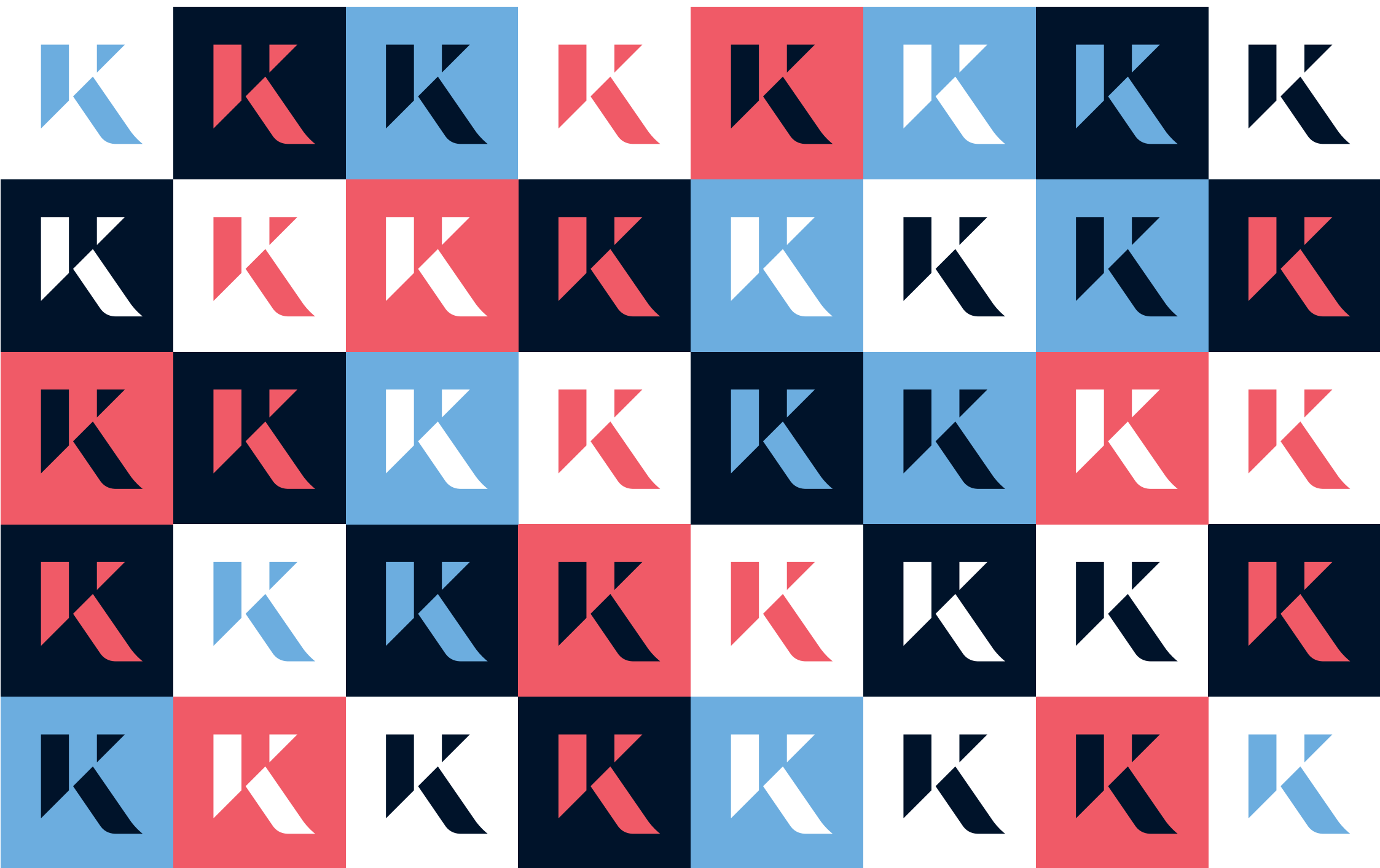




KINESIS

SETTING THE STANDARD

BRAND GUIDELINES



INTRODUCTION

These guidelines describe the visual elements that represent the KINESIS corporate identity. This includes our logo and other elements such as colour, type and graphics. Sending a consistent message of who we are is essential to presenting a strong, unified image of our company.

The KINESIS brand, including the logo, name, colours and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the KINESIS name and marks.

CONTENT

Tone of Voice	4
Our logos	6
Typography	12
Our Colours	14
Elemental Icons	20
Chequerboard	22
Good Practice	24

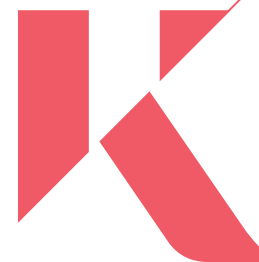
TONE OF VOICE

IT IS NOT: shallow or pedantic; and it is certainly not exclusive or excessively fin-techy.

IT IS: engaging and straightforward; but it is also reassuring and knowledgeable.

We want our customers to feel that they, their money and investments, are in their control. We need to communicate our proposition in a straightforward, reassuring manner; In a way that a seasoned investor can relate to and an everyday customer can not only understand but enthuse about and also spread the word.

The key linking factor to both these target groups is this: They are both 'savvy' (investor - gold/financially aware) and 'smart' (millennial - blockchain/tech challenger). Therefore our tone - where appropriate, needs to be smart, clever, clear and to the point. Tell it how it is but use some wit or a clever headline (ref: The Economist) to instantly engage with these 'smart' people. Don't just knock them over the head with bars of gold and statistics, let them know we have personality and are every bit as sharp and forward thinking as the Kinesis monetary concept.



MASTER BRAND MARKS

OUR LOGOS

The KINESIS master brand mark comprises two elements: the logo symbol and logotype.

The logo symbol is a powerful brand mark evoking the culture of KINESIS. The logotype has been carefully designed for its traditional look whilst maintaining its own modernist individuality. It has been developed and refined from our brand font MB Empire.

The master brand mark version of our logo should be used predominantly when possible.

The logo symbol is a powerful brand mark evoking the culture of KINESIS. Our 'K' symbol can be used as a standalone graphic device.

The master brand mark version of our logo should be used predominantly, however a horizontal version exists for layouts where this is not possible.



KINESIS

Master Brand Mark



Standalone Logo Symbol



Horizontal Version

BRAND MARK WITH STRAPLINE

These are the versions of our KINESIS brand marks with our brand strapline.

Minimum sizes for these versions are 15mm for our Master logo and 25mm for our horizontal version.

In instances where a smaller version is required the versions of our logos without our strapline must be used.



15mm



25mm

BRAND MARK VARIANTS

There are 3 additional variants of our logo symbol which include graphic lines. These can also be used as standalone graphic devices.

Regardless of the symbols placement both the horizontal and 45 degree angled lines must bleed off a layout or hit another design element.

The lines are a part of the logo symbol itself, they do not sit on top of it. Please use the versions provided by Kinesis rather than adding lines to the standalone symbol.

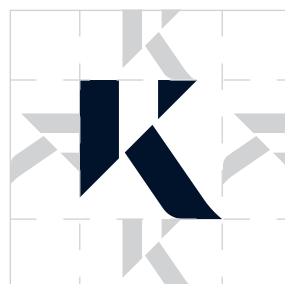
Lines must always be the same colour as the symbol they are connected to.



CLEARANCE

For both the master brand mark and horizontal versions of our logo a clearance of the x-height of the letter 'K' from our wordmark is required.

For our standalone 'K' logo symbol a clearance of half its height (50%) is recommended however in some instances this rule may be broken for design purposes.



LOGO COLOUR

Although we have an extensive set of colours our master logo should only ever appear in our dominant colour palette of Coral, Midnight and Snow. A black version also exists for times when colour printing is not an option.

The variations displayed on these two pages are the only colour combinations acceptable for the Kinesis logo within our colour palette.

The only acceptable 2 colour version of our logo (and horizontal logo) is the logotype in white with the 'K' symbol in coral on a Midnight background as shown on this page. For our strapline versions of our logo the strapline colour should match that of the logotype.

These rule does not however apply to the logo symbol 'K' device which can be used more creatively as a graphic device. See pages 16-17 for more details.



Kinesis Midnight



LOGO COLOUR



Kinesis Sky



Kinesis Gold



Kinesis Sunshine



Kinesis Silver



Kinesis Coral



Kinesis Viridian



Black

OUR FONTS

TYPOGRAPHY

MB Empire is a font that has its roots in early 20th century design, It has a distinctly English feel with its style references to the classic Gill Sans. It has a very traditional look whilst still maintaining its own modernist individuality.

Our corporate fonts are MB Empire and Metropolis, suitable for print, desktop and web.

MB Empire has 6 roman weights with matching italic sets. This font is used for headings and headlines and print campaigns.

Metropolis has 9 roman weights with matching italic sets. Metropolis is used for bodycopy both off and on-line as well as all in-app and platform copy.

HEADLINES

abcdefghijklmnopqrstuvwxyz
ghijk

MB EMPIRE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,!@E\$&()+=<>”

abcdefghijklmnopqr

S & HEADINGS

Metropolis

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQRSTUWXYZ

0123456789.,!@£\$&()+=<>'”

A modern, geometric typeface. Influenced by other popular geometric, minimalist sans-serif typefaces of the new millennium. Designed for optimal readability at small point sizes while beautiful at large point sizes.

PRIMARY COLOURS

OUR COLOURS

KINESIS Coral and KINESIS Midnight, along with white, are our brand's core, primary colours.

Secondary colours and specials contribute to the cohesive and harmonious look of the KINESIS brand identity.

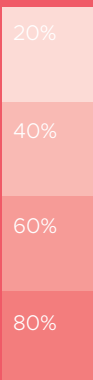
CORAL

PANTONE: 1785

C: 0 M: 80 Y: 50 K: 0

R: 234 G: 81 B: 96

#ea5160



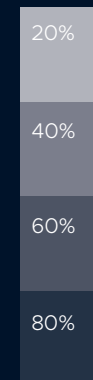
MIDNIGHT

PANTONE: 296

C: 100 M: 81 Y: 51 K: 68

R: 13 G: 29 B: 44

#0d1d2c



SNOW

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

#ffffff



SECONDARY, TERTIARY & SPECIAL COLOUR

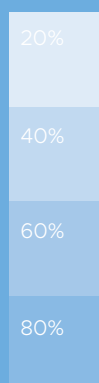
KINESIS Sky is our secondary colour.

Sunshine and Viridian make up our tertiary palette, which should be used sparingly or for one-off campaigns.

Gold and Silver are our special colours, used on specific occasions. These always work best on printed items and their usage on screen should be limited.

SKY

PANTONE: 284
C: 55 M: 19 Y: 0 K: 0
R: 122 G: 178 B: 225
#7ab2e1



SUNSHINE

PANTONE: 1235
C: 0 M: 29 Y: 91 K: 0
R: 252 G: 189 B: 27
#fcbd1b

VIRIDIAN

PANTONE: 3265
C: 84 M: 0 Y: 40 K: 0
R: 0 G: 172 B: 169
#00aca9

GOLD

PANTONE: 871
C: 42 M: 41 Y: 67 K: 28
R: 133 G: 117 B: 80
#857550

SILVER

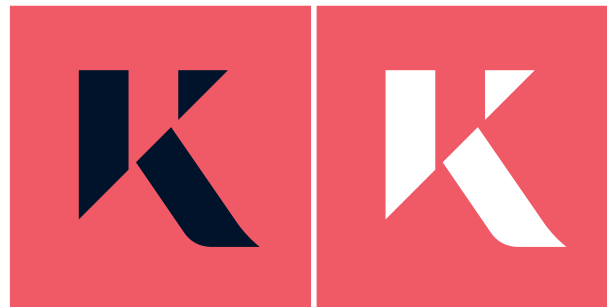
PANTONE: 877
C: 47 M: 35 Y: 35 K: 15
R: 137 G: 140 B: 141
#898c8d

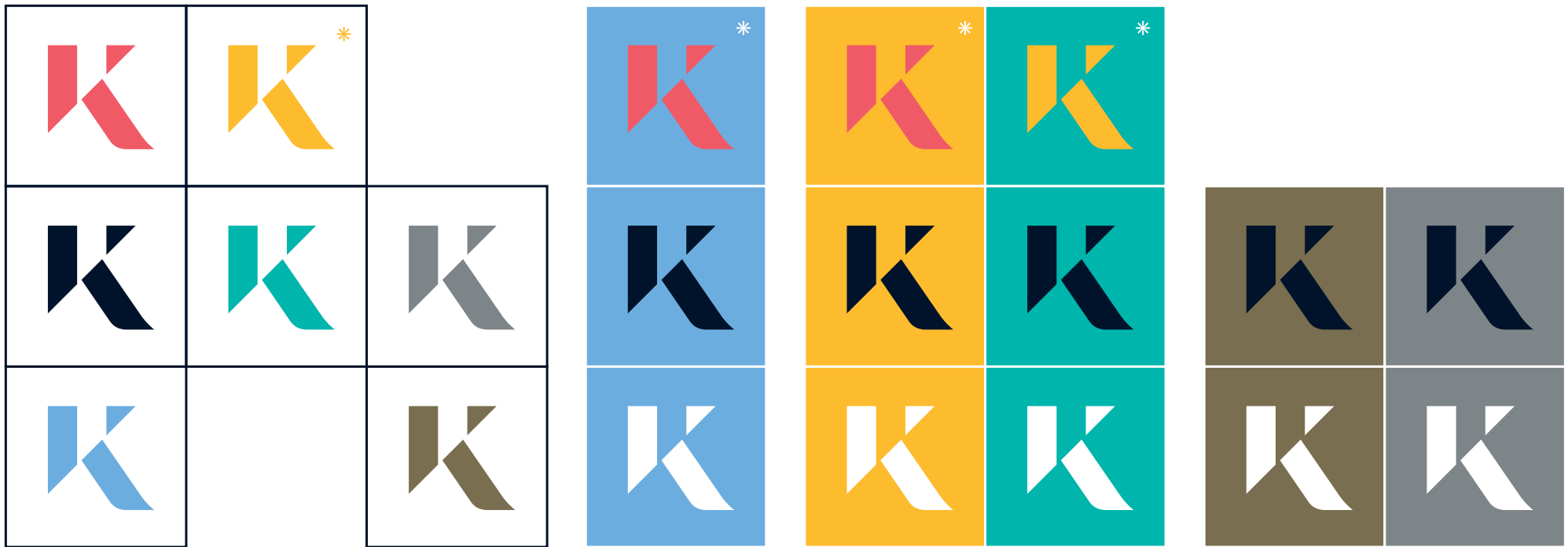
USING OUR COLOURS

COLOUR RULES

These two pages show a selection of acceptable 'colour on colour' variants. Only ever use the colour variants shown here. Those marked with an asterisk should be used sparingly and never as body copy on colour.

This spread also illustrates the acceptable range of colour variants for the KINESIS logo symbol. Again any combination not shown on this spread should be avoided.



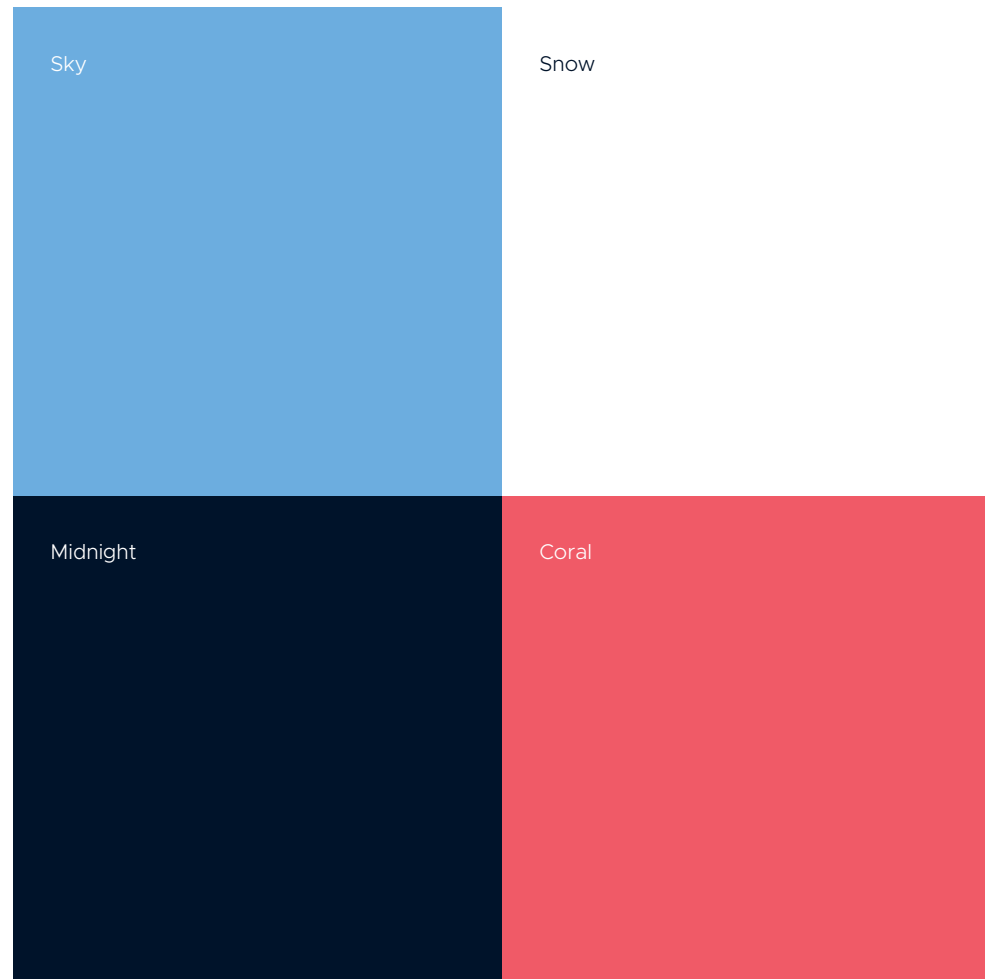


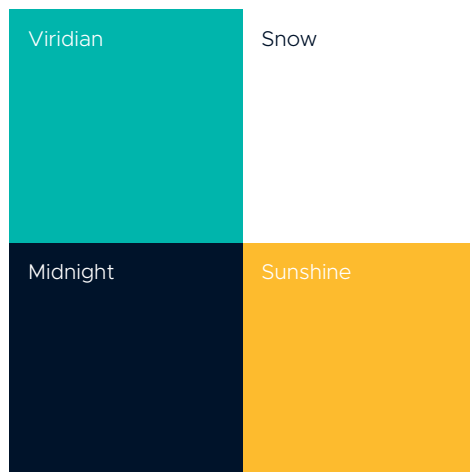
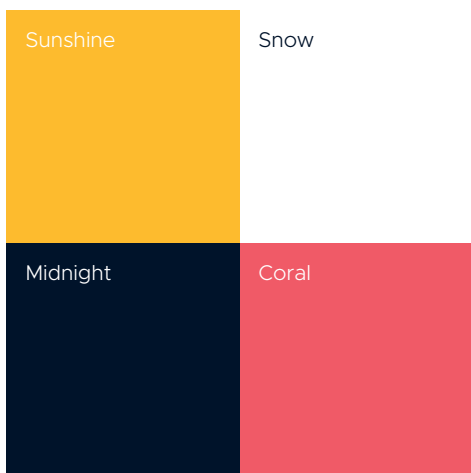
USING OUR COLOURS

COLOUR PALETTES

A maximum of 4 colours (one of which always being Snow) is allowed for each piece of design collateral. These two pages show the acceptable palettes which have been created to feel balanced and harmonious.

Palettes can change, for instance, in a brochure from spread to spread or from one web page to another, but each individual piece must stick to a maximum of 4 colours.





ICONS

ELEMENTAL ICONS

The use of the 'elemental icon' is restricted to situations where plain text ticker codes are not used in the same context.

When using the 'ticker' the 'logo' in its required colour palette should be aligned either vertically or horizontally with the supporting text.

Definitions:

Logo: The Kinesis 'K' in any form of its colour palettes.

Ticker: The 3-letter acronym associated with Kinesis digital currencies and tokens, such as KAU, KAG, and KVT.

Elemental Icon: Square icons where the Kinesis 'K' logo and the ticker are shown together. e.g. Kinesis logo, with KAU below.



GOLD



SILVER



SKY

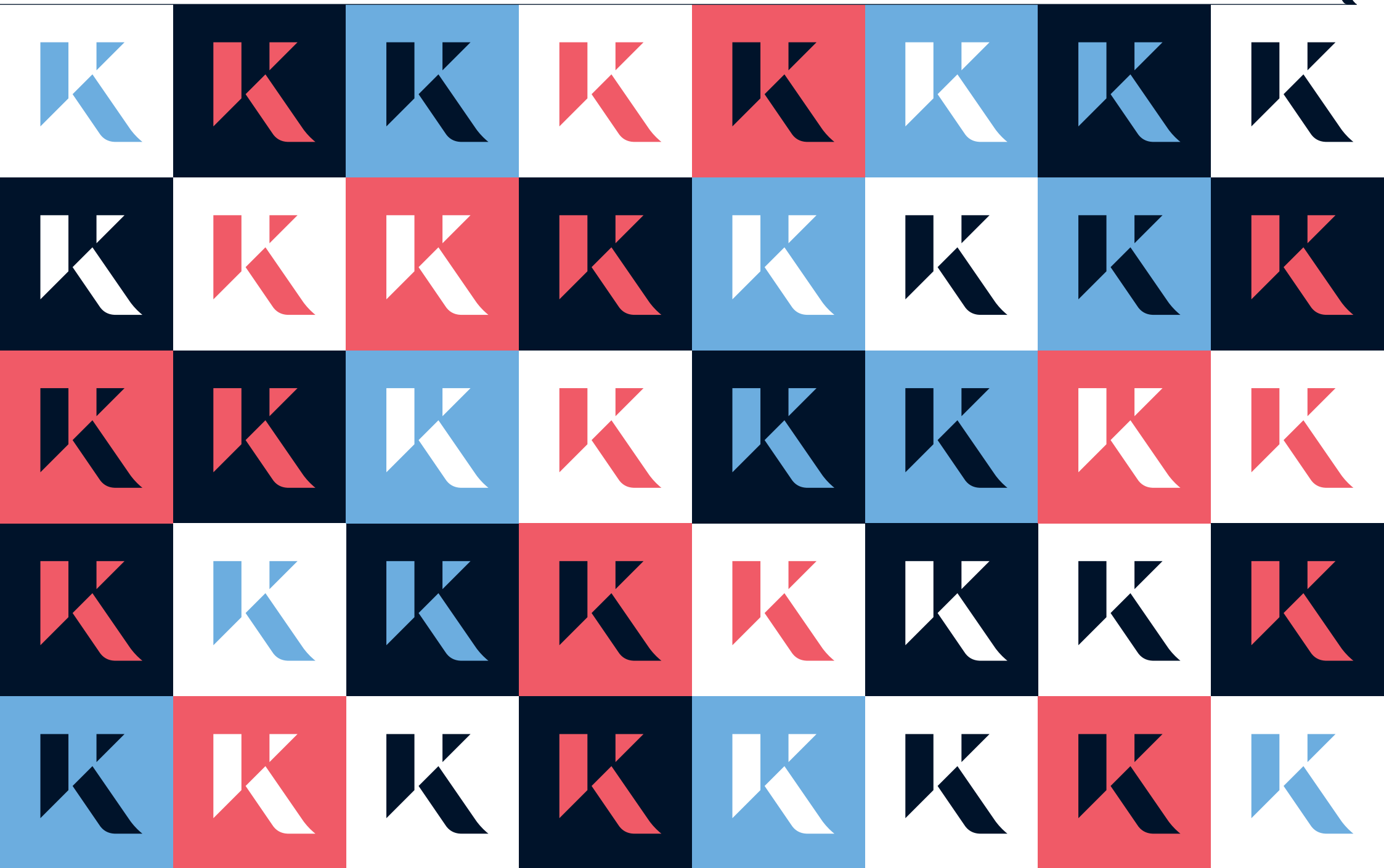
ICONS



CHEQUERBOARD

Our chequerboard graphic device follows the same colour rules described in the previous pages. When creating them colours need to feel balanced and harmonious.

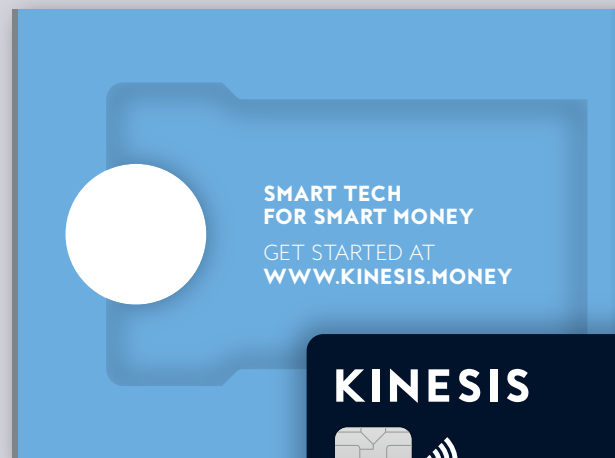




EXAMPLES

GOOD PRACTICE

These two pages show a selection of best practice design. These pages will be refined and developed as we move our brand forward.





WELCOME TO THE
FUTURE OF MONEY
TRUSTWORTHY / TRANSPARENT / SIMPLE





KINESIS

SETTING THE STANDARD

www.kinesis.money/brandguidelines