



# Logo

The logotype acts as a unique symbol and visual for KIN. Its purpose is to represent the company in a visual way and to transmit its values. The logo was design to make a excelent connection between brand and users in a minimal and simple process. At the same time it symbolizes a strong bond between families in a original and modern way. It is a playfull logotype that transmit wonders and intuitively relates with everyone.



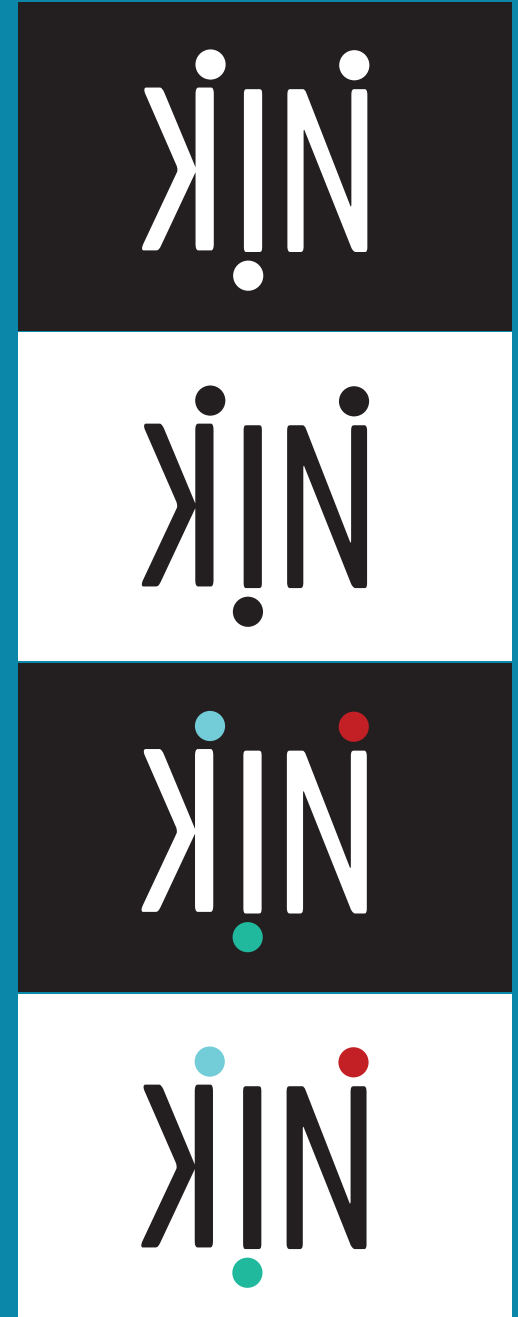
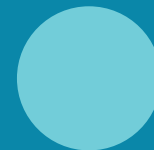
The 3 spheres represent the possibilities between strong and realiable bonds. It refers also to family members by a minimalistic representation of human bodies.



Triangle shape: dynamism,

Kin is a particular word, it's meens a group of persons of common ancestry.

Designed in a almost symmetrical shape the typography gives an idea of continuity.



# Color

Color is a very important part of brand design, it will project the emotions and values of the brand. The color pallet is presented with a playful and happy feeling. Colors contrast with each other because they are complementary (yellow/purple, red/green).

These are the main colors of Kin. They are used to differ the several subjects and to cause diverse emotions on the users.

For each color, two can be added, one lighter and one darker for shadowing and contrast into the feature.

#60BDAE	#4a9083	#F0E522	#402155
#be3326	#60bdae	#efe41a	#402054
#ef8a8c	#9ed2cd	#f8f295	#623583

energy  
love  
passion  
attention.

balance,  
fresh,  
calmness.

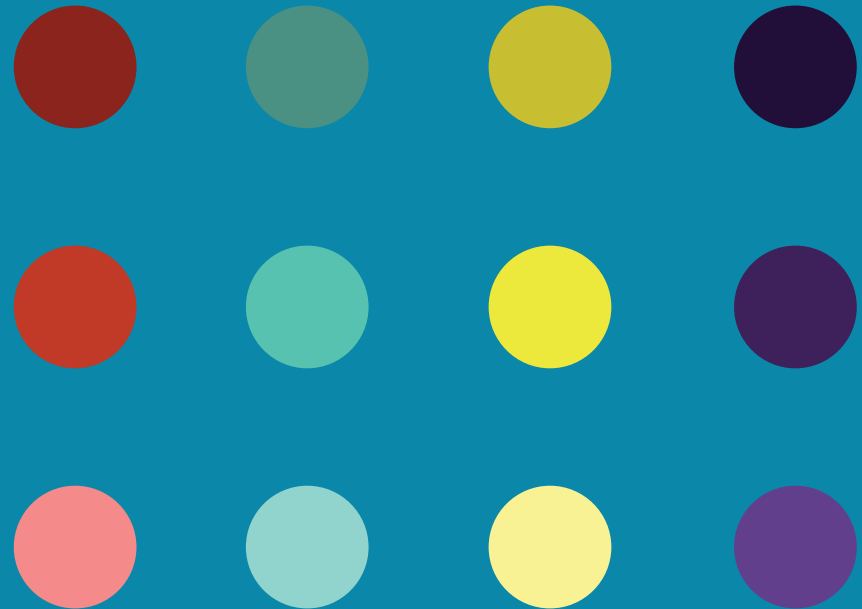
happiness  
joy  
good times  
warmth.

wisdom.

# Shapes & Icons

Shape is a really important factor in KIN, the roundness in the design brings a peaceful and friendly environment. At the same time the triangulation between shapes makes a stronger and dynamic connection, it gives a reliable and secure emotion.

The icons are made in a hand-drawn way to emphasize the playful identity and simulate an home-made interface as if every family could immerse themselves in this aesthetic. It is usefull, clear, playful, simple and flat.



# Typography

**BenchNine** is KIN's main typography. With its straight clean lines and little round corners it expresses a feeling of closeness and reliability, at the same time being very visual and eye catching.

We chose a sans-serif font for it's readability and dynamism.

KIN

Round corners / playful

An almost symmetrical shape reflecting the connection between family members with their differences and similarities.

Light  
Regular  
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789»#\$&@





# LOGOTYPE



Logotype - Black and White  
Negative and Positive

Logotype - Colors  
Negative and Positive



Three dots animation for loading pages and content.



Mobile App Icon

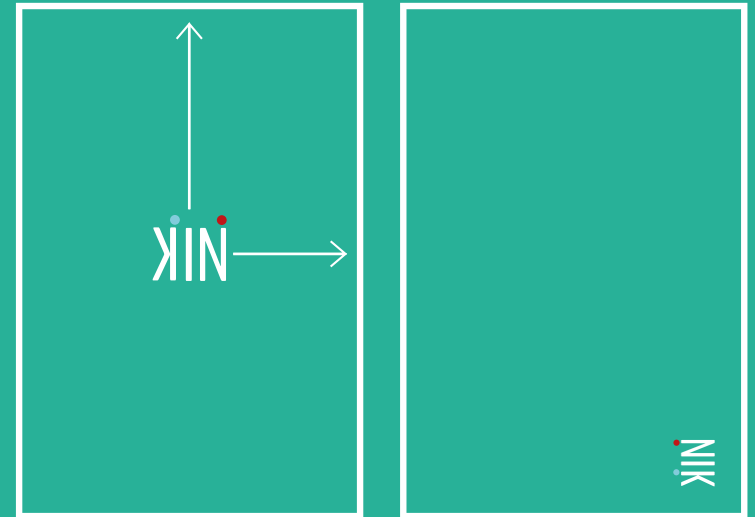
KIN



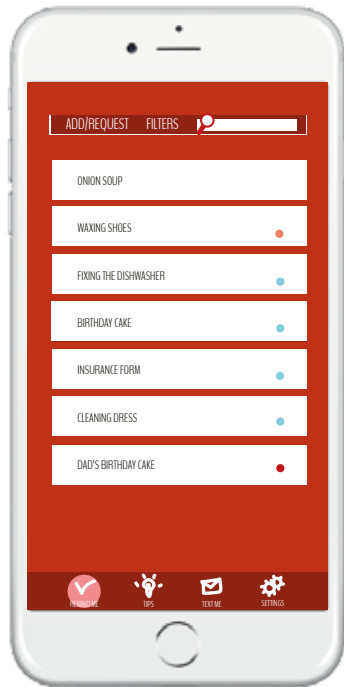
# LOGOTYPE

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.

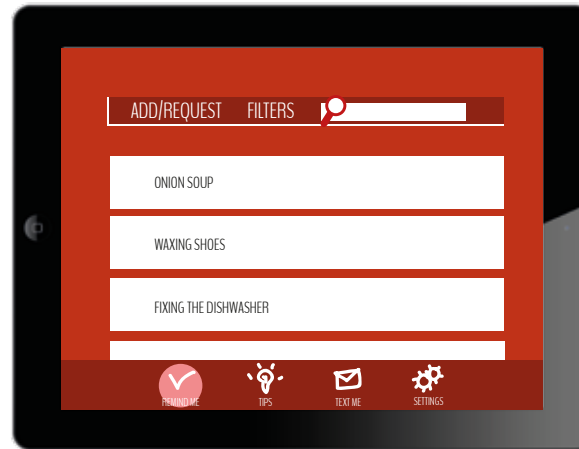
Logo Placement: Centered on mobile and desktop,  
Down and right corner as a signature for paper, e-mail.



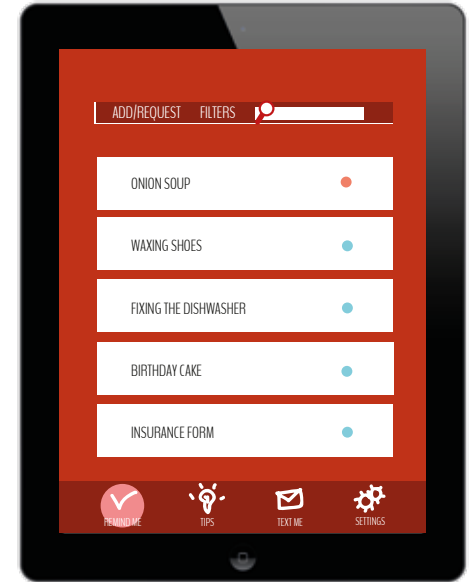
# FORMAT



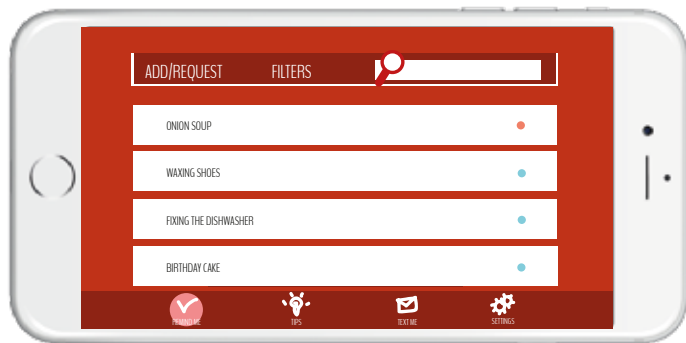
Layout on mobile.



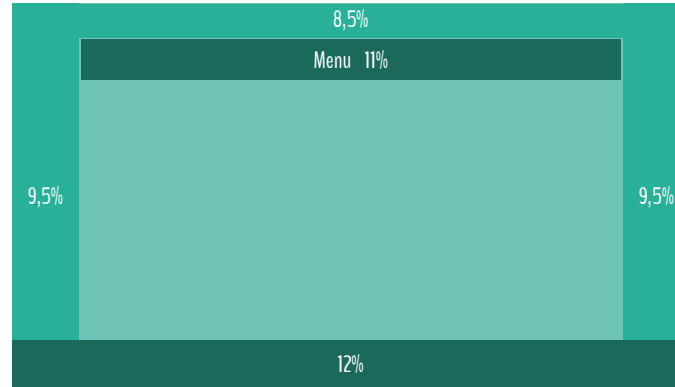
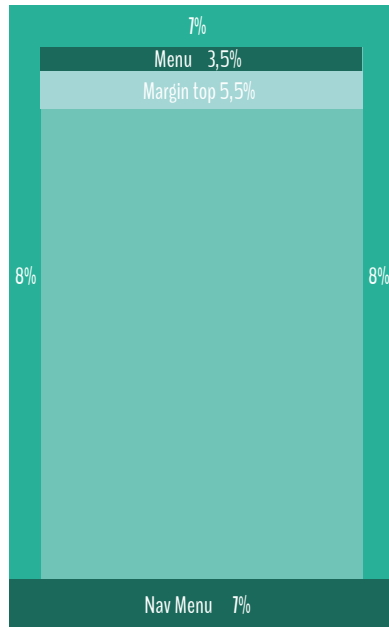
Layout on tablet.



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.

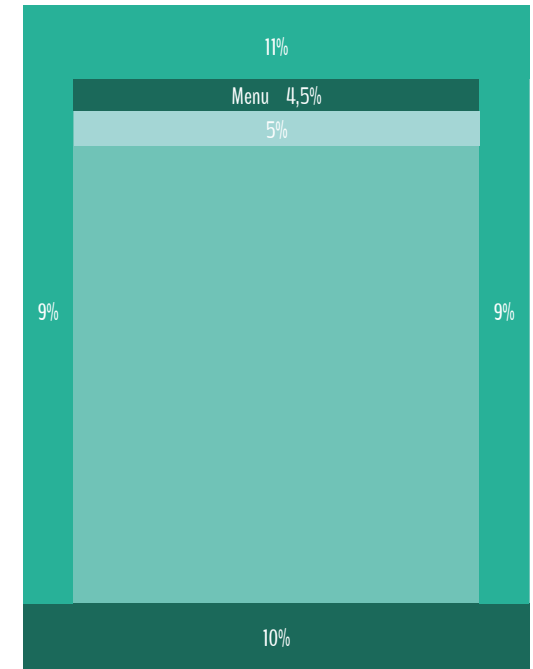
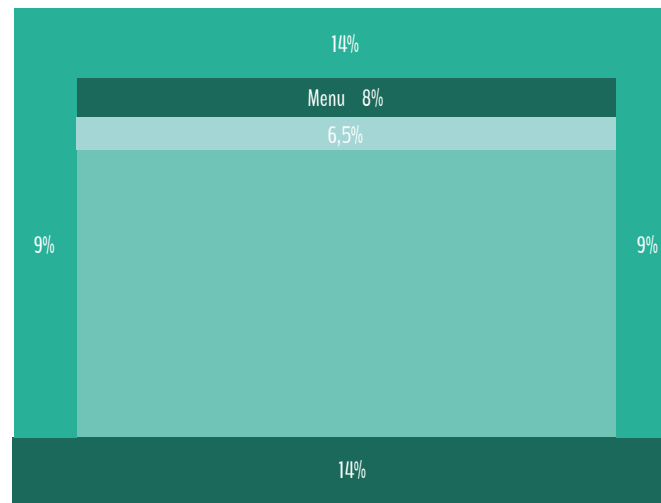


# SIZES



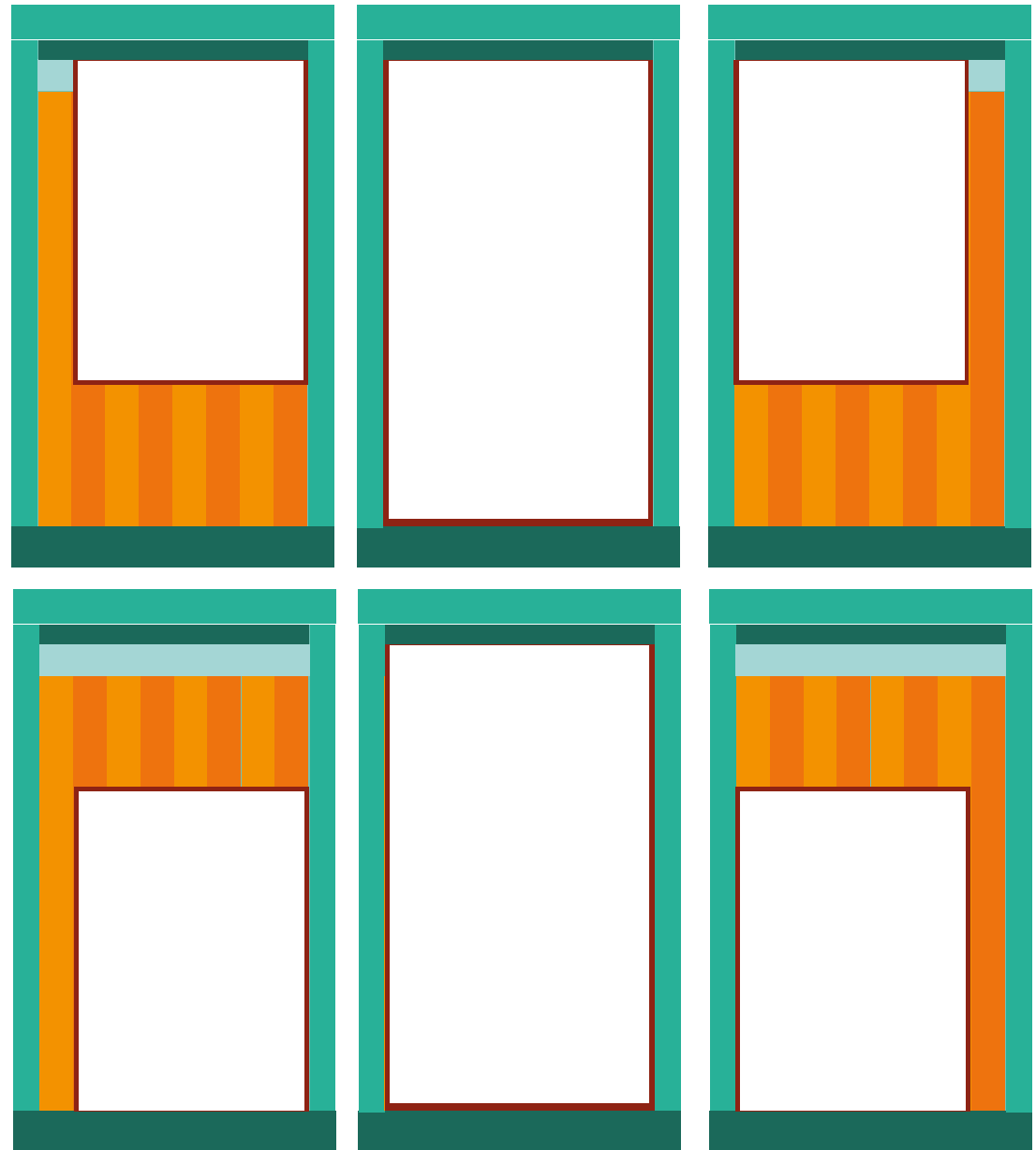
Margins on mobile.

Margins on tablet.

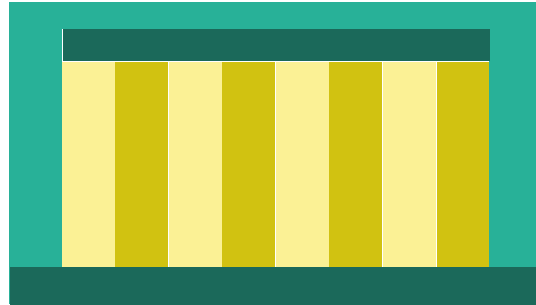
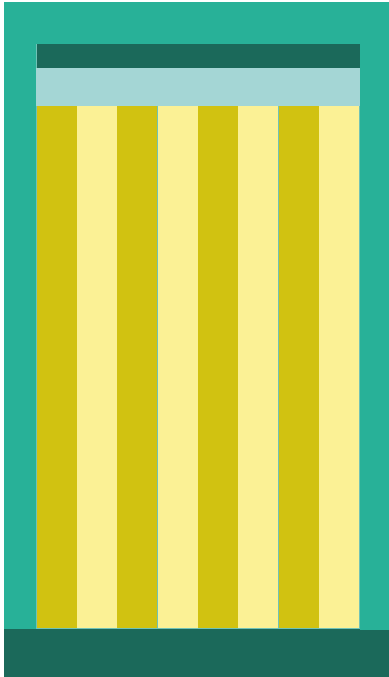


# SIZES

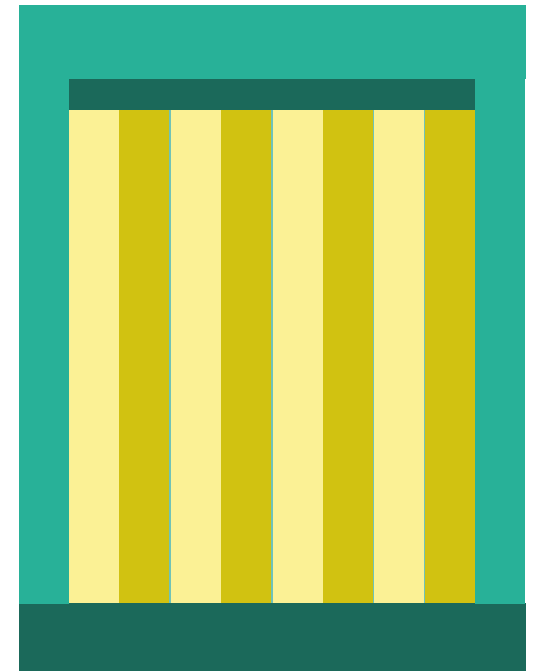
Additional pages to add, filter, create are covering nine columns. On the right if the button is on the right, on the left if the button is on the left and centered, full page, for the creative space and the messages.



# SIZES



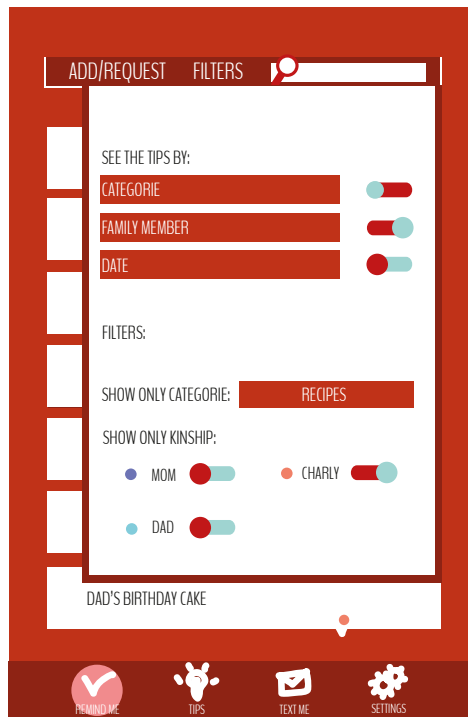
Grid of 8 column for mobile, tablet and desktop.



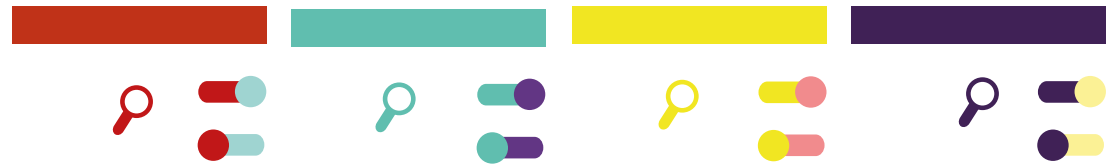
# ELEMENTS

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.



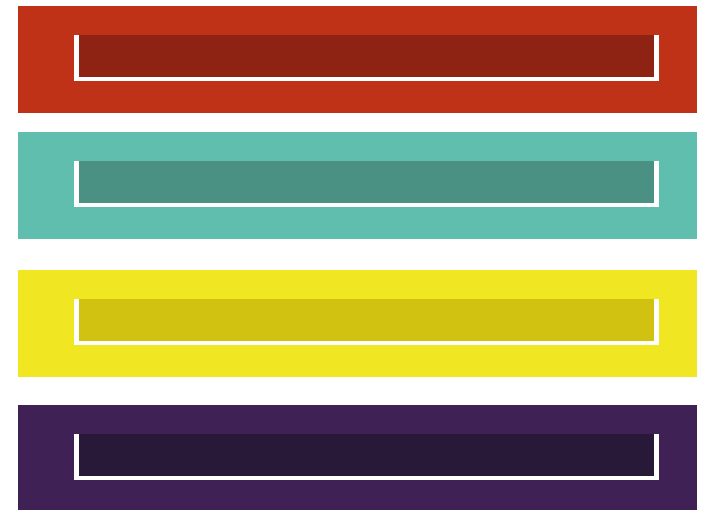
Switch buttons, search icon and writing areas.



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

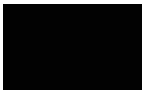
 R:208 G:193 B:16 #d0c110

 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