used on black or white, no colors.

BenchNine

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

light

regular

bold

SIZES:

mobile: 1em - 16pt

tablet: 1em - 16pt

BUTTONS - Capital letters - BenchNine Light - White

CONTENT - Capital letters - BenchNine Light - Black