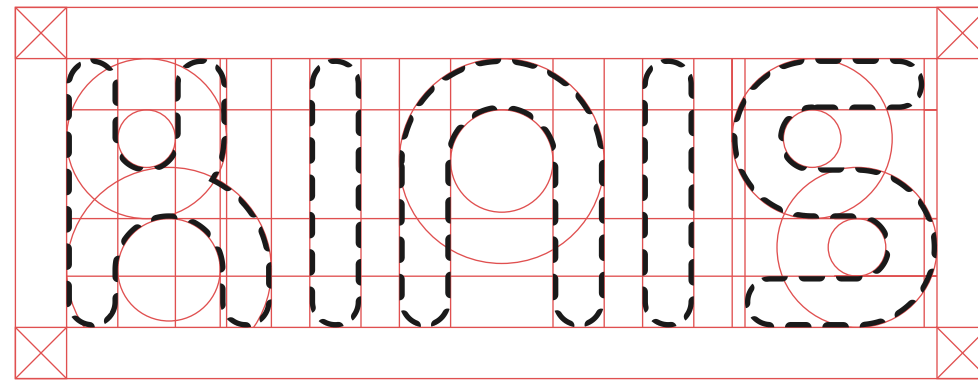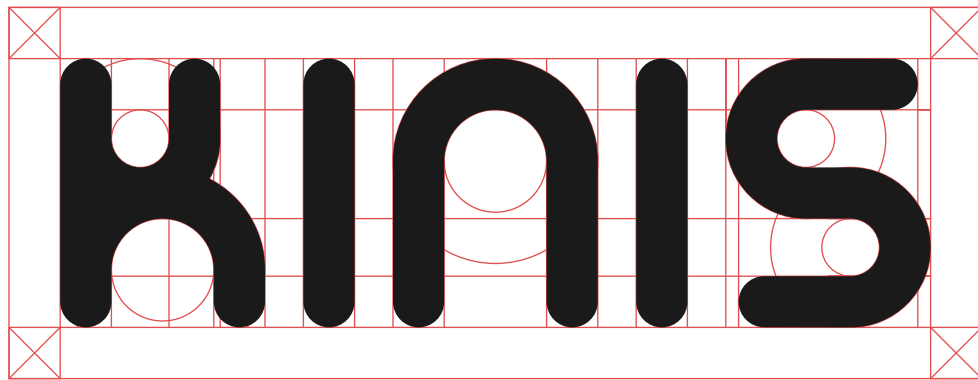# KINIS BRAND IDENTITY

Welcome

KINIS

The wordmark is sleek and modern, with friendly, approachable round edges tying in with the "Be Human" tagline. There is a great deal of fluid and dynamic movement, perfect for a brand in the activewear market.

