



2018
Brand Guidelines

Logo

Final Logo

Our logo mark is the benchmark of our brand and one of our most valuable assets.



Logo Versions

Full Version - Linear

A. Full Color

The preferred way to use the Kinesics logo is over a white/light background. Every attempt must be made to do this.

B. Black or White

If the logo must be placed on a dark background or color options are limited then the Kinesics logo can be knocked out and used in one color.



Logo Versions

Full Version -Stacked

A. Full Color

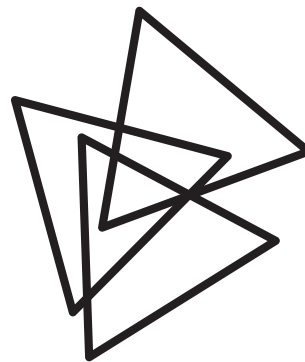
The preferred way to use the Kinesics logo is over a white/light background. Every attempt must be made to do this.

B. Black or White

If the logo must be placed on a dark background or color options are limited then the Kinesics logo can be knocked out and used in one color.



K I N E S I C S TM



K I N E S I C S TM

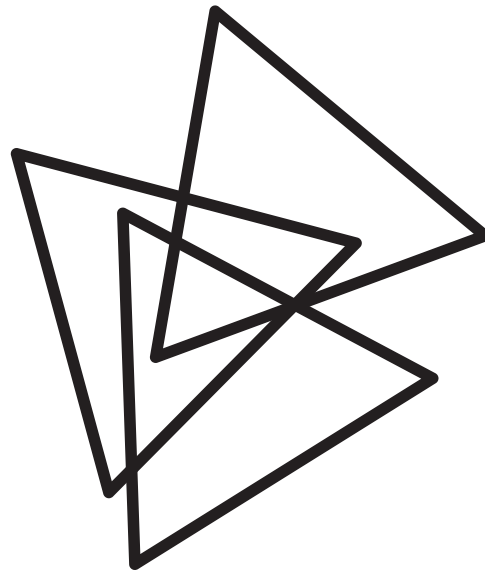
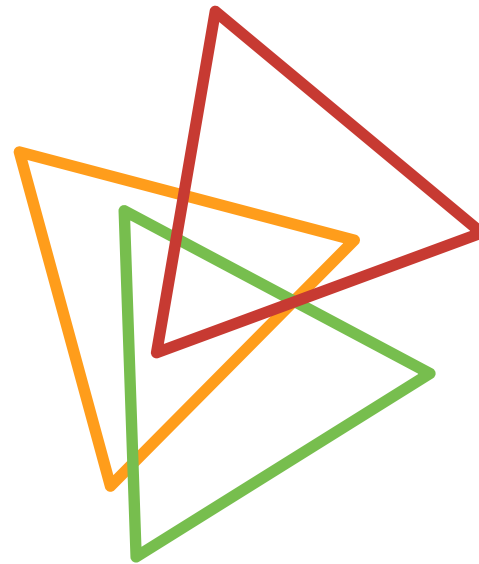


Logo

Icon Version

The Kinesics icon is used on our mobile app.

The Kinesics icon is more versatile in its usage than the Kinesics logo as it can be resized to as small as 1 inch.



Logo Versions

Full Version - Powered By (Stacked)

A. Full Color

The preferred way to use the Kinesics logo is over a white/light background. Every attempt must be made to do this.

B. Black or White

If the logo must be placed on a dark background or color options are limited then the Kinesics logo can be knocked out and used in one color.



Logo Versions

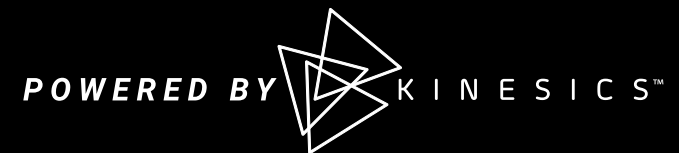
Full Version - Powered By (Linear)

A. Full Color

The preferred way to use the Kinesics logo is over a white/light background. Every attempt must be made to do this.

B. Black or White

If the logo must be placed on a dark background or color options are limited then the Kinesics logo can be knocked out and used in one color.



Logo Versions

Full Version - Sponsored By (Linear)

A. Full Color

The preferred way to use the Kinesics logo is over a white/light background. Every attempt must be made to do this.

B. Black or White

If the logo must be placed on a dark background or color options are limited then the Kinesics logo can be knocked out and used in one color.



Logo Versions

Dont's

DO NOT add a drop shadow to the full logo or any variations set forth in the brand guidelines.

DO NOT apply your brand colors to the full logo or any variations set forth in the brand guidelines.

DO NOT alter the layout of full logo or any variations set forth in the brand guidelines.

DO NOT apply a stroke (outline) to the full logo or any variations set forth in the brand guidelines.



Sizing

Minimum Height

For the sake of legibility, the logo must never be printed smaller than 2 inches in height or 192px on screen. At smaller sizes it is best to use the logo icon alone as seen on the previous page.



Logo

Safe Zone

The isolation zone is the space around the logo. It is important that no images/text/borders or margins are placed within 7mm or 17 pixels of the logo.



Integration

Logo Integration

If you want to integrate your company's brand with Kinesics then the following guidelines must be followed.

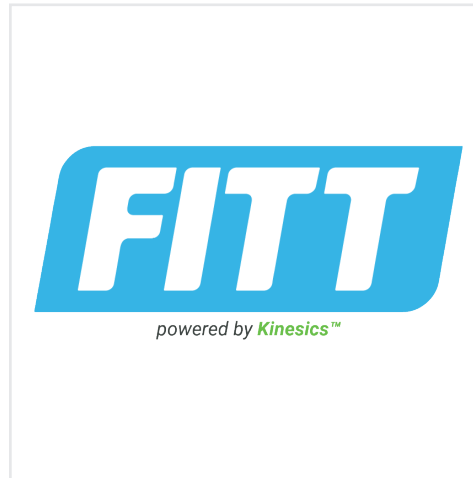
"powered by Kinesics" in Roboto font, with "powered by" in regular italic and "**Kinesics**" in bold italic.

Color usage is as follows:

- "powered by" = HEX #3E4543
- "**Kinesics**" = HEX #6CC04A

The Kinesics Design team is to have final say on placement of "powered by Kinesics"

Examples have been provided for reference



Color

Usage

We have chosen a six color palette. These include 3 main colors, Black, Dark Gray and White.

Use this document as a guide on how to implement these colors for print/web.



Pantone 180C
HEX #C33A32
CMYK 17,91,89,6
RGB 195,58,50



Pantone 1375C
HEX #FF9E16
CMYK 0,45,96,0
RGB 255,158,22



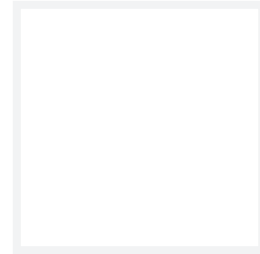
Pantone 360C
HEX #6CC04A
CMYK 61,0,96,0
RGB 108,192,74



Pantone 446C
HEX #3E4543
CMYK 70,57,61,44
RGB 62,69,67



Pantone C
HEX #2D2926
CMYK 63, 62, 59,94
RGB 45, 41, 38



HEX #FFFFFF
RGB 255, 255, 255

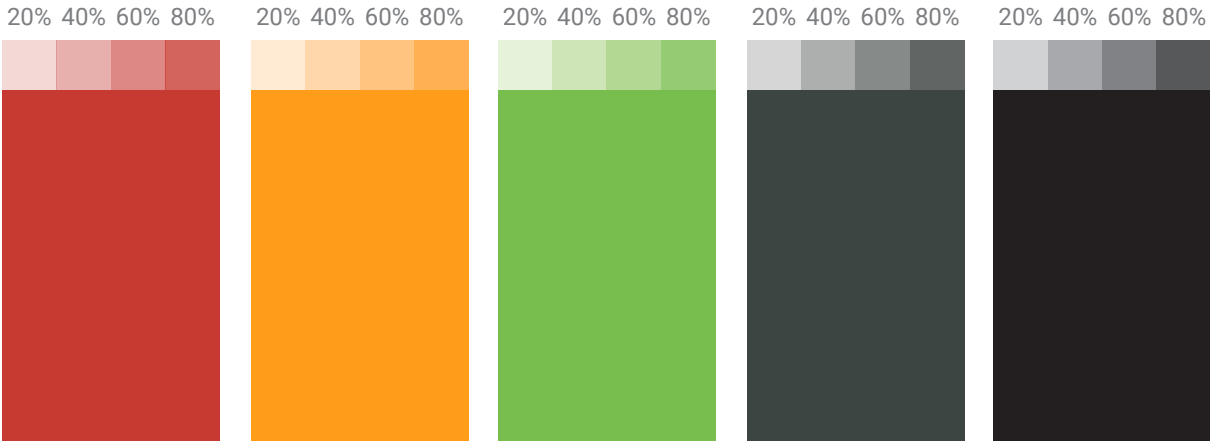
Color Breakdown

Tints

Here we have shown the breakdowns for each of the colors in your palette.

RGB & Web colors are for screen use only. CMYK & Pantone numbers are for print.

Tints are useful as they provide additional colors at no extra print cost. We have included tints at 20% increments.



Typeface

Typography

Typography is a key element to communicate a unified personality for Kinesics.

We have selected Morebi Rounded and Roboto as our fonts. They are strong, but not overbearing fonts.

When writing headlines use MOREBI ROUNDED CAPS. When using for body copy use Roboto.

Mixing weights in headlines and body is acceptable.

AaBbCc123@?.\$!
Morebi Rounded

Morebi Rounded Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Morebi Rounded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Morebi Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Morebi Rounded Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

AaBbCc123@?.\$!
Roboto

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%

Typeface

Typography

Use Verdana Regular and Bold for use with email and other desktop applications.

AaBbCc123@? \$!
Verdana

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@£\$%

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@£\$%

Imagery

Overlay Styles

Overlay styles are used to bring added attention to selected imagery.

The use of the Kinesics color options are acceptable for overlay effects.

Top Layer:

Opacity: 100%

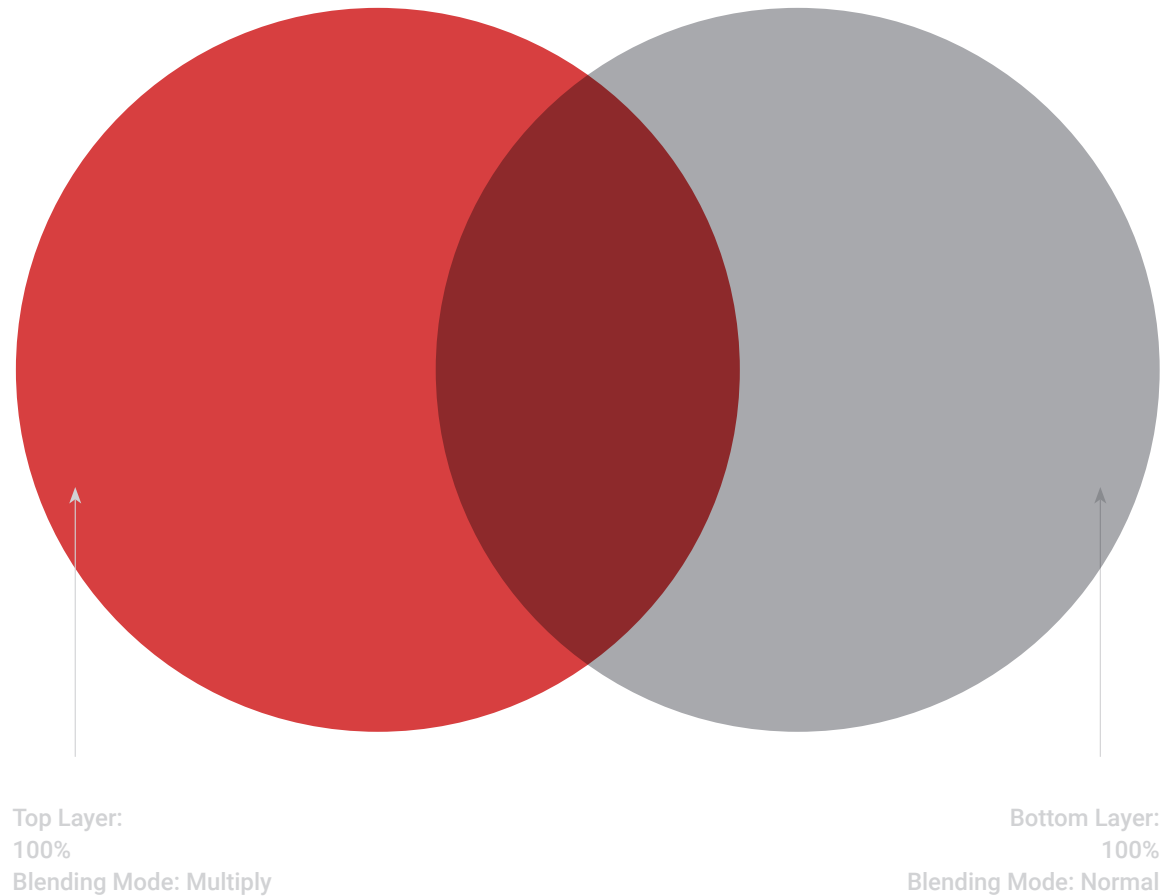
Blending Mode: Multiply

Bottom Layer (Image):

Opacity: Designers choice

Blending Mode: Normal

*Kinesics Red has been used as an example and is one of six options.



Imagery

Overlay Example

An example of the overlay effect when used in a digital or print publication.

