



VISUAL ELEMENTS



LOGO

Besides the name Kintone, our logo is one of the most visibly recognizable representations of our brand, and therefore one of our most important corporate assets. We have put a great deal of thought and care into every detail, from the choice of typeface to placement of the symbol.

Our logo must be protected from misuse by insuring its consistent, high-quality reproduction wherever it appears. Please adhere to the following guidelines.

LOGO AND COLOR VARIATIONS

We have developed a number of logo variations that meet both the creative and practical needs of our communications. These include stacked and horizontal versions, and both positive and reversed versions. By using this family of logos, and using the correct variation, we can always create the best expression of our brand.

NOTE: Do not use the positive logos for instances where the logo needs to be reversed.

LOGO VARIATIONS



Kintone vertical logo – primary



Kintone horizontal logo – alternate



Symbol – limited use

COLOR VARIATIONS – APPLIES TO ALL LOGO VARIATIONS



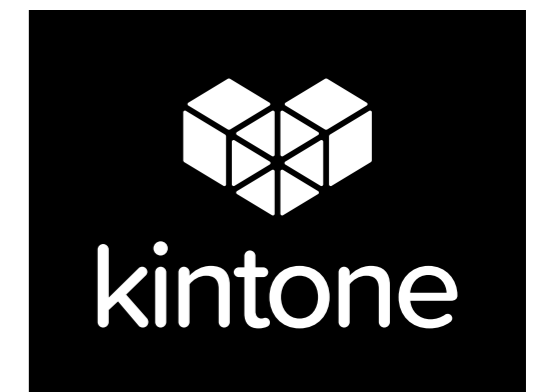
Full-color positive logo



Full-color reverse logo



1-color black logo



1-color reverse logo



VISUAL ELEMENTS – LOGO

CLEAR SPACE

It is important to maintain a minimum amount of space between the logo and other text and graphics to ensure the logo's visibility and impact. Give the logo some room to breathe.

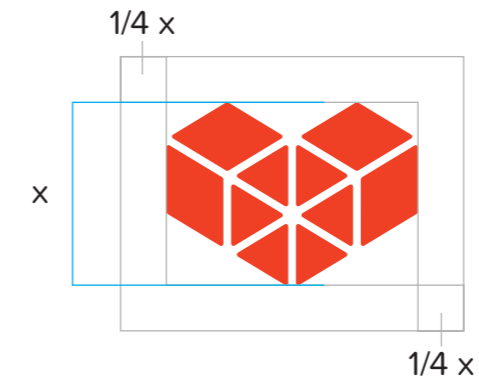
The clear space is defined as half the height of the symbol. Always maintain a clear space equal to or greater than $1/2 x$ around the logo. When using the symbol on its own, the clear space is $1/4 x$ around the symbol.

MINIMUM SIZE

The logo must always be represented in a clear, visible, and legible way. Different reproduction techniques can yield different output, so use judgment when sizing the logo.

Avoid compromising the legibility and overall quality of the Kintone logo by adhering to minimum size requirements.

CLEAR SPACE



MINIMUM SIZE



Print minimum: .5"
Digital minimum: 83 pixels



Print minimum: .8468"
Digital minimum: 140 pixels



Print minimum: .25"
Digital minimum: 32 pixels



COLOR

Color is an essential part of any brand, and the Kintone brand is no different. We want to own the use of certain colors in the communications we create – specifically relating to our logo.

The Kintone primary color palette consists of Red, Black, White and neutral grays. Red should be the leading color in all of Kintone’s brand communications.

In addition to the primary colors, a secondary color palette is available. A secondary color may be used in large areas; be sure to use the full-color logos (with Red) in those communications. Do not use secondary colors together in large areas.

When specifying color for actual production, refer to the specifications provided. Do not rely on printouts for color matching.

For commercial printing, Pantone® (PMS) inks are recommended. For 4-color process printing, use the specified CMYK color values. Apply the RGB or HTML color models for screen and web.

PRIMARY COLOR PALETTE



KIN Red
PANTONE 485
CMYK: 0, 100, 95, 0
RGB: 239, 63, 36
HEX: #EF3F24



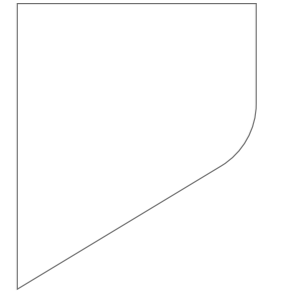
Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



KIN Medium Gray
PANTONE Cool Gray 10
CMYK: 0, 0, 0, 70
RGB: 112, 112, 112
HEX: #707070



KIN Light Gray
PANTONE Cool Gray 1
CMYK: 0, 0, 0, 0
RGB: 242, 242, 242
HEX: #F2F2F2



White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

SECONDARY COLOR PALETTE



KIN Shamrock
PANTONE 2416
CMYK: 0, 0, 0, 0
RGB: 63, 168, 98
HEX: #3FA862



KIN Cerulean
PANTONE 2202
CMYK: 0, 0, 0, 0
RGB: 0, 175, 236
HEX: #00AFEC



KIN Aloe
PANTONE 326
CMYK: 0, 0, 0, 0
RGB: 0, 175, 170
HEX: #00AFAA



KIN Sunshine
PANTONE 129
CMYK: 0, 0, 0, 0
RGB: 255, 186, 0
HEX: #FFBA00



TYPOGRAPHY

Proxima Soft is the font used in the Kintone visual system. Fonts – and how we use them – make a visual impact just like the Kintone logo and color palettes do. Always use this designated font family when creating Kintone communications to maintain visual brand consistency.

For other applications, such as presentations and word processing, use Arial. It is a standard font widely available cross-platform. In instances where Proxima Soft is unavailable, Arial may be used for internal-facing communications. However, advertising and marketing communications must always use Proxima Soft.

HEADLINE TREATMENT

Headlines should always be set in Proxima Soft Bold and all lines should justify on the left and right sides. Adjust the font size and leading of each line to achieve justification. Do not adjust the letter tracking.

PROXIMA SOFT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z 1 2 3 4 5 6
7 8 9 0 ` - = [] \ ; ' , . / ~ ! @ #
\$ % ^ & * () _ + : " { } | < > ?

Proxima Soft Extra Bold
The quick brown fox jumps over the lazy dog.

Proxima Soft Bold
The quick brown fox jumps over the lazy dog.

Proxima Soft Medium
The quick brown fox jumps over the lazy dog.

Proxima Soft Regular
The quick brown fox jumps over the lazy dog.

Proxima Soft Light
The quick brown fox jumps over the lazy dog.

HEADLINE TREATMENT