Wordmark

KINIS

Depicts a human figure in motion

The 45° tilt gives off an impression of movement

Thick rounded stroke matches the wordmark

Kinis Red and white contrast with the black of the wordmark

512px

256px

128px

72px

50px

Logo
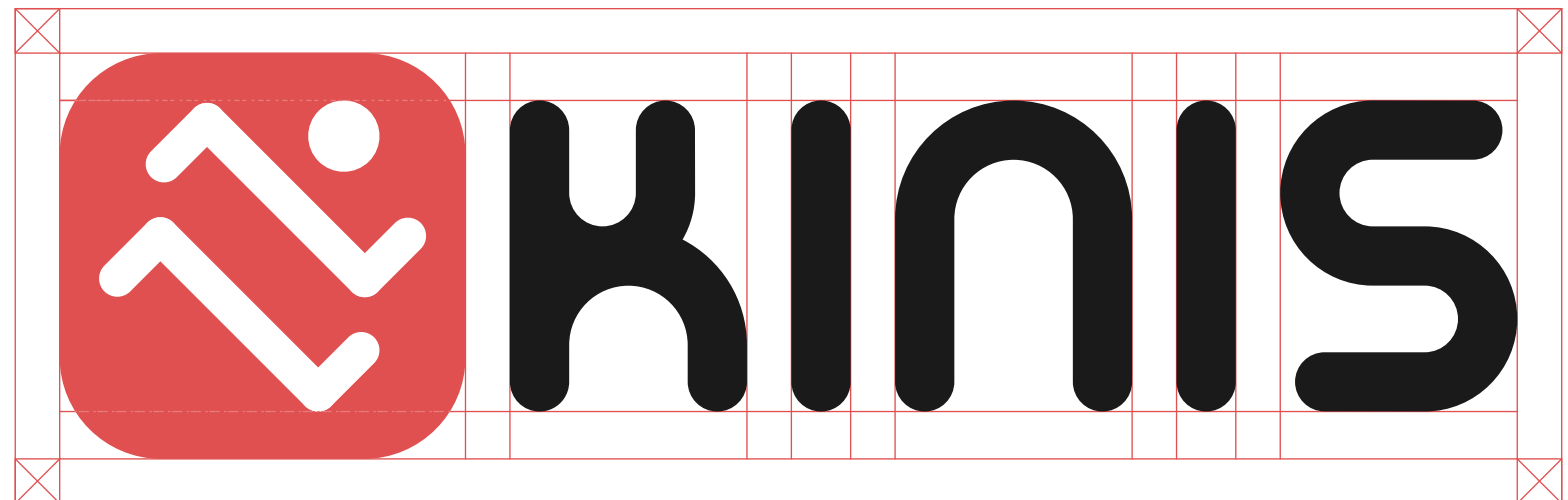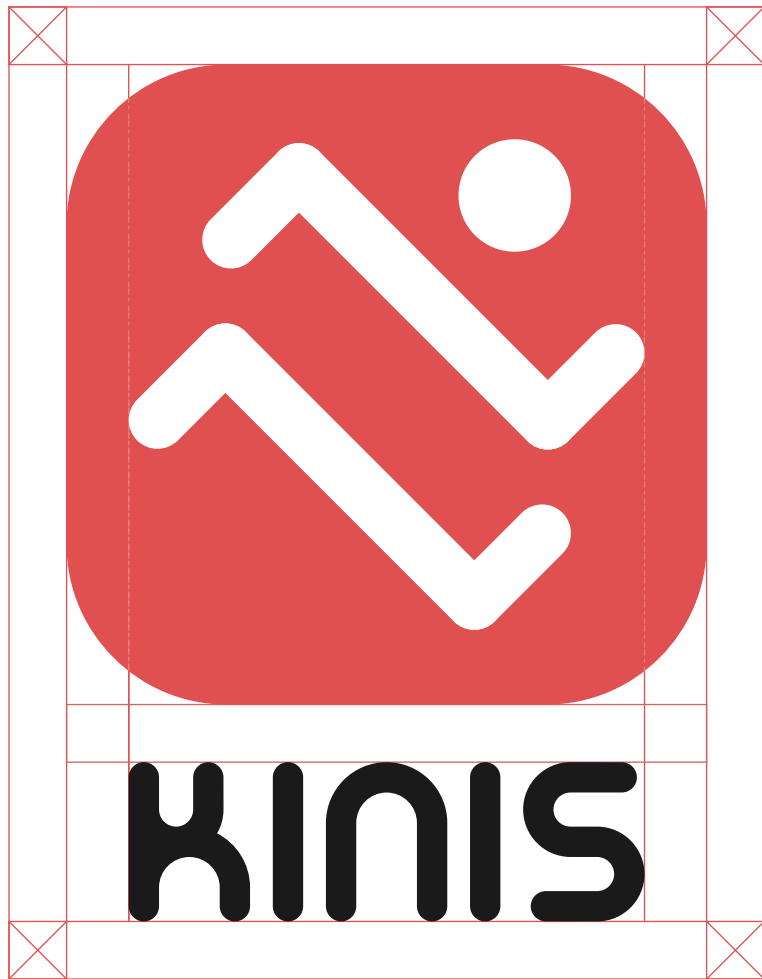
KINIS

Combination

KINIS

KINIS BLACK

#1A1A1A
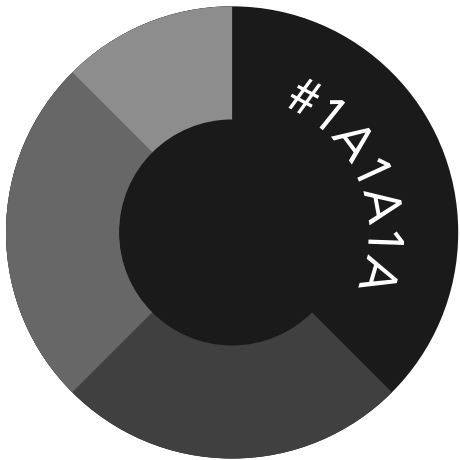
RGB	26, 26, 26
HSL	0, 0, 10
CMYK	0, 0, 0, 90

KINIS RED

#E05050

RGB	224, 80, 80
HSL	0, 70, 60
CMYK	0, 64, 64, 12

Along with pure white (#FFF), Kinis Black and Red are the brand's three primary colors.

