



**2018**  
Brand Guidelines

# Logo

## Final Logo

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



## Logo Versions

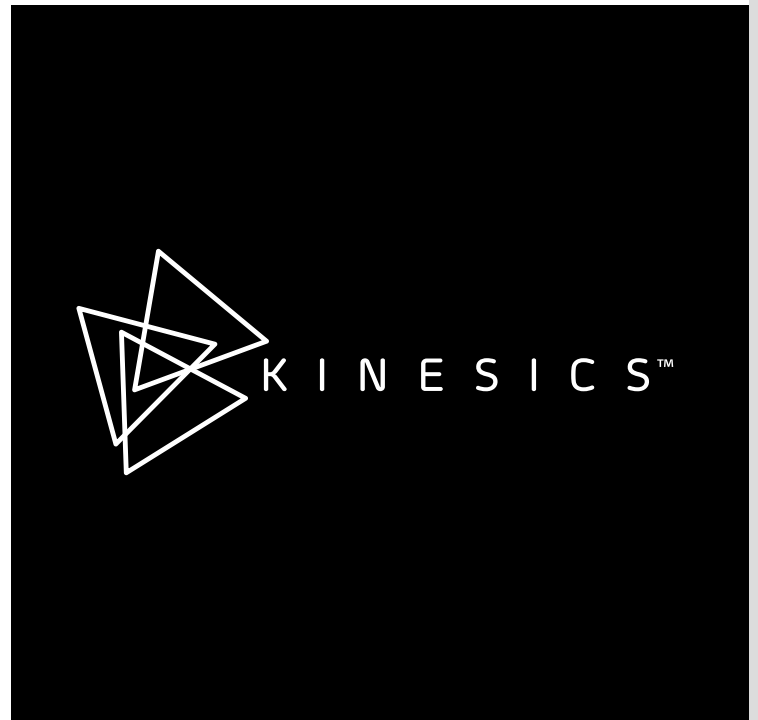
### Usage

#### 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.

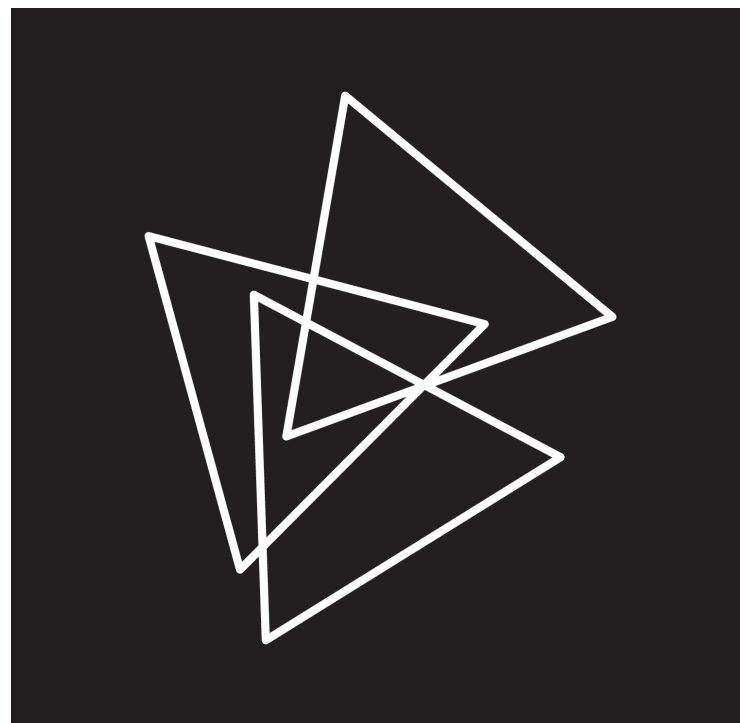
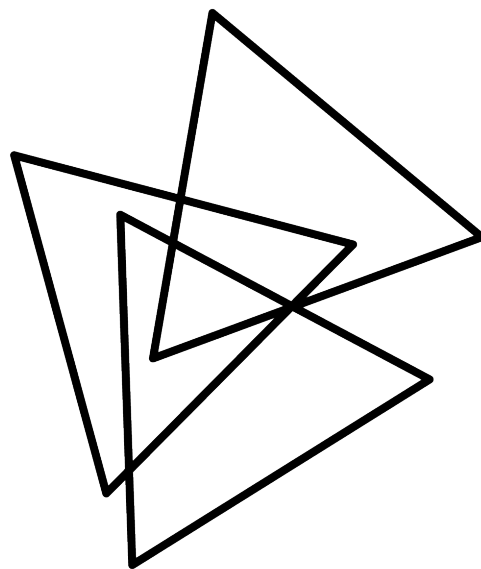
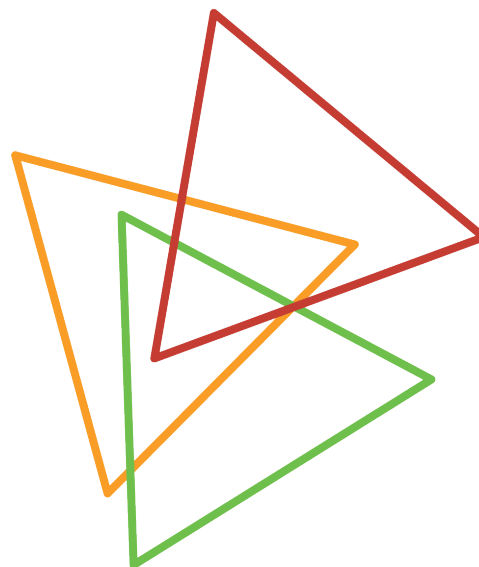


# Logo

## Icon Usage

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.



# 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 Versions

## 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 companies brand with Kinesics then the following guidelines must be followed.

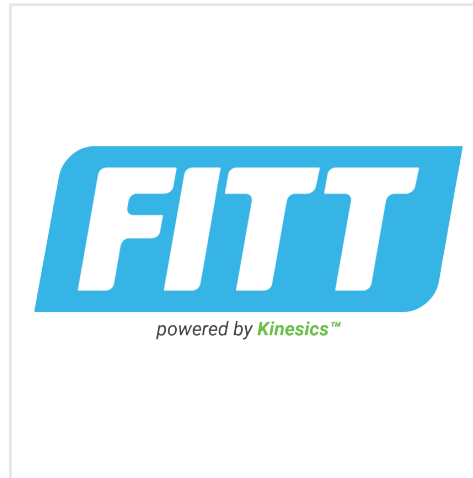
“powered by Kinesics” in Roboto font, with “powered by” in regular italic and “**Kinesics**” in bold italic.

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”

Exampes 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**



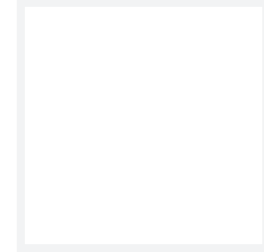
**Pantone 360C**  
**HEX #6CC04A**  
**CMYK 61,0,96,0**  
**RGB 108,192,74**



**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**



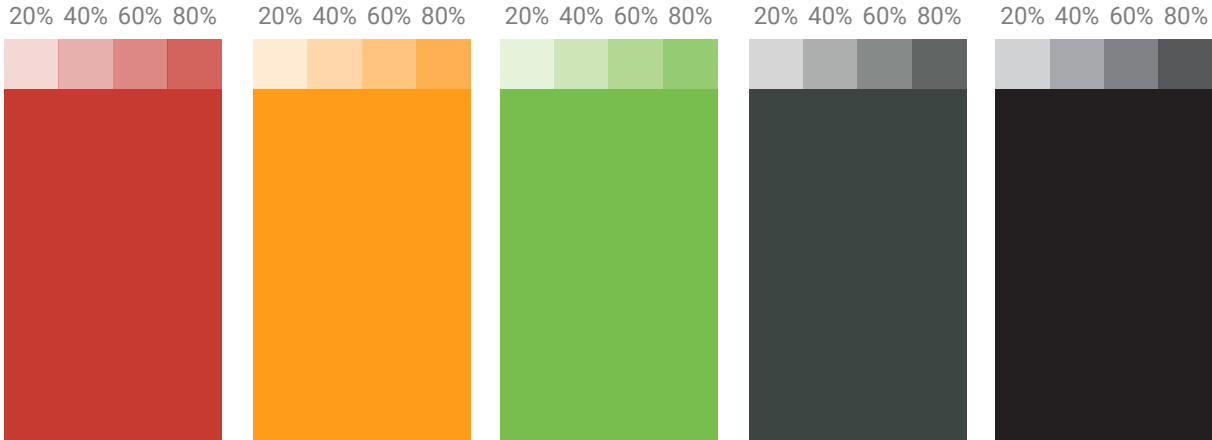
# Color Breakdown

## 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%

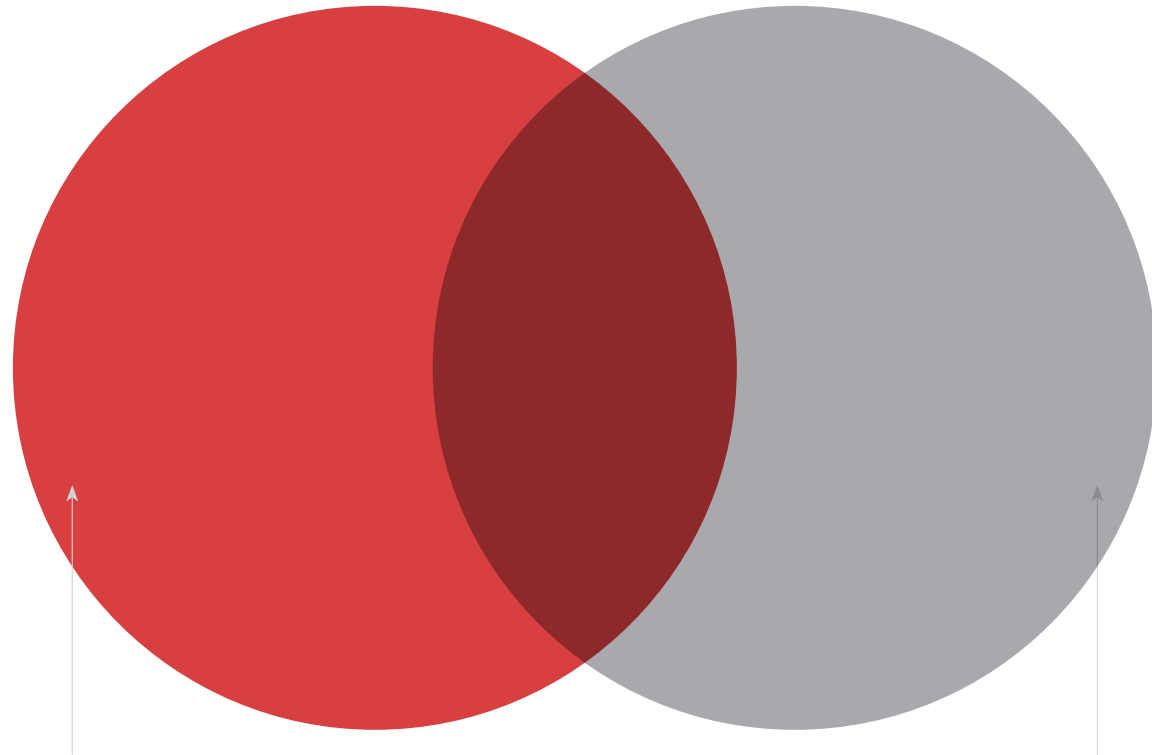
Blending Mode: Multiply

### Bottom Layer (Image):

Opacity: Designers choice

Blending Mode: Normal

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



Top Layer:  
100%  
Blending Mode: Multiply

Bottom Layer:  
100%  
Blending Mode: Normal

# Imagery

## Overlay Example

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

