

Brand Standards

Last updated: 14 Jan 2020

KiaiOS
enable tomorrow

**We see
opportunities
where others
don't.**



Brand Standards

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.1 Hello!

Fundamentals

We are KaiOS.

At Kai, we believe technology exists to serve people and help them reach their full potential. That's why **our mission is to close the digital divide** in societies around the world.

Through our lite operating system KaiOS **we empower people and partners** to become agents of change, enabling them to re-imagine possibilities in life, business, and society.



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What we're all about; this is our why.

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.1 Our Brand Manifesto

By always competing for bigger and faster,
we forget what really matters about technology.

It opens up new possibilities for individuals, organizations,
and society, allowing them to reach their full potential.

At KaiOS we see opportunities where others don't.
We dare to say yes when others say no.
We jump in when others jump off.

This is how we, together with our partners, empower
people to become agents of change, inspiring each other
to do and achieve more.

KaiOS reimagines the possibilities for all by connecting
countries, people and ideas, one phone at a time.

KaiOS, enable tomorrow

.2 Our Brand Platform

Our Brand Idea

Unleash unexpected potential.

The **internal** guiding principle that informs everything we do

Our Brand Purpose

We exist to empower people around the world through technology.

This is why we get out of bed every morning.

Our Brand Positioning

Re-imagine what's possible by enabling personal, business, and social transformations.

KaiOS is an enabler; we empower others to transform themselves and achieve more than they expected possible.

.3 Our Brand Values

Values are what define our company's culture and behaviors. They guide our actions and choices through every aspect of our organization, acting as principles to help us bring to life our brand experience, internally and externally.

We fight for **Inclusion**

Give all members of society the ability to participate fully in the digital revolution.

We are **Daring**

We are not afraid to take risks and aim for bold objectives, seeing opportunities where others don't.

We win through **Synergy**

In an ecosystem like ours, success only happens when all stakeholders benefit and win.

.4 Our Tagline

Enable Tomorrow

This is what KaiOS is about.

We **enable** others, and we do this so that we can build a better **tomorrow**, together.

.5 Bringing it all together

Purpose

We exist to empower people around the world through technology.

Big Idea

Unleash unexpected potential.

Positioning

Re-imagine what's possible by enabling personal, business, and social transformations.

Values

Inclusion

We want to give all members of society the ability to participate fully in the digital revolution.

Daring

We are not afraid to take risks and aim for bold objectives, seeing opportunities where others don't.

Synergy

In an ecosystem like ours, success only happens when all stakeholders benefit and win.



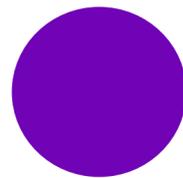
Logo

Brand Logo
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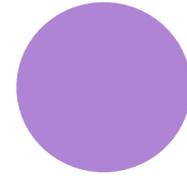
K lockup
When to use
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Size
Placement
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.1 Brand logo

The brand logo is designed to give prominence to the KaiOS brand. It features a sharp central design element that expresses our commitment to advanced technologies and a determination to take on challenges.



Kai Purple (267C)
R:111 G:2 B:181
C:75 M:100 Y:0 K:0
Hex #6f02b5



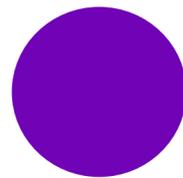
Light Purple (528C)
R:175 G:132 B:212
C:33 M:47 Y:0 K:0
Hex #af8ed8



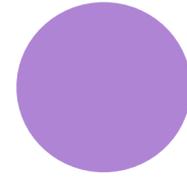
.2 Logo lock up

The Logo Lockup is the term used when the logo is used together with the tagline. It expresses the main idea that KaiOS stands for.

Aside from exceptional situations, the logo lockup should be used **as the first choice logo**.



Kai Purple (267C) 100%
R:111 G:2 B:181
C:75 M:100 Y:0 K:0
Hex #6f02b5



Light Purple (528C)
R:175 G:132 B:212
C:33 M:47 Y:0 K:0
Hex #af8ed8

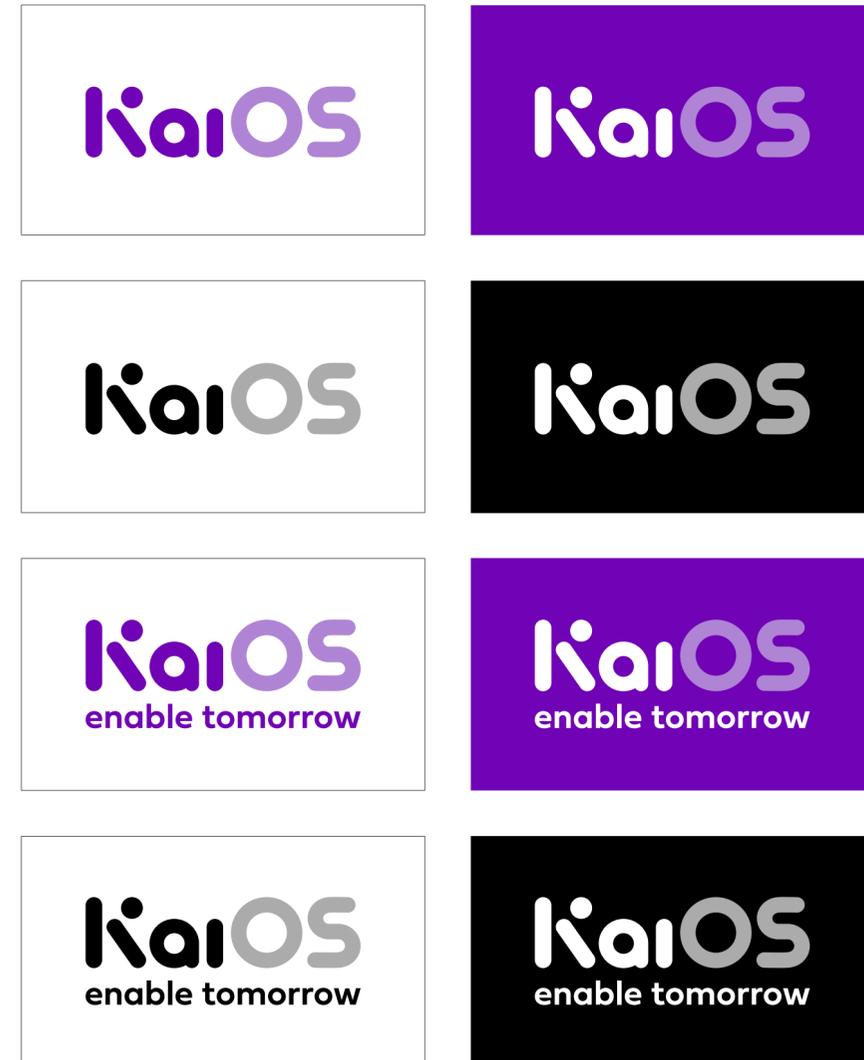


.3 Colors

The KaiOS logos should always be purple or white.

When purple is used for the logo, then the background color should be white or light background color. When, instead, purple or other dark color is used for the background color, then the logo color should be white.

If color is not an option for technical reasons, or if purple lacks contrast or competes with other visual elements, then you can use either the black or white logo option.



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.3 Fundamentals Colors

These are the different variations of our logo and background colors.



Kai Purple (267C)
R:111 G:2 B:181
C: 75 M:100 Y:0 K:0
Hex #6f02b5



Light purple (528C)
R:175 G:132 B:212
C:33 M:47 Y:0 K:0
Hex #af8ed8



White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Hex #ffffff



Light purple (528C)
R:175 G:132 B:212
C:33 M:47 Y:0 K:0
Hex #af8ed8



Black (6C)
R:50 G:50 B:50
C: 67 M:63 Y:62 K:59
Hex #323232



Cool grey 7C
R:170 G:170 B:170
C:35 M:28 Y:28 K:0
Hex #aaaaaa



White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Hex #ffffff



Cool grey 7C
R:170 G:170 B:170
C:35 M:28 Y:28 K:0
Hex #aaaaaa



White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Hex #ffffff



Light green
R:188 G:236 B:228
C:24 M:0 Y:13 K:0
Hex #bcece4



White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Hex #ffffff



Light pink
R:244 G:175 B:185
C:1 M:38 Y:18 K:0
Hex #f4afb9



Kai Purple (267C)
R:111 G:2 B:181
C: 75 M:100 Y:0 K:0
Hex #6f02b5



Kai Purple (528C)
At 50% of opacity



White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Hex #ffffff



White
At 50% of opacity

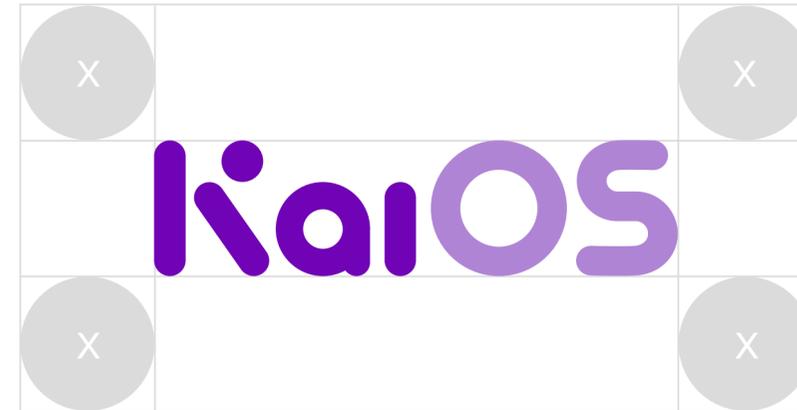
Fundamentals

.4 Clear space

Clear space ensures the legibility and impact of the KaiOS logo by isolating it from competing visual elements such as text and other graphics. This zone is the absolute minimum safe distance; in most cases give the logo even more room to breathe.

Wordmark height

The clear space is equal to the height of the “K” in the KaiOS wordmark logo (marked as “X” in the diagram).



.5 Minimum size

The minimum size ensures the impact and legibility of the KaiOS logo.

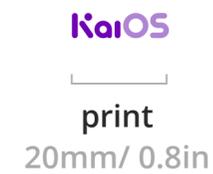
Due to the higher resolution available in print (300dpi) versus screen-based media (72dpi), you can reproduce the logo at a fractionally smaller size in print without any graphic deterioration.

Digital

The KaiOS logo should never be smaller than 80px in any digital communication.

Print

The KaiOS logo should never be smaller than 20mm in any print communication.



Fundamentals

.7 Incorrect usage

Please, be mindful of our Logo. Respect the guidelines and avoid misuse.



Don't use the Logo or Logo Lockup with other colors than our brand colors.



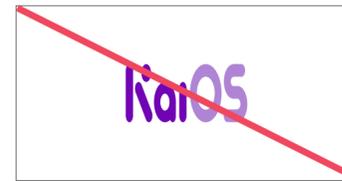
Don't use the Logo with other colors than our brand colors.



Don't change the Logo or Logo Lockup elements placement.



Don't rotate the Logo or Logo Lockup.



Don't resize the Logo or Logo Lockup without its original proportions.



Don't use a background image with elements that interfere with the Logo or Logo Lockup design.



Don't use a background color with low contrast with the Logo or Logo Lockup.



Don't force the Logo or Logo Lockup into a complicated shape.



Don't apply to the Logo or Logo Lockup special effects such as Drop shadow.



Don't place an image into the Logo or Logo Lockup.



Don't use the Logo or Logo Lockup with other colors than our brand colors.



Don't change the sizing ratio of logo or tagline.



Don't change the order of tagline and logo.



Don't move the horizontal tagline from the logo.



Don't use the tagline in two lines.

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Neutrals
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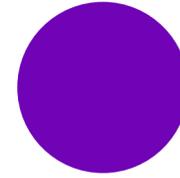
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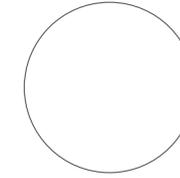
.1 Primary colors

Purple and white are the most important colors in our palette.

Purple is the foundation of all Kai designs, illustrations, and environments. White provides simplicity and clarity to our visuals. Both should always be present on a Kai layout.



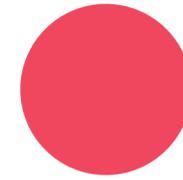
Kai Purple (267C)
R:111 G:2 B:181
C:75 M:100 Y:0 K:0
Hex #6f02b5



White
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Hex #ffffff

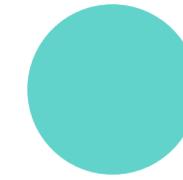
.2 Secondary colors

Secondary colors bring joviality, freshness and power to our layouts. Use them **sparingly** throughout text, layout compositions, and illustrations to maintain meaning and potency.



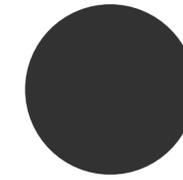
Electric Magenta (191C)
R:239 G:72 B:95
C:0 M:87 Y:53 K:0
Hex #ef485f

Fresher than red or orange, more serious than pink, the **Magenta** of Kai brings the human aspect, joy, passion, determination, and excitement.



Green Aurora (319C)
R:98 G:211 B:202
C:55 M:0 Y:27 K:0
Hex #62d3ca

Kai **Green** lies between the green light of a digital screen—standing for science and tech—and blue, the color of trust and serenity.



Black (6C)
R:50 G:50 B:50
C: 67 M:63 Y:62 K:59
Hex #323232

Kai **Black** is less intense than your usual black. Mainly used for copy, it's an important color to bring clarity and contrast; it gives a punch to illustrations and other layouts.

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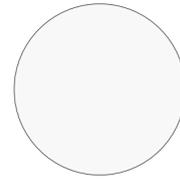
Imagery

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.3 Neutrals

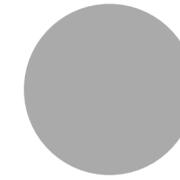
Neutral tones provide utility without competing with the primary and secondary colors. Use them for **text**, background elements, and off states.



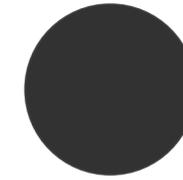
Ash grey
R:248 G:248 B:248
C:2 M:1 Y:1 K:0
Hex #f8f8f8



Light grey
R:219 G:219 B:219
C:13 M:10 Y:10 K:0
Hex #dbdbdb



Cool grey 7C
R:170 G:170 B:170
C:35 M:28 Y:28 K:0
Hex #aaaaaa



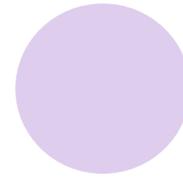
Dark grey
R:63 G:63 B:63
C:35 M:- Y:28 K:0
Hex #3f3f3f

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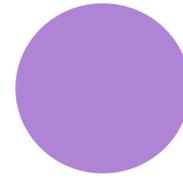
Fundamentals

.4 Additional colors

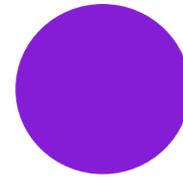
These additional colors are mainly for **illustrations** that require tone-on-tone pairings, as well as product designs that require variations of tone and opacity.



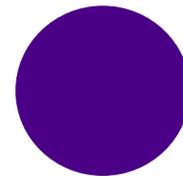
Ash purple
R:222 G:205 B:237
C:10 M:19 Y:0 K:0
Hex #decddc



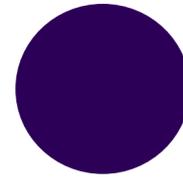
Light purple
R:175 G:132 B:212
C:34 M:52 Y:0 K:0
Hex #af84d4



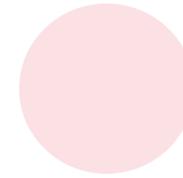
Bright purple
R:133 G:12 B:214
C:34 M:52 Y:0 K:0
Hex #851dd6



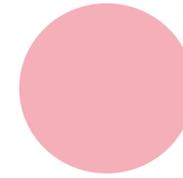
Medium dark purple
R:74 G:0 B:132
C:86 M:100 Y:10 K:7
Hex #4a0084



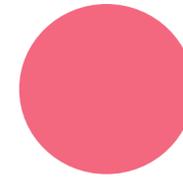
Dark purple
R:44 G:0 B:86
C: 92 M:100 Y:24 K:38
Hex #2c0056



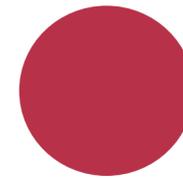
Ash pink
R:251 G:224 B:228
C:0 M:14 Y:4 K:0
Hex #fbe0e4



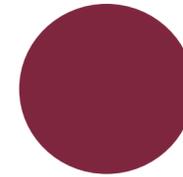
Light pink
R:244 G:175 B:185
C:1 M:38 Y:18 K:0
Hex #f4afb9



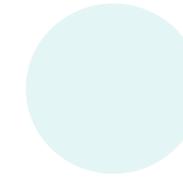
Bright pink
R:243 G:103 B:127
C:1 M:38 Y:18 K:0
Hex #f3677f



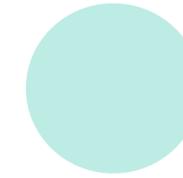
Medium dark magenta
R:183 G:50 B:72
C:21 M:93 Y:67 K:9
Hex #b73248



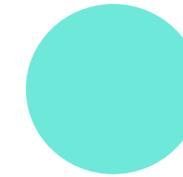
Dark magenta
R:126 G:38 B:61
C:35 M:92 Y:61 K:33
Hex #7e263d



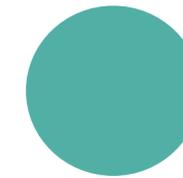
Ash green
R:227 G:245 B:244
C:9 M:0 Y:4 K:0
Hex #e3f5f4



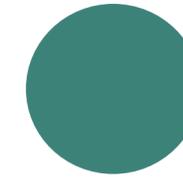
Light green
R:188 G:236 B:228
C:24 M:0 Y:13 K:0
Hex #bcece4



Bright green
R:109 G:232 B:217
C:24 M:0 Y:13 K:0
Hex #6de8d9



Medium dark green
R:81 G:175 B:166
C:67 M:11 Y:40 K:0
Hex #51afa6



Dark green
R:60 G:130 B:121
C:77 M:31 Y:54 K:9
Hex #3c8279

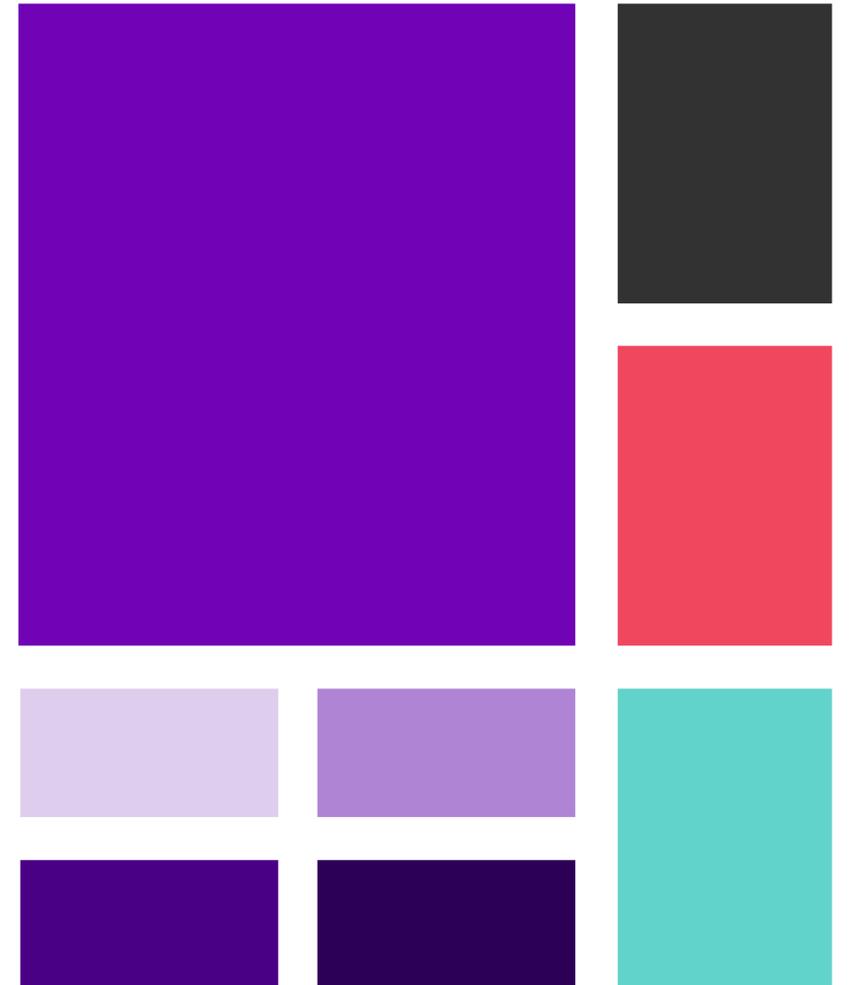
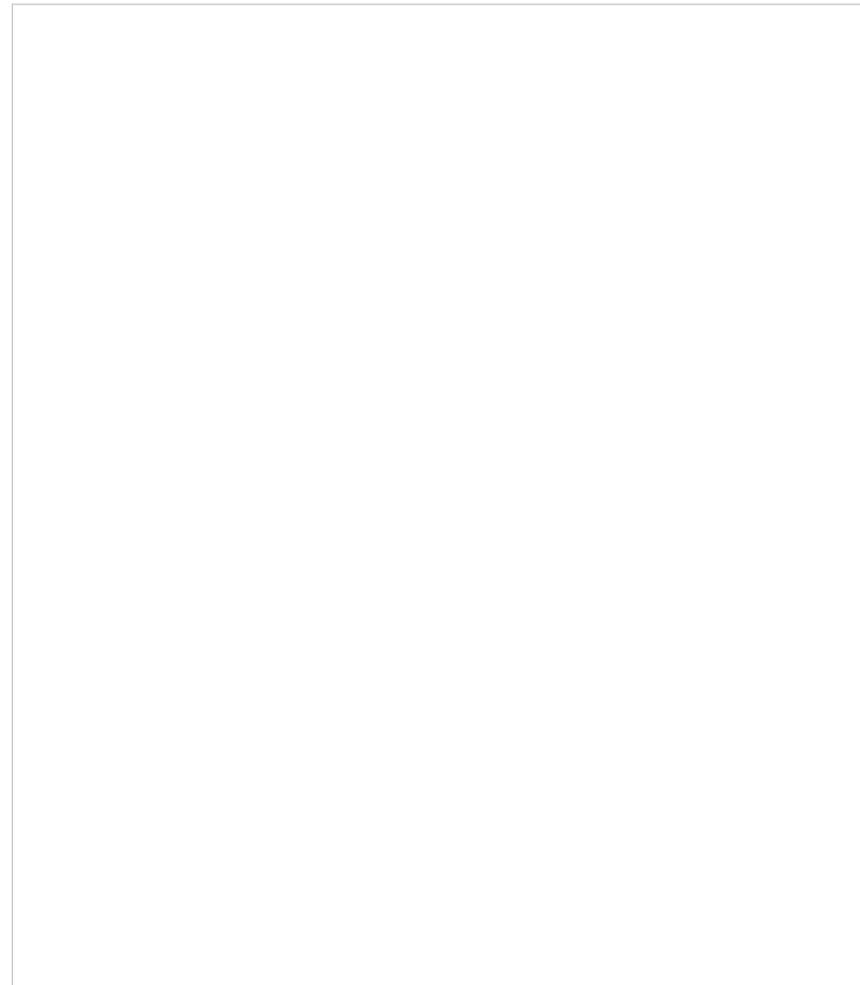
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.5 Proportion

It is important to follow these proportions when using colors in any Kai brand communication. This helps to maintain brand consistency and enables accessibility for all people.

White plays an important role in all our brand communications; it provides balance against Kai purple. Purple should **always** be present in any design.



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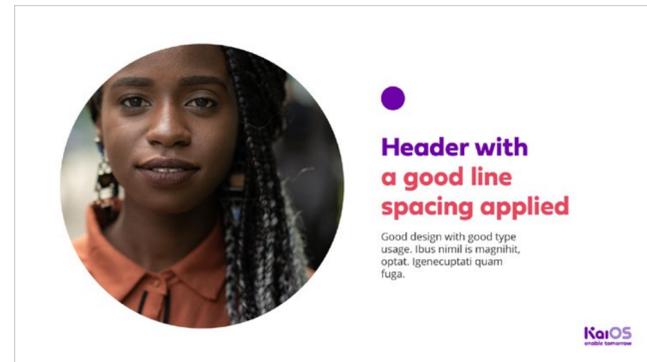
Fundamentals

.6 Colors

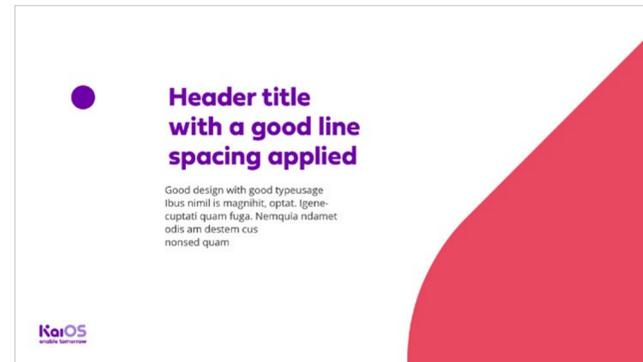
Primary colors represent the KaiOS brand and should always be present in any layout. Secondary colors exist to bring freshness and excitement when needed.

In the examples below, different use cases show how the secondary color **Electric Magenta** can be applied to text, layout, and illustrations, complementing the primary color of Kai.

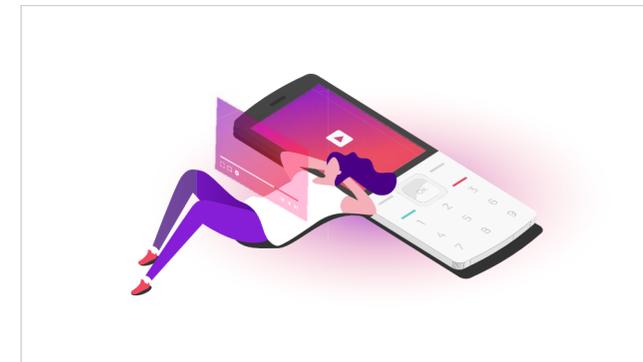
Into text



Into layout composition



Into illustration



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.7 Colors into text

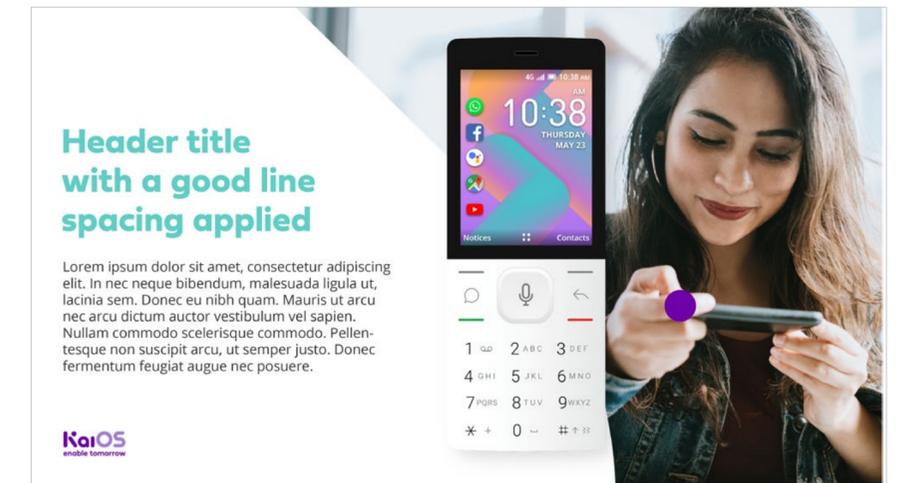
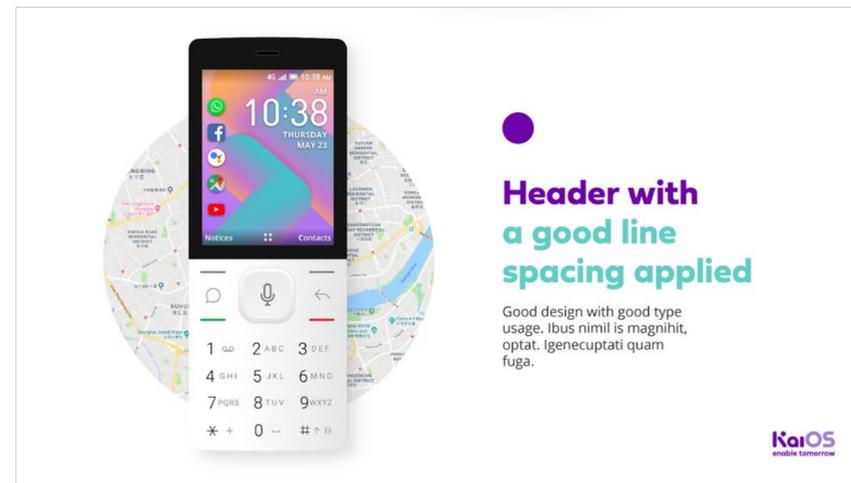
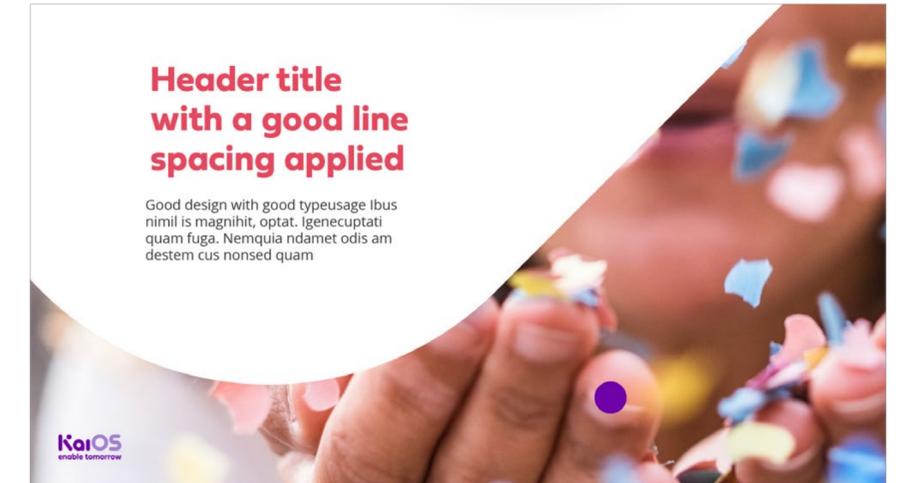
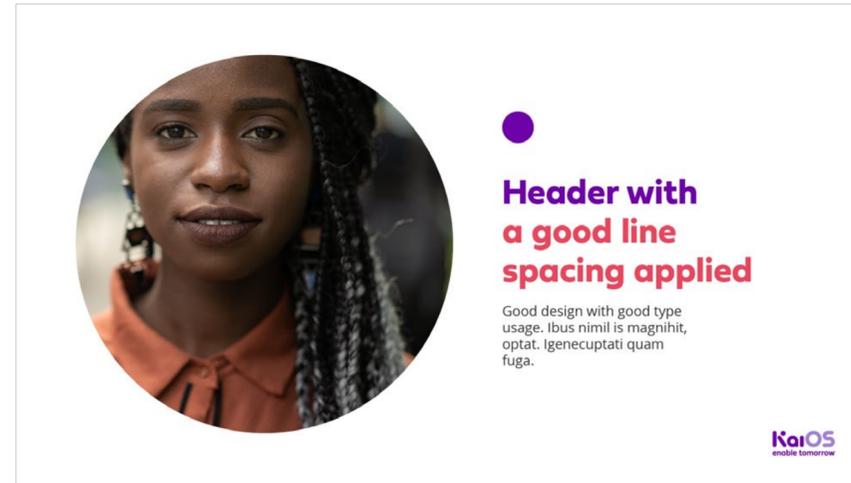
Applications

This is how KaiOS secondary colors can be applied to text, complementing the primary Kai purple.

Colors can be added to:

- Enhance the content
- Clarity in reading
- Emphasize titles
- Highlighting important paragraphs

The color of the body copy should usually stay neutral (dark grey) for better visibility and consistency.



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Applications

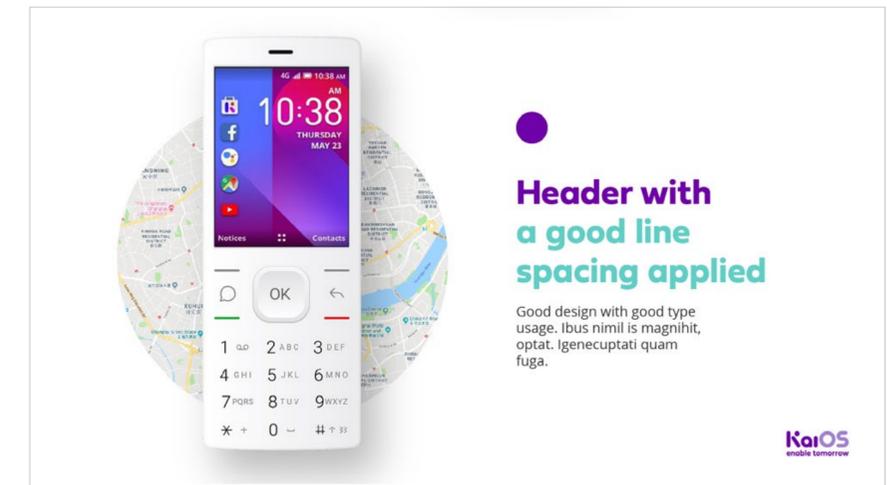
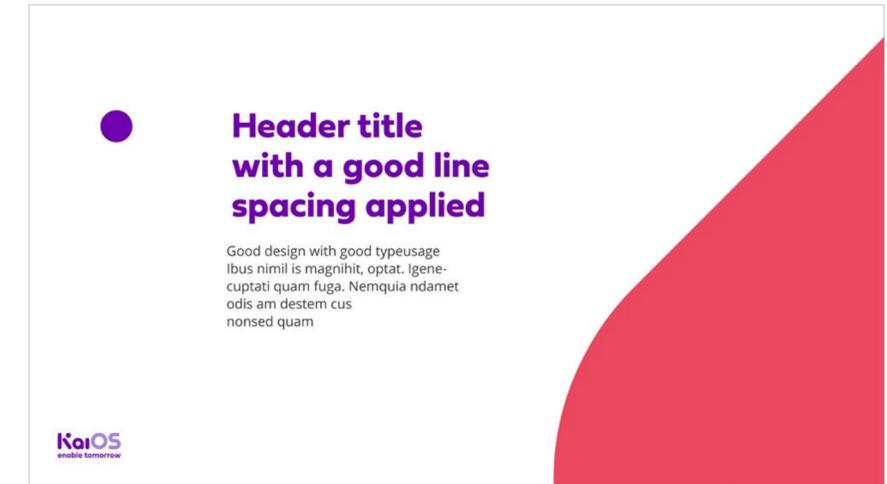
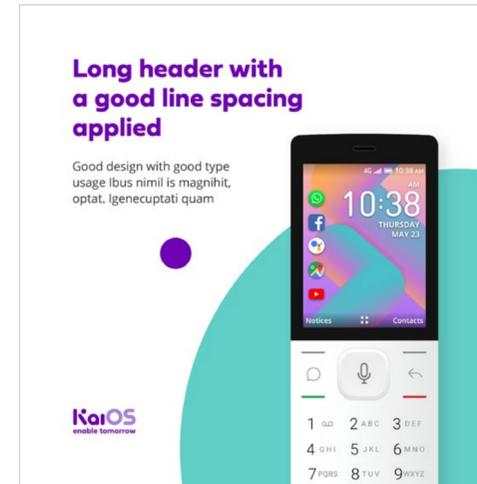
.8 Colors into layout composition

KaiOS different colors can be applied into the layout compositions:

On the chapter *Binary System* we introduce graphical elements that are traducing the Enable Tomorrow idea and will represent KaiOS brand.

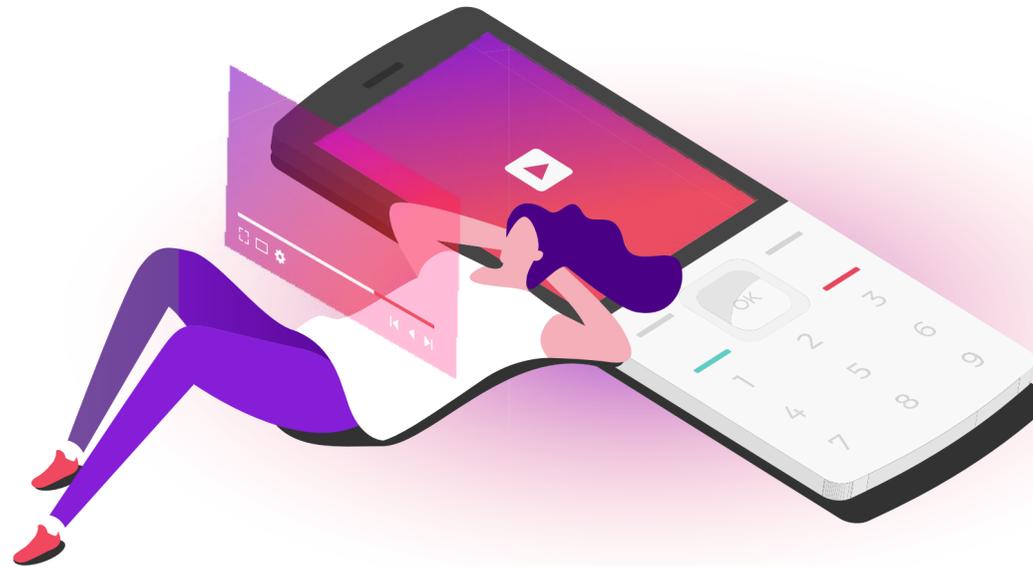
Some of these elements can bring colors to the composition if needed.

Be smart or consistent between text and graphical elements colors.



.9 Colors into illustration

Here are some examples of how the secondary colors can be applied into illustration:



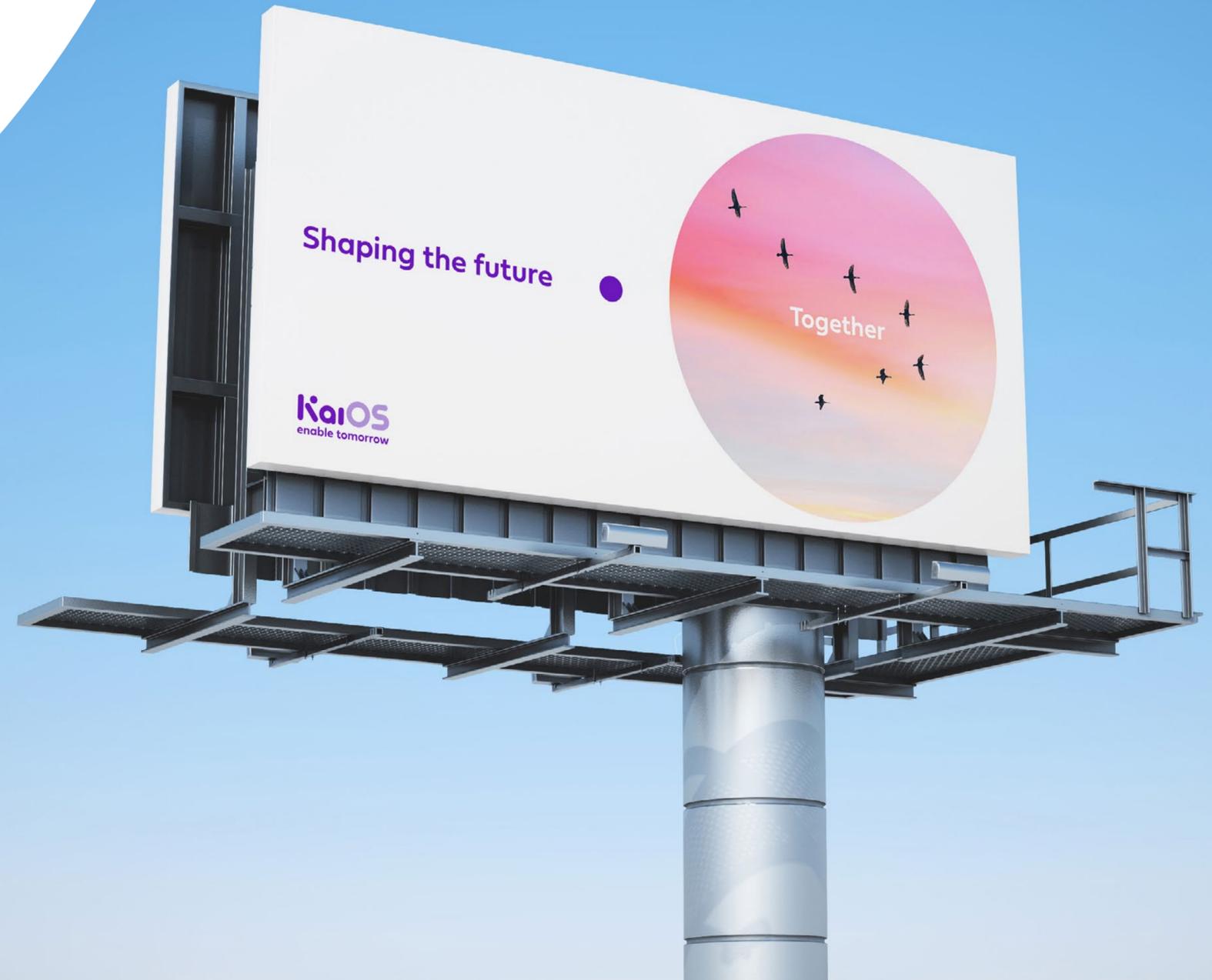
Typography

Fundamentals

Fieldwork Geo
Open Sans
Noto Sans
Arial

Applications

Using Fieldwork Geo
Using Open Sans



Fundamentals

We use three fonts as part of the Kai brand.

Fieldwork

is wide and round giving great clarity and an optimistic feel.

Open Sans

is an open-source typeface that serves as the default font family within KaiOS itself.

Noto Sans

A typeface that reflects on Kai's global approach and can be used with all non Latin character alphabets.

When none of these fonts are available, **Arial** is the fallback font to use.

Get started

Logo

Colors

Typography

The dot

Imagery

Marketing

Fundamentals

.1 Fieldwork Geo

Fieldwork Geo is wide and round giving great clarity and an optimistic feel.

Usage

For titles and headlines: Fieldwork Geo Bold or Black

For larger messaging and quotes: Fieldwork Geo Regular or Italic



Hair *Italic*
Thin *Italic*
Light *Italic*
Regular *Italic*
Demibold *Italic*
Bold *Italic*
Black *Italic*
Fat *Italic*

a a a a a a a a a a
18pt 20pt 22pt 24pt 26pt 28pt 30pt 32pt 34pt 36pt

Used at sizes 18pt and larger

- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

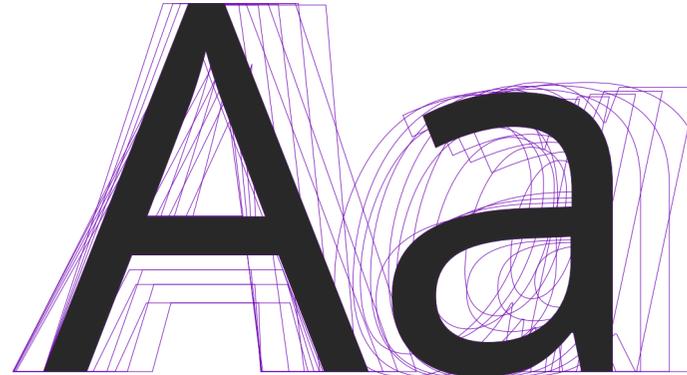
Fundamentals

.2 Open Sans

Open Sans is an open-source typeface that serves as the default font family within KaiOS itself.

Usage

Use for body copy, third-party content, and utility features such as user input fields.



Light *Italic*
Regular *Italic*
Semibold *Italic*
Bold *Italic*
Extrabold *Italic*

a a a a a a a a a a
18pt 20pt 22pt 24pt 26pt 28pt 30pt 32pt 34pt 36pt

Used at sizes 18pt and larger

- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Fundamentals

.3 Noto Sans

Noto Sans is a typeface that reflects on Kai's global approach and is to be used for all non Latin characters such as Japanese, Korean, simplified and traditional Chinese and Hindi. The font holds the same weight as Kai's main font, so that it is consistent throughout different communications.

Usage

Use Noto Sans Bold for titles and headlines. Noto Sans Regular or Italic for body copy and quotes.



Noto Sans CJK SC Regular
Typeface for Japanese, Korean,
Simplified Chinese and
Traditional Chinese.



Noto Sans Devanagari Regular
Typeface for Hindi.



Noto Sans
Armenian



Noto Sans
Arabic UI



Noto Sans
Ethiopic

- Get started
- Logo
- Colors
- Typography**
- The dot
- Imagery
- Marketing

Fundamentals

.4 Arial

Arial is the closest typeface that is available in most of the systems. It is consistent in the weight, proportion, and the ration between the upper and lower cases, thus making it an ideal selection for a fall-back font.

Usage

We use Arial only in email, as the main 2 fonts are not available and may not display correctly.

Only use Arial Regular and Arial Bold in rare cases when typeface is not present in the system.



Regular *Italic*
Bold *Italic*



Used at sizes 18pt and larger

Applications

In the following pages you will find examples of how to apply the fonts to different layouts on a variety of platforms.

Applications

.5 Using Fieldwork Geo

Set the title copy and define its size based on layout and composition needs.

Always settle the title in Fieldwork Geo Bold.

Add 10% of the font size for the title line spacing (leading), no exceptions. For example, if your font size is 80pt your leading will be 88pt.

Title size defines subtitle and body copy size.

Always settle the subtitle and body in Fieldwork Geo Light.

Subtitle font size

The subtitle font size must be around 50% of the title font. Don't go much bigger nor smaller since it can lose its ratio hierarchy.

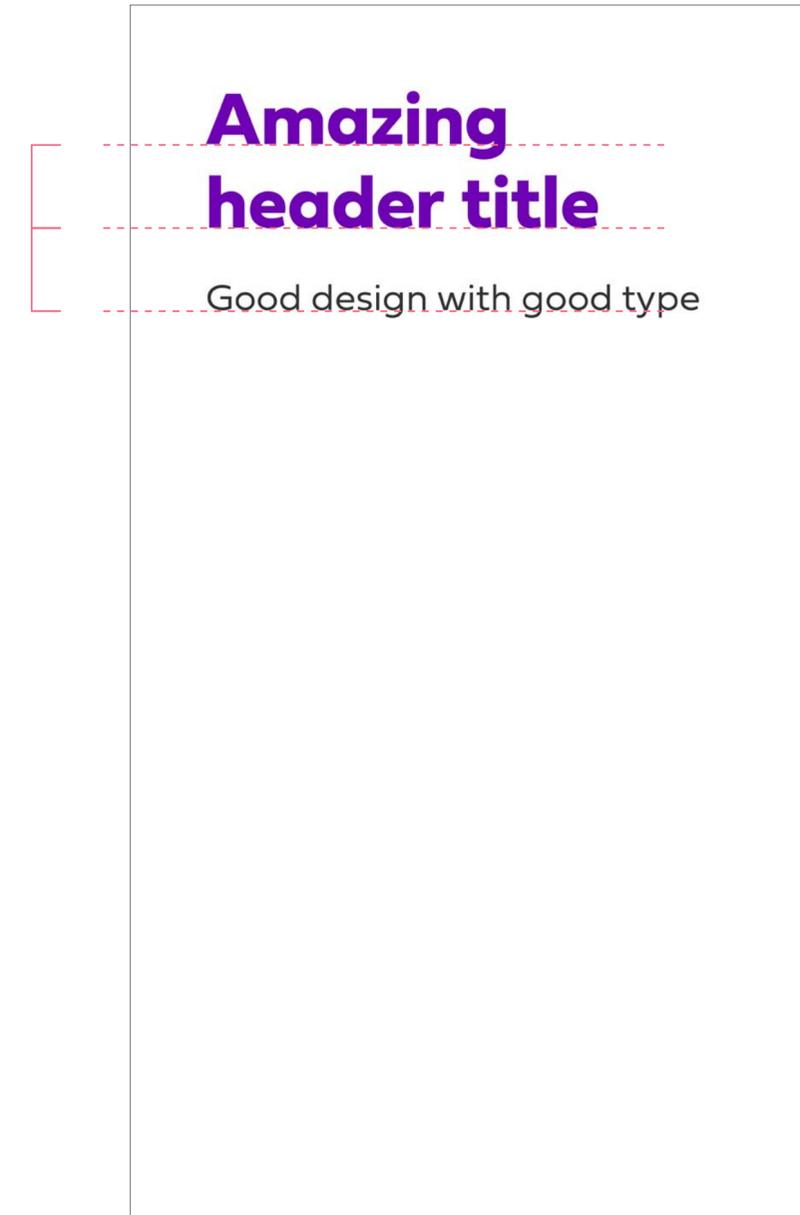
Line spacing (subtitle and body)

Always add around 30% of the font size for the body line spacing (leading). For example, if your font size is 30pt your leading will be 39pt.

Title spacing ratio

You should use the same line spacing (leading) from the title copy to set up the distance of the body from its title.

An ease way to do that is to break a line of your title and align both title and body copy baseline.



Brand Standards

Get started

Logo

Colors

Typography

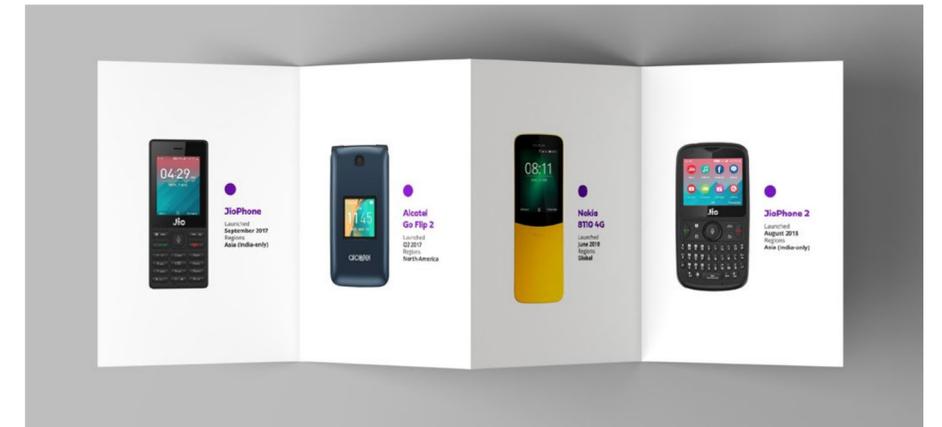
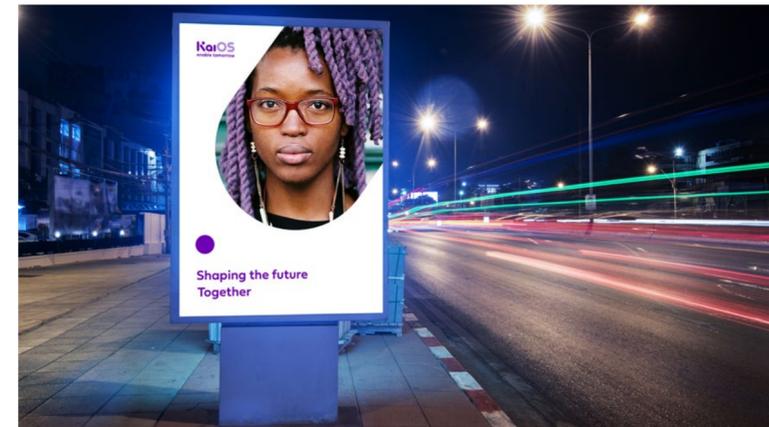
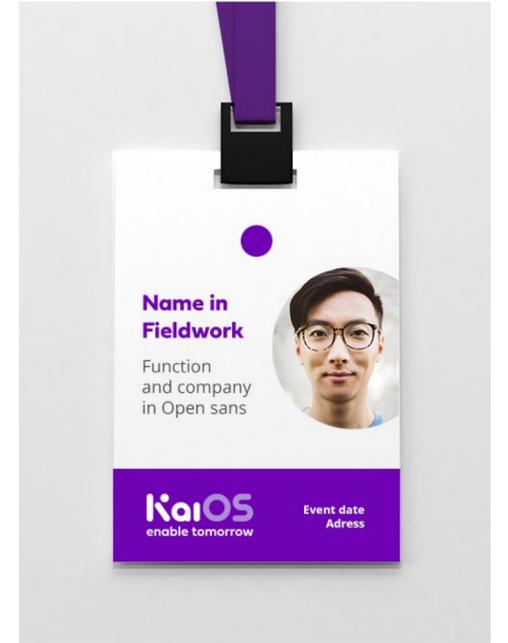
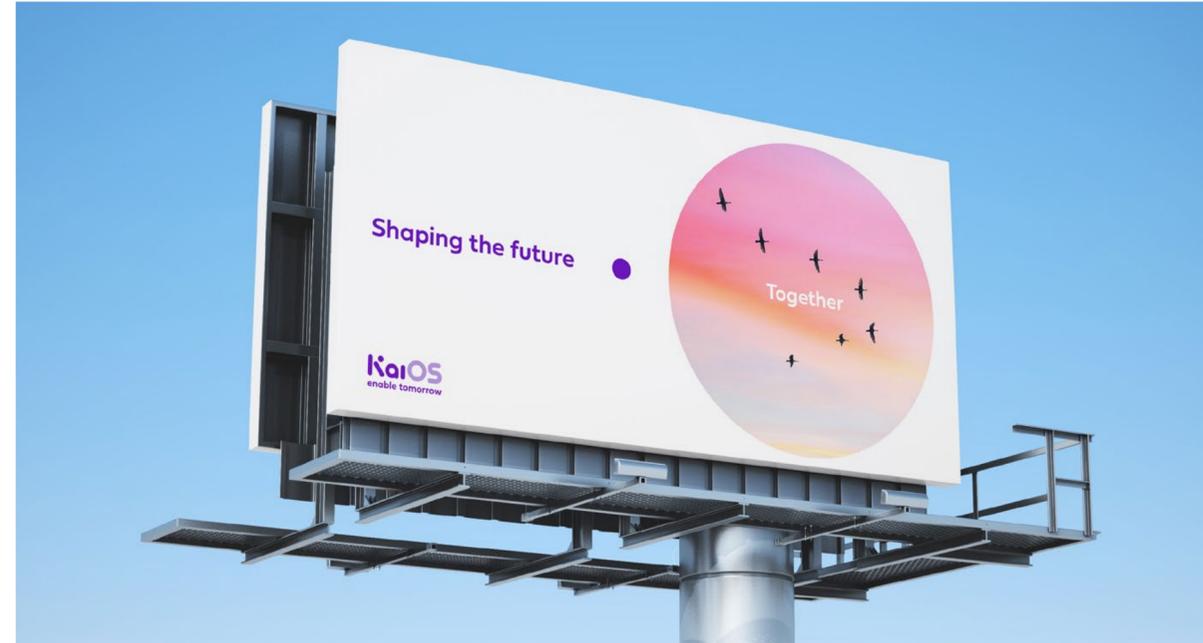
The dot

Imagery

Marketing

.5 Using Fieldwork Geo

Applications



Applications

.6 Using Open Sans

Subtitle size defines body copy size.

Always settle the body in Open Sans Regular.

Body Font size

You should use a font size that is around 40% of the subtitle copy font size. Avoid going any bigger or smaller as it might lose its ratio hierarchy.

Line spacing

Always add around 30% of the font size for the body line spacing (leading). For example, if your font size is 30pt, your leading will be 39pt.

Body spacing ratio

You should use the same line spacing (leading) from the title copy to set the distance between the subtitle and its body copy.

The distance between the body can be multiplied x2 or x3 if necessary.

Amazing header title

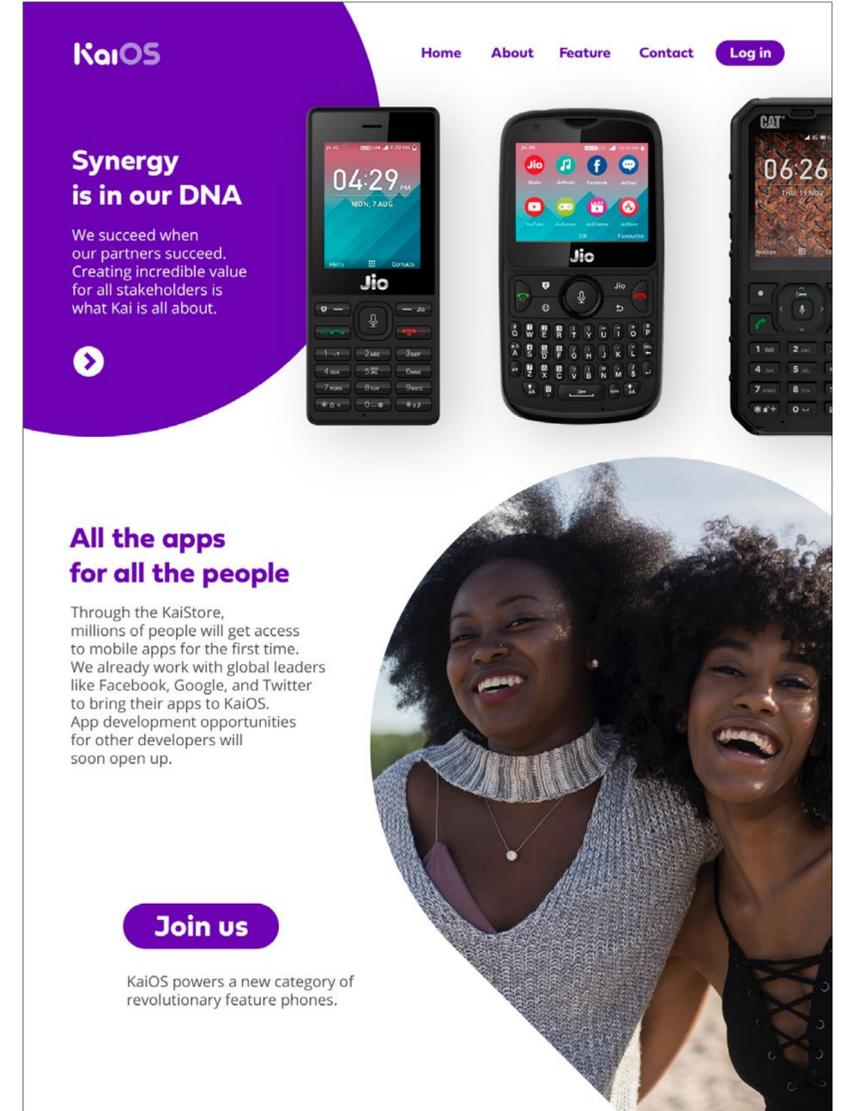
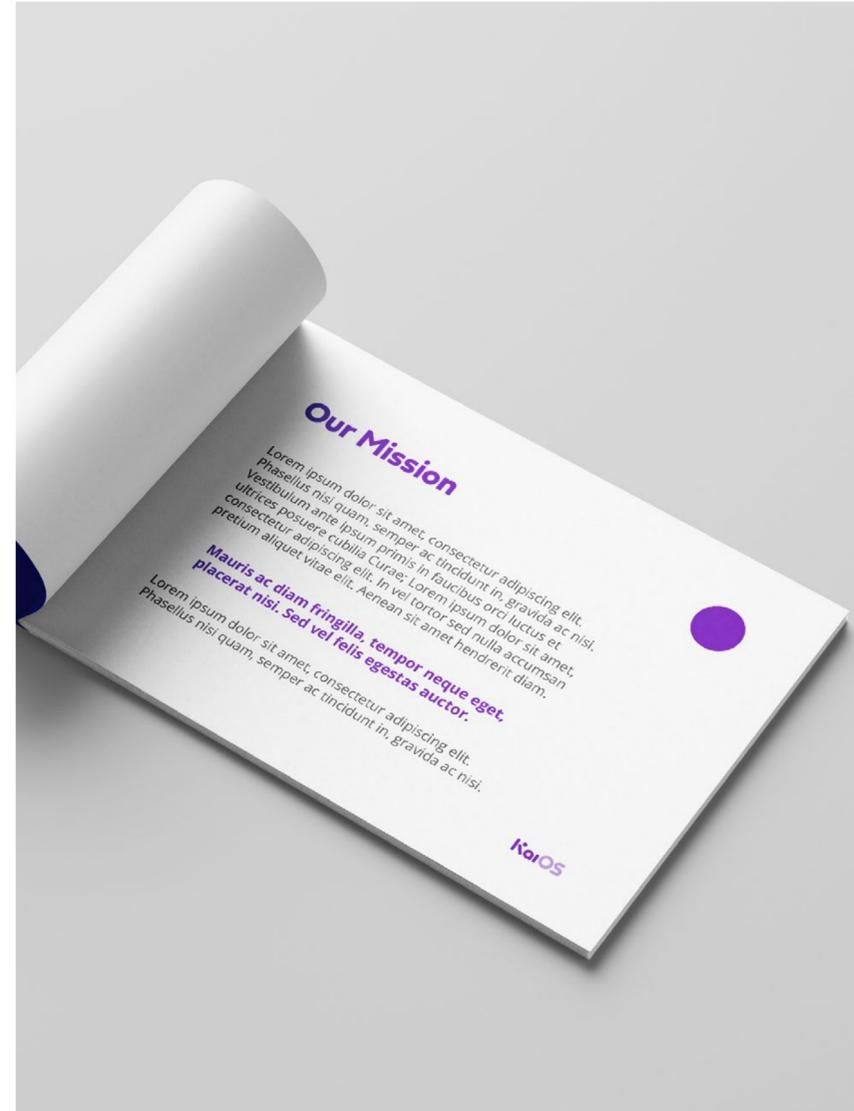
Good design with good type

Good design with good type usage. Ibus nihil is magnihit, optat lgenecuptati quam fuga. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum

- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Applications

.6 Using Open Sans



The Binary System

(Dots & Circles)

Fundamentals

The story behind the KaiOS dots and circles

Using the KaiOS dots and circles

Layouts composition

Dots
Copy
Products
Photography
Illustrations
Color
Dark background
Incorrect usage

Standalone Tagline

Guidelines
Placements
Incorrect usages



Fundamentals

At KaiOS, we are the **enabler** that allows progressive change to happen.

The dot our KaiOS logo serves as the graphic element that represents this idea and **unleashes unexpected potential.**



Enables

Empowering

Catalyst

Beacon

Potential

Change

Possibilities

Fundamentals

.1 The story behind the KaiOS dots and circles

The dots and circles represent the idea of *unleashing unexpected* potential to **enable tomorrow**.

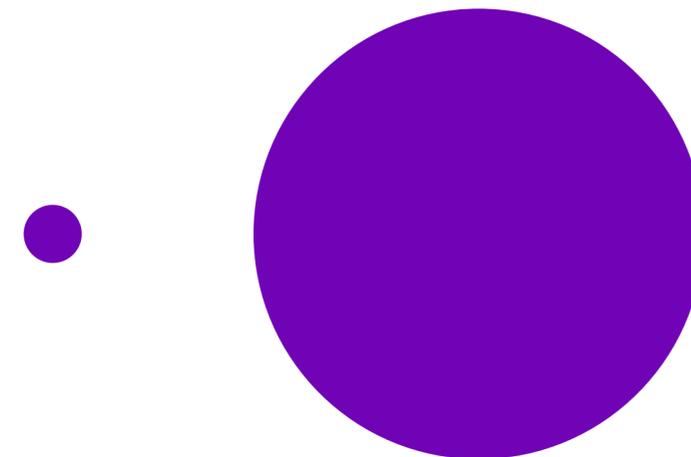
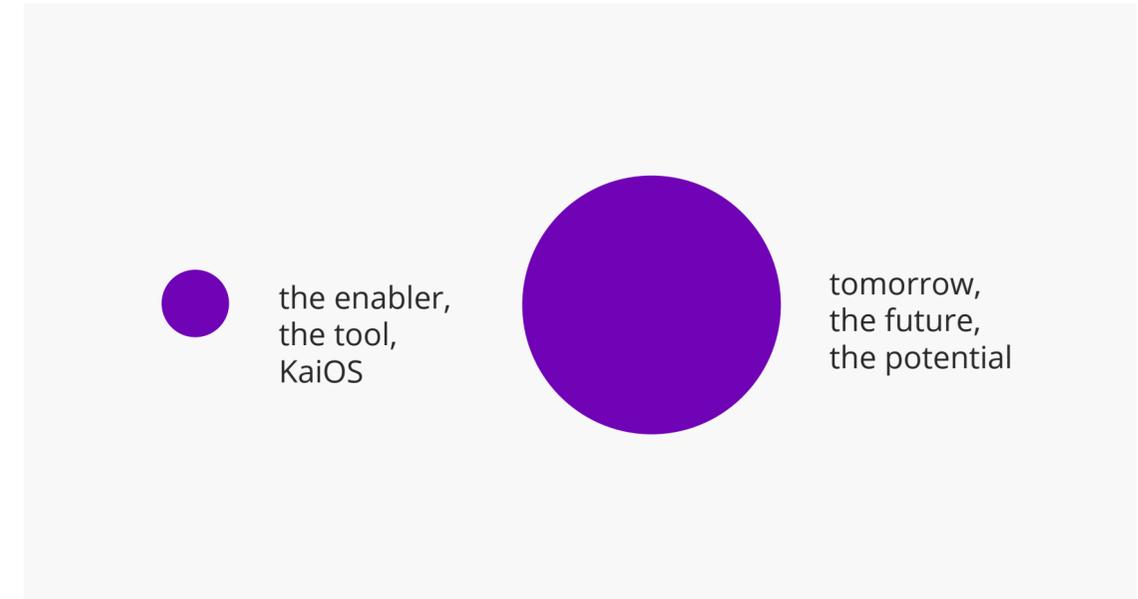
The small dot represents today, the unreleased potential, the binary state of zero, and the enabler.

The larger circle is tomorrow, growth, the unexpected potential unleashed and enabled, the binary state of one.

Origin

The dots & circles are derived from the existing KaiOS logo (see animation) and forms the main graphic element of the KaiOS identity.

KaiOS, enable tomorrow.



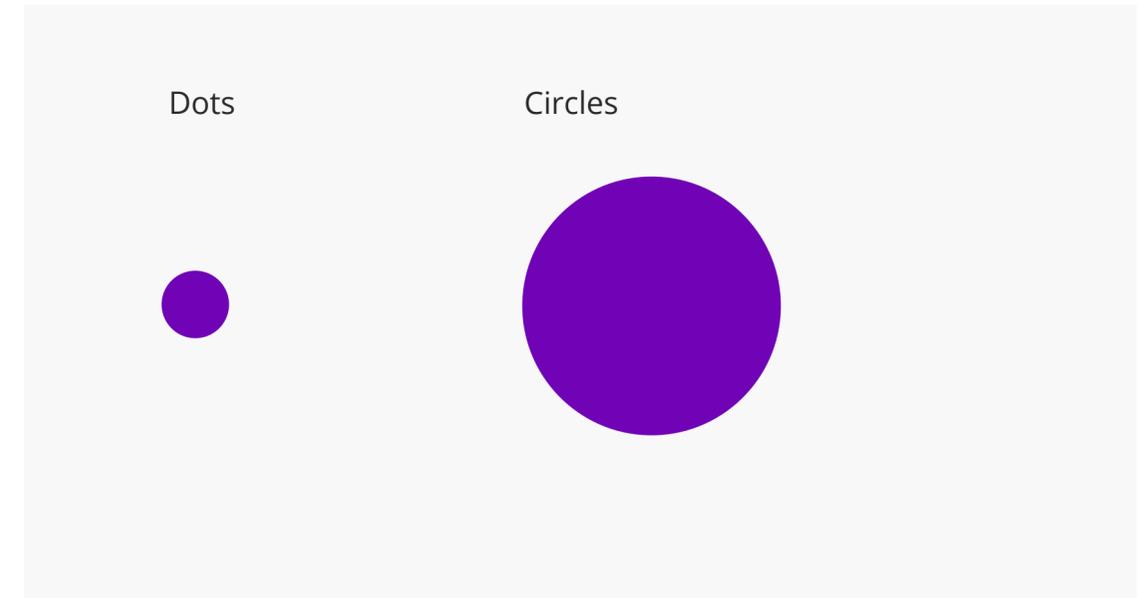
.2 Using the KaiOS dots and circles

You can use our dots & circles in various ways for design assets such as layouts, illustrations, buttons, patterns, and UI/UX toolkits.

While they always have to be present on the same layout, the dots and circles can be moved, scaled proportionally, rotated, and placed and organized freely.

You are allowed to elongate the circles to provide additional dynamism to the designs.

On the right and in the following pages you will find detailed examples of how the graphic elements can be presented.



.3 Dots

Layouts Composition

You can create a layout using the dots and circles by following these steps.

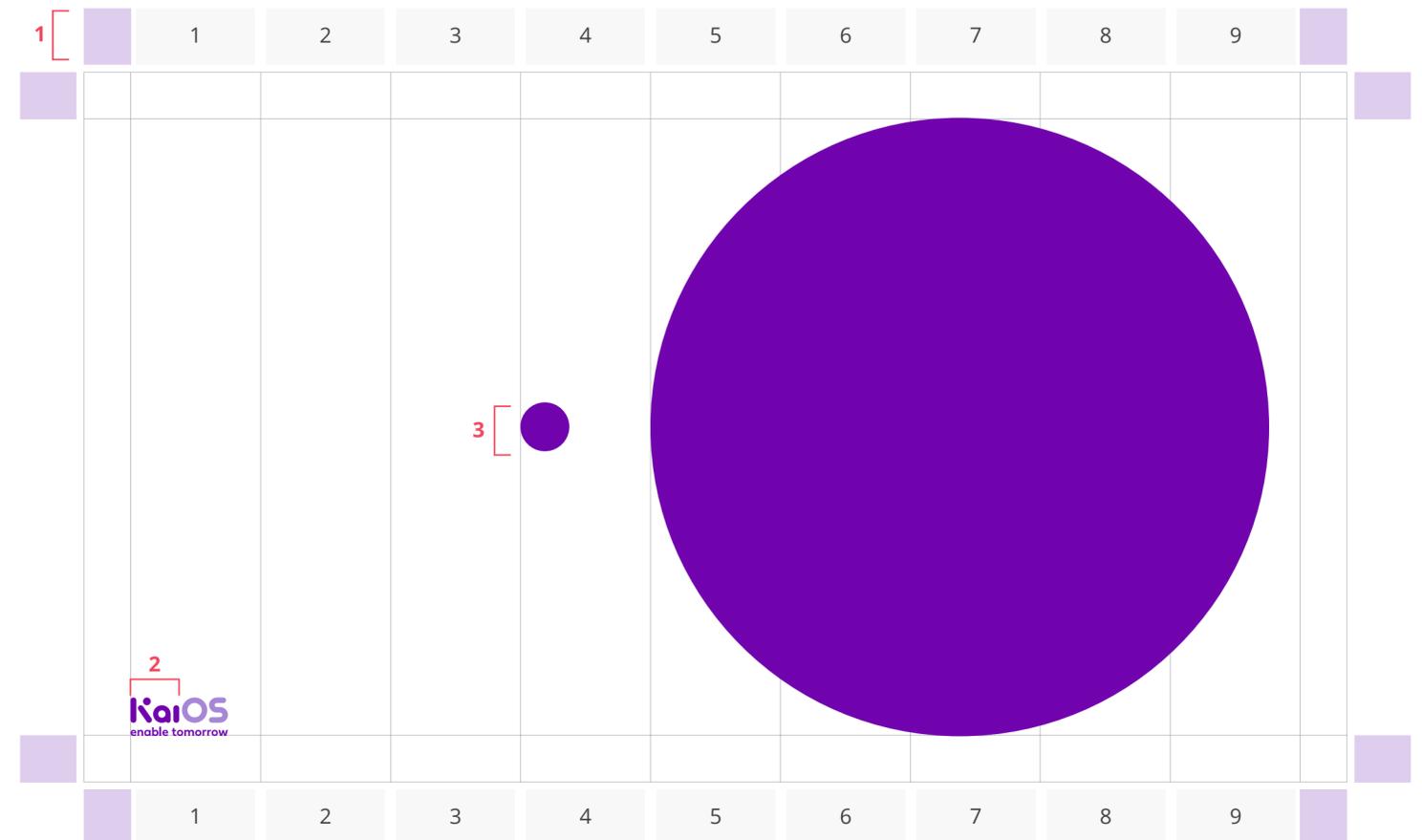
1. Define columns and margins using grids.

We recommend using 9 column grids to achieve the right balance for your layout.

2. Define the logo lockup size

In this case we used the logo with $\frac{3}{4}$ of the column width.

3. Determine the dot size based on the logo lockup size



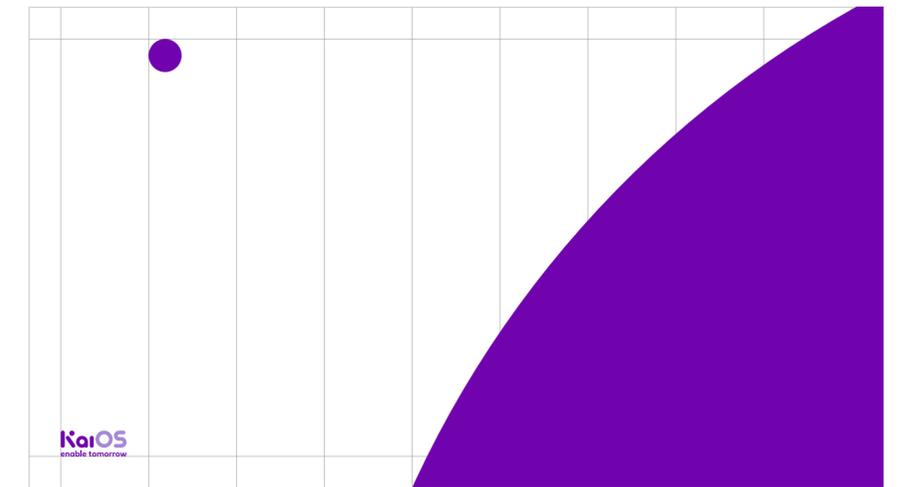
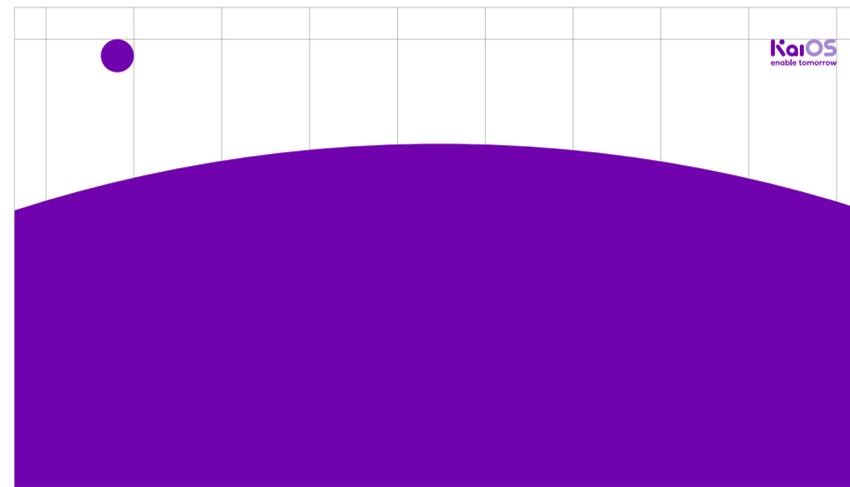
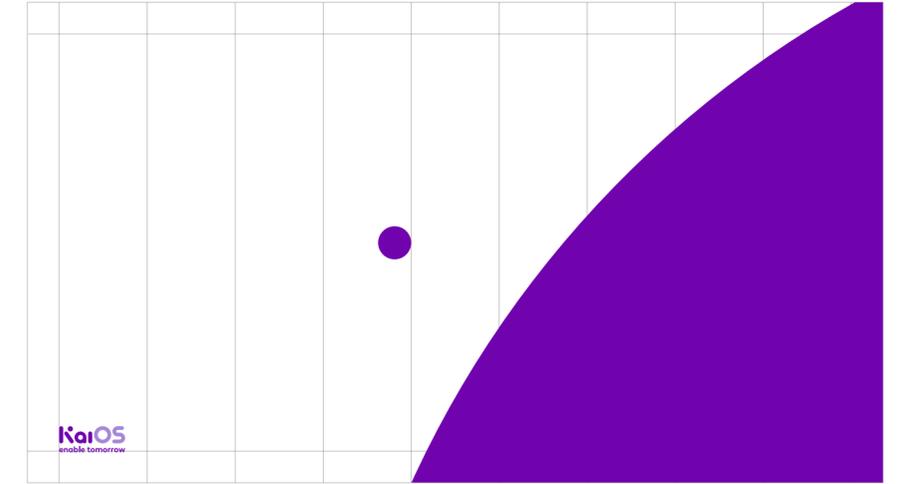
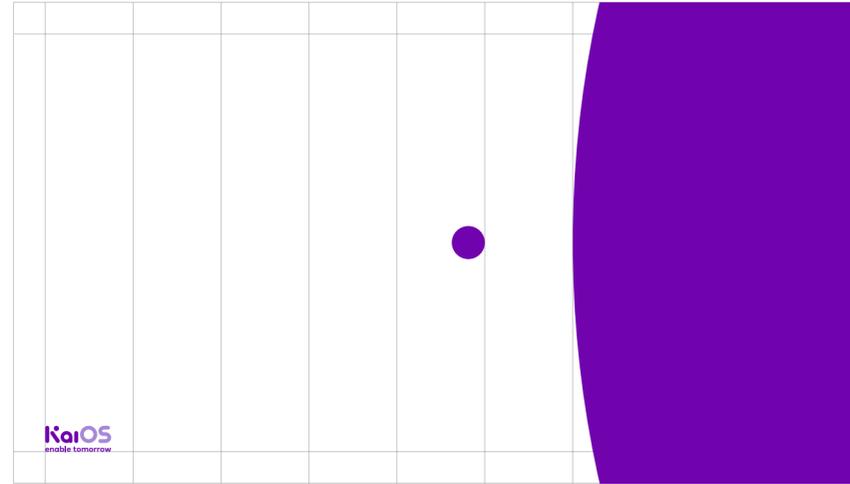
- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

.3 Dots

Layouts Composition

After setting up the columns, margins and positioning the logo lockup and the KaiOS dot, you can move things around and create a variety of layout options.

The big circle can break out of the layout and go up or down, left or right, create diagonals, and even take distance from the Kai dot.



Get started

Logo

Colors

Typography

The dot

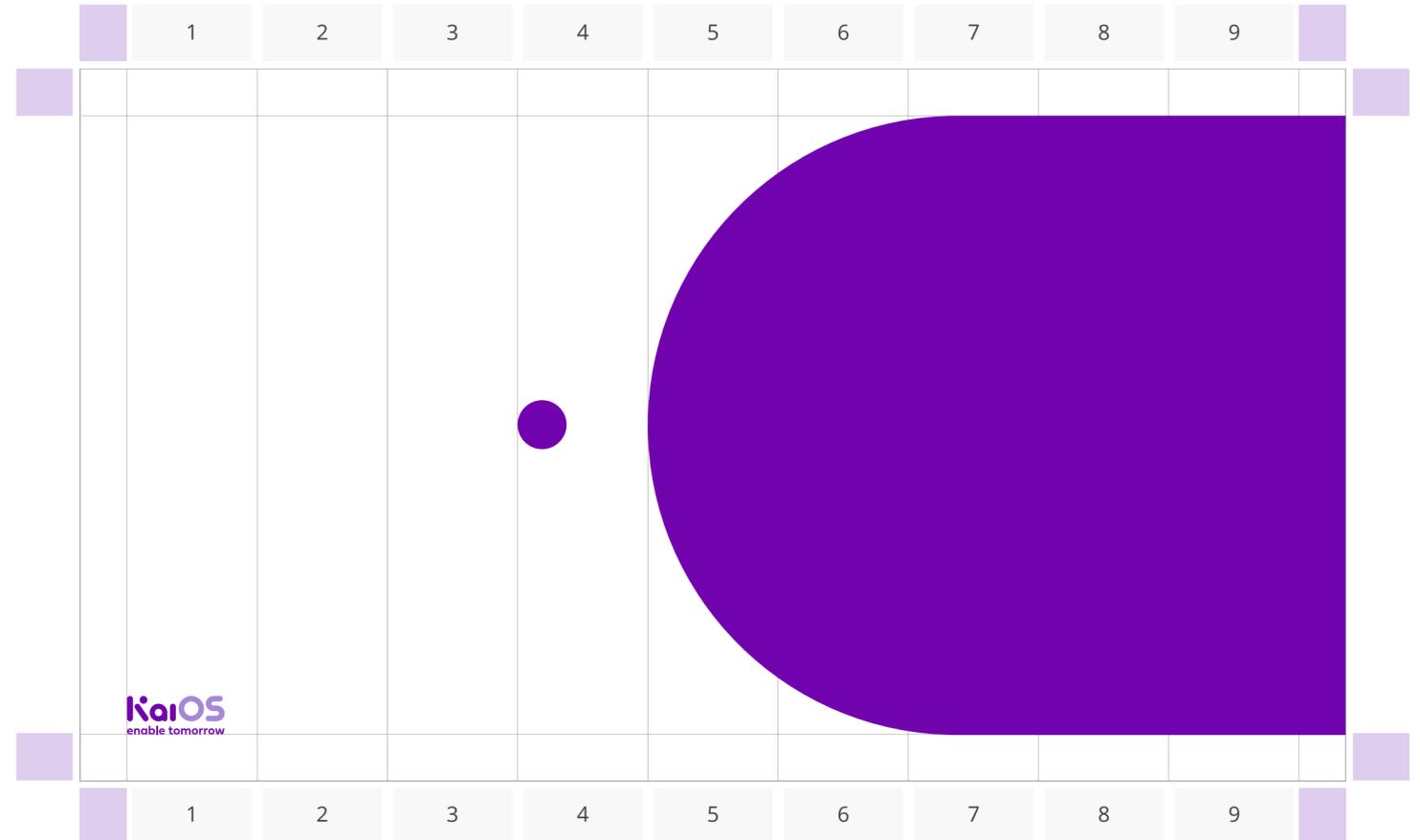
Imagery

Marketing

.3 Dots

Layouts Composition

The elongated circle is an alternative to the big circle and can bring dynamism thanks to its straight shape.



- Get started
- Logo
- Colors
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- Marketing

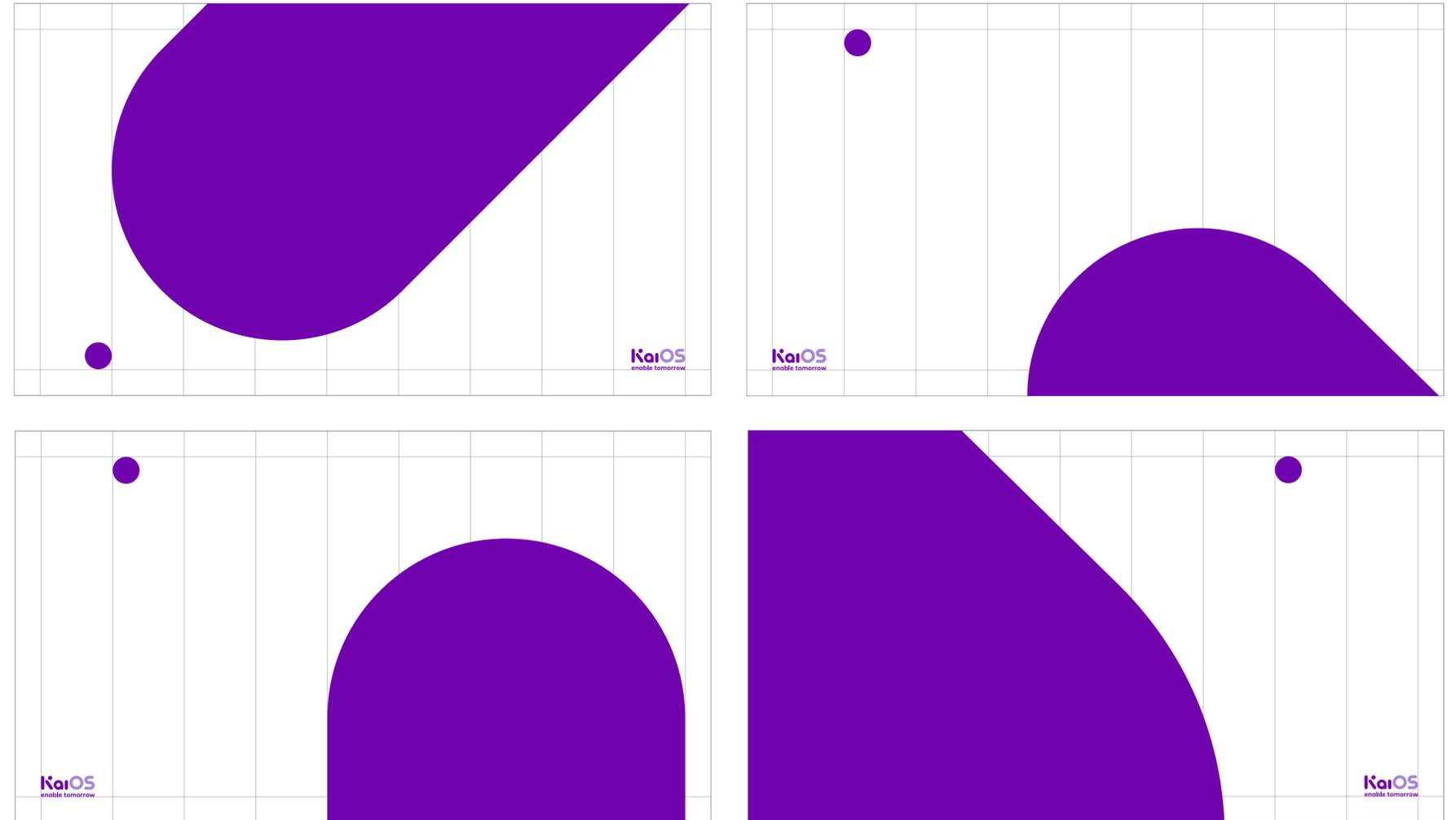
.3 Dots

Layouts Composition

Elongated circles can be tilted in 0°, 45°, 90° and 135°.

You can bleed just one side of the elongated circle or crop more of its sides to create your composition.

If you crop more than two sides of the elongated circle out of the composition you should keep at least one of its rounded shapes visible within the layout.



- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

.3 Dots

Layouts Composition

Examples of compositions on vertical and square layouts.



Get started

Logo

Colors

Typography

The dot

Imagery

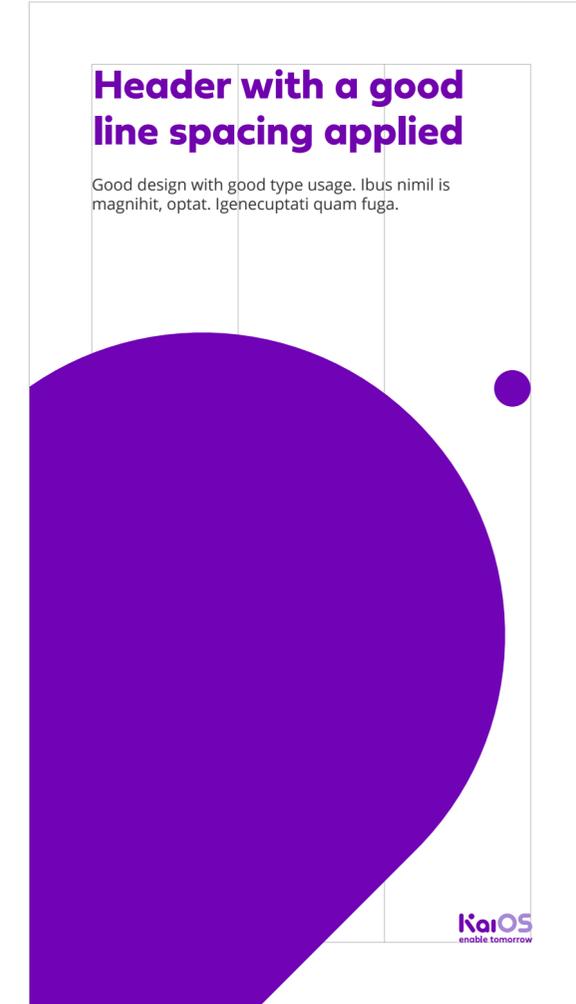
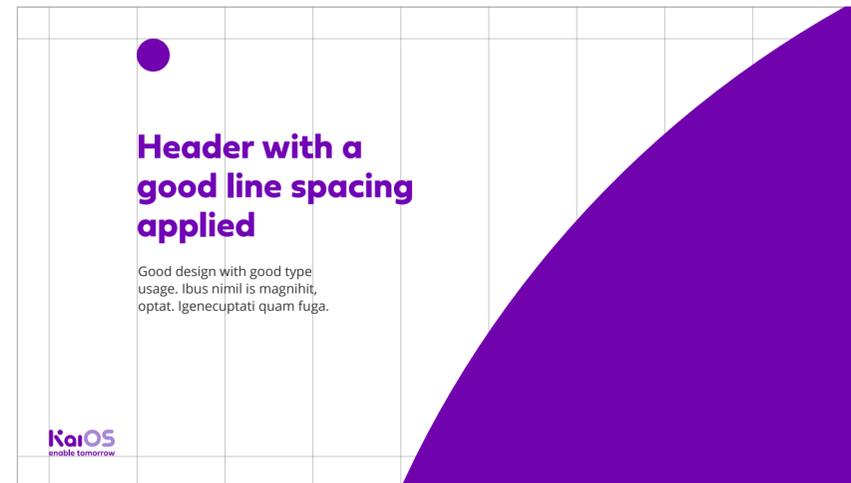
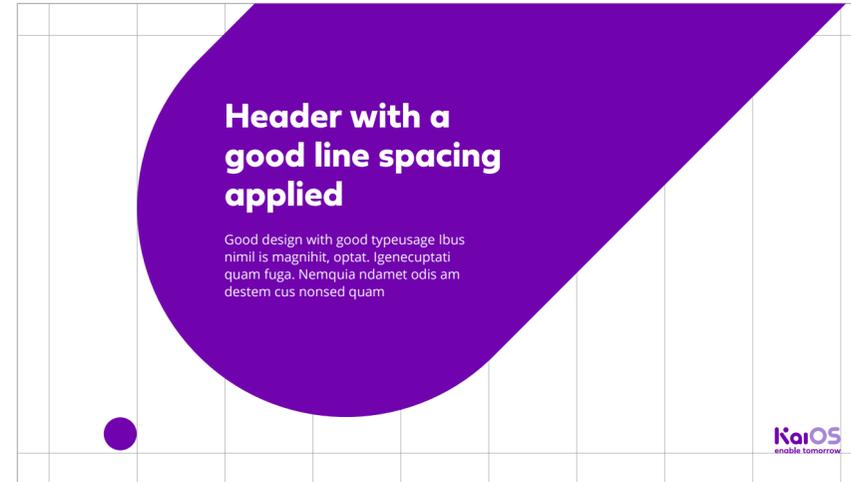
Marketing

.4 Copy

Layouts Composition

Copy can be placed anywhere outside of the dots and circles.

You can only place copy in the big circle in exceptional situations when you want to create strong emphasis on the copy.



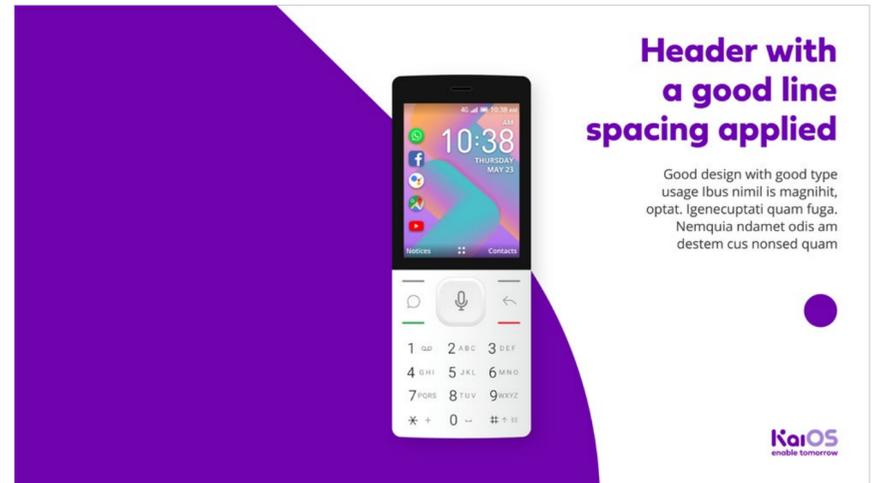
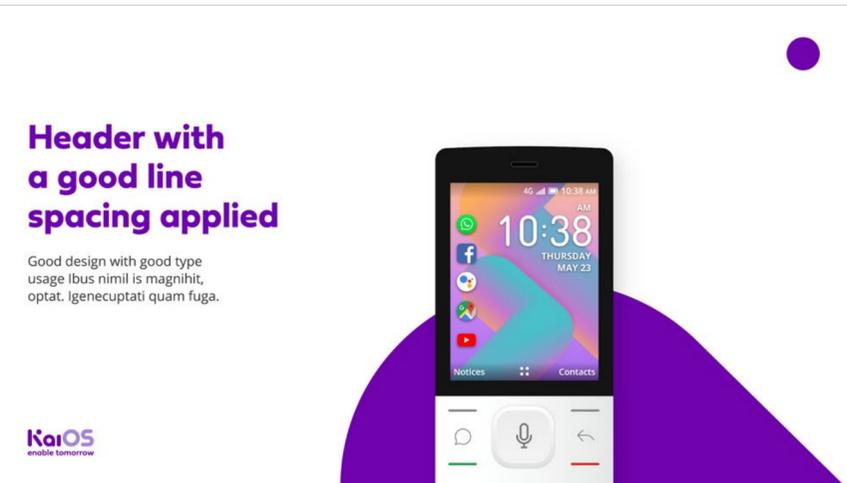
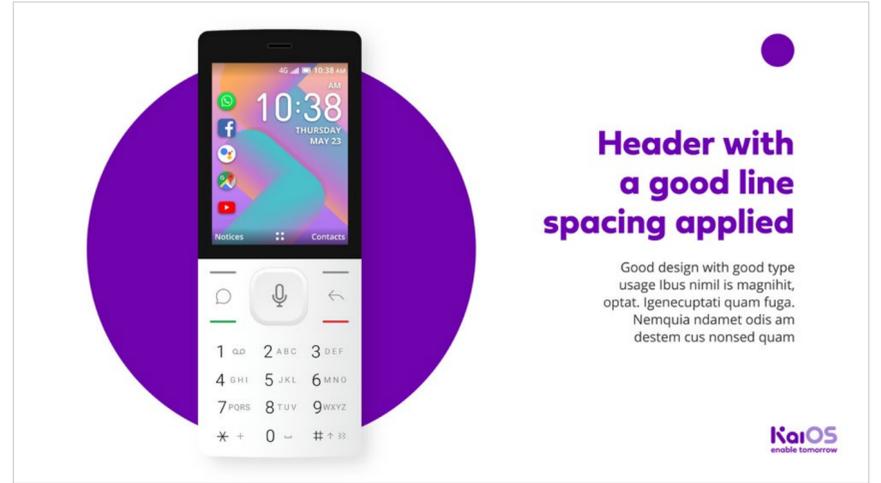
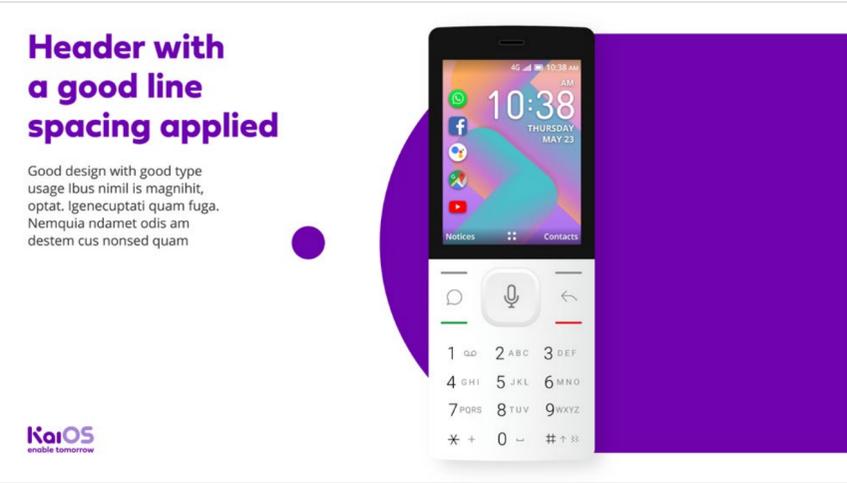
- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

.5 Products

Layouts Composition

The following pages provide guidance on how to create layouts with product visuals.

When applying the products to the layout, it is important to ensure that the product stands out. To emphasize on that, shadows can be added to the product (such as the phone) to create a 3-Dimensional feel.



- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

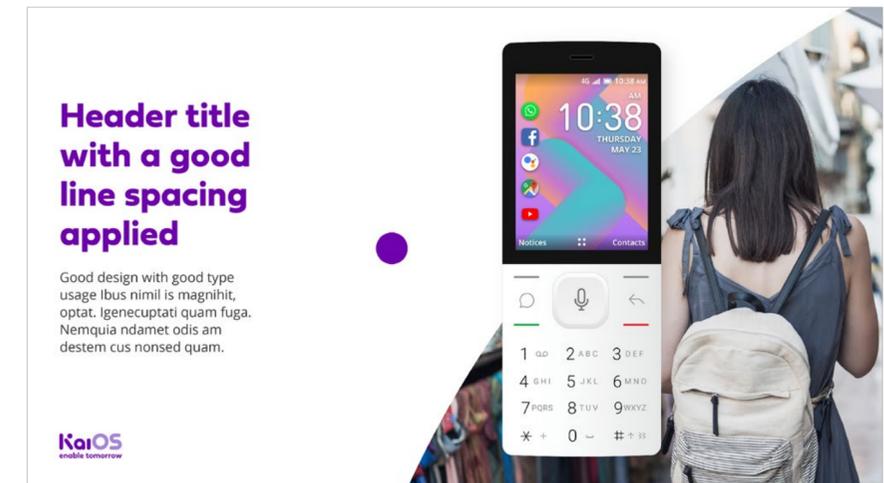