Black and Red were chosen because of the strength their combination exudes. Red is the color of passion, energy, and enthusiasm, which is important for an active brand. Kinis Red is softer and lighter than pure red. Black is a powerfully strong and neutral color. Kinis Black is slightly lighter than pure black. In combination, these two colors create an athletic, sleek, and modern aesthetic.

White is used as a background color. Kinis Black is the main color, which is most often applied for text, including the wordmark. Kinis Red is used as an accent, highlighting and calling attention to what is important.

The three additional shades of both Black and Red are available as supporting colors in cases calling for more or less emphasis and / or contrast.

Color Palette

KINIS

Aa

Avenir Roman

Primary Typeface
Default Weight

Avenir is our primary typeface, chosen for its versatility and sleek presentation. Avenir's points and edges contrast nicely with the rounded logotype.

Title and sentence case are preferred. The default weight to use is Avenir Roman. If legibility is an issue, use **Avenir Heavy**. The *oblique* versions of both weights may be used for added **emphasis**.

Aa

PROXIMA NOVA SEMIBOLD

Secondary Typeface

Default Weight

letter-spacing: normal

line-height: 100% *or* 125%

Letter spacing is always normal. Line height may vary depending on the need for legibility and / or emphasis.

Incorrect Usage:

Proxima Nova is our secondary typeface, chosen to reflect the down-to-earth, human yet bold attitude of the brand.

Upper-case is preferred; title is secondary. The default weight to use is Proxima Nova Semibold. This typeface is used for large headlines, titles, and buttons, NOT for paragraphs.

Correct Usage:

YOUR ONLY LIMIT IS YOU.

Human Greatness

Founded in 2016, Kinis is a Richmond, Virginia based health and fitness company creating products and resources for people seeking to optimize their body's performance.

| LEARN MORE |

Typography

KINIS

Imagery

The human eyes are drawn first to photos. Compelling images and graphics grab the reader's attention and say, "there's something different, exciting, and impactful happening here at Kinis."

So what characterizes a Kinis photo? It should be:

• Active (show people engaged in activities)

• Representative (show the products)

• Coordinated (planned and professional)

• Bold (make it big to make a statement)

On the next page are a few examples. The image in the middle has some things right but some things wrong: It is active, representative, and bold, but it lacks coordination. It should be level, and taken on a high-resolution camera to ensure sharpness and clarity. The other two images are nearly perfect—they're just missing some Kinis socks!

Icons

Kinis products are marketed primarily toward a healthy and active population, with a focus on four main activities:

Run / Walk / Train / Yoga

Each activity has an icon to go along with it. These icons are included on the packaging and can be used in promotional materials specifically targeted at a certain activity. Two versions are shown below:
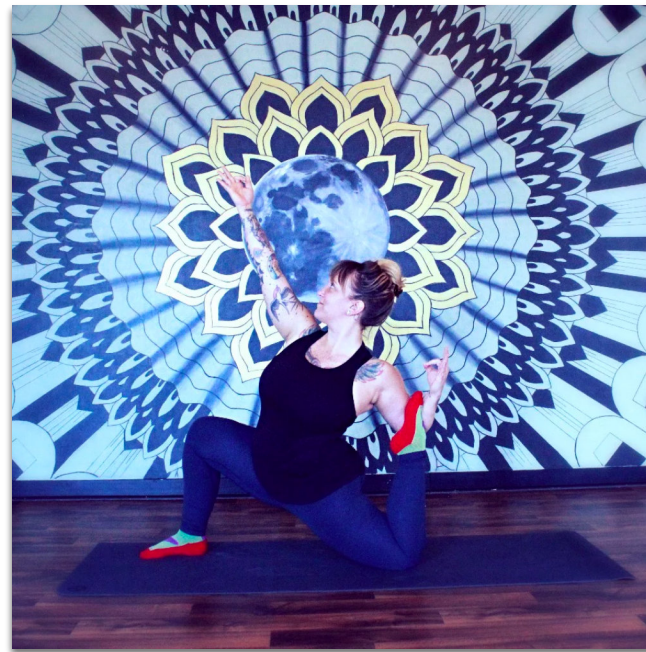

Images & Icons

KINIS

GOOD

This shot has a high resolution and is beautifully framed, showing an active subject in an interesting setting.

NOT AS GOOD

This shot is poorly balanced and shot in low resolution.

GOOD

This shot has a high resolution, features Kinis colors, and shows an active subject in motion.

Image Examples