



# 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.



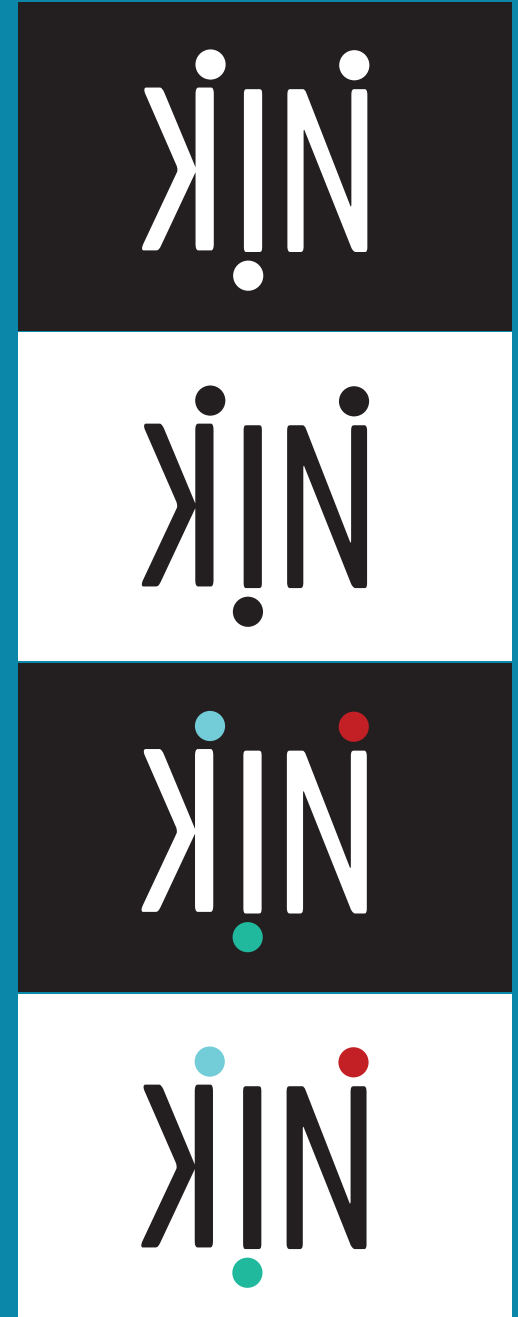
The 3 spheres represent the possibilities between strong and realiable bonds. It refers also to family members by a minimalistic representation of human bodies.



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.

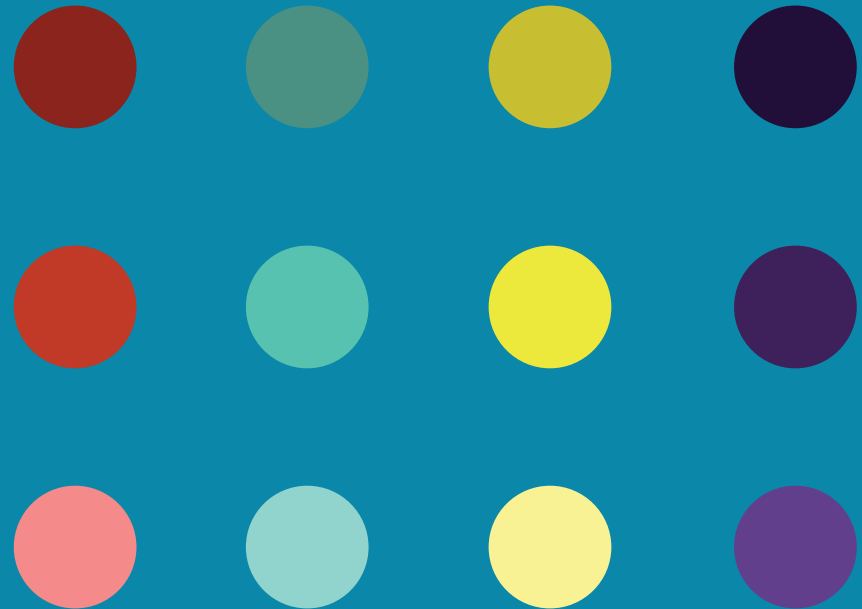
happiness  
joy  
good times  
warmth.

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»#\$&@

