Style Guide
Introduction

This document serves as a reference guide for presenting visual elements of the Kin brand to ensure consistency across all facets of communication.

This document covers logo best practices, which fonts to use, recommended text style pairings, and what colors to use.
Logo

The Kin logo can be monochromatic (black, grey, or white) or Kin Purple, the primary brand colour. Avoid using any other color for the logo.
Safe Zone

It’s important to ensure there is enough breathing space between the logo and other content for optimal readability. A general rule of thumb is to use the height of the logo as a measure of space required around the logo.
Logo Usage

Here are recommended usage guidelines for the Kin logo, and scenarios to avoid.

**DO**

- Monochromatic
- Kin Purple
- Monochromatic (grey)

**DON’T**

- Stretched or distorted
- Angled
Typography

Sailec is the font used for all text, in a multiple of weights, including regular, medium, and bold.

SAILEC – REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SAILEC – MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SAILEC – BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
# Typographical Hierarchy

Here is a general breakdown of typographical hierarchy within a document using the different Sailec font weights.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Weight</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sailec Medium</td>
<td>Gray 6</td>
<td></td>
</tr>
<tr>
<td>Sailec Medium, All Caps, 5% Letter spacing</td>
<td>Gray 6</td>
<td></td>
</tr>
<tr>
<td>Sailec Bold</td>
<td>Gray 6</td>
<td></td>
</tr>
<tr>
<td>Sailec Regular</td>
<td>Gray 5</td>
<td></td>
</tr>
<tr>
<td>Sailec Regular, Underlined</td>
<td>Kin Purple</td>
<td></td>
</tr>
</tbody>
</table>

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## Title

**SECTION TITLE**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Felis eget velit aliquet sagittis id. Tortor condimentum lacinia quis vel eros donec ac odio tempor. Egestas purus viverra accumsan in nisl nisi scelerisque.

### Small headline
Egestas purus viverra accumsan in nisl nisi scelerisque. Arcu risus quis varius quam quisque id diam vel quam. Adipiscing diam donec adipiscing tristique risus nec. Lacus eu non diam phasellus vestibulum lorem sed risus. Leo duis ut diam quam nulla porttitor massa id.


**Link**
Color Palette

**PRIMARY**

Kin Purple is the primary brand color and should be the most prominently used color to represent the Kin brand. It is used for the Kin logo.

- **Kin Purple**
  - #6F41E8
  - rgb (11, 65, 232)
  - cmyk (52, 72, 0, 9)

**SECONDARY**

This secondary palette is a selection of additional colors which can be used to create accent elements or graphics.

Limiting color usage to purple tones is recommended, however, this palette includes shades of green which may be used sparingly when an additional color is required. (i.e. graphs, charts)

- **Dark Purple**
  - #5728D1
  - rgb (87, 49, 209)
  - cmyk (48, 66, 0, 18)

- **Lighter Purple**
  - #936BFB
  - rgb (147, 107, 251)
  - cmyk (41, 56, 0, 2)

- **Dark Pale Purple**
  - #C9B5FD
  - rgb (-, -, -)
  - cmyk (-, -, -, -)

- **Pale Purple**
  - #5728D1
  - rgb (87, 49, 209)
  - cmyk (48, 66, 0, 18)

- **Dark Green**
  - #4C9A85
  - rgb (76, 154, 133)
  - cmyk (31, 0, 8, 40)

- **Green**
  - #ECF2E
  - rgb (236, 242, 239)
  - cmyk (2, 0, 1, 1)

- **Dark Pale Green**
  - #A5CCC2
  - rgb (-, -, -)
  - cmyk (-, -, -, -)

- **Pale Green**
  - #ECF2E
  - rgb (236, 242, 239)
  - cmyk (2, 0, 1, 1)
Greyscale Palette

This greyscale palette is used typography and document, or user interface elements. When selecting a grey for text, please ensure there is adequate contrast between the type and background for optimal readability. **Gray 6** is most often used for titles and **Gray 5** is used for body text. **Gray 1** can be used as a background for text when needed.
Color Usage
Recommendations

Color usage should be minimal, it should only be used to enhance readability, create visual interest, or emphasize an important element.

Color can be applied to elements such as lines, quotation marks, bullet points, hyperlinks, graphs and charts.

- Purples should be used primarily, although greens can be introduced when a different hue is needed. Avoid mixing purple and green within graphics and sections.

- The darker shades of purple and green may be used for large blocks of color with white text or logos over top.

- It is important to be consistent with the color used for an element. i.e. make sure all bullet points in a list are the same shade of purple.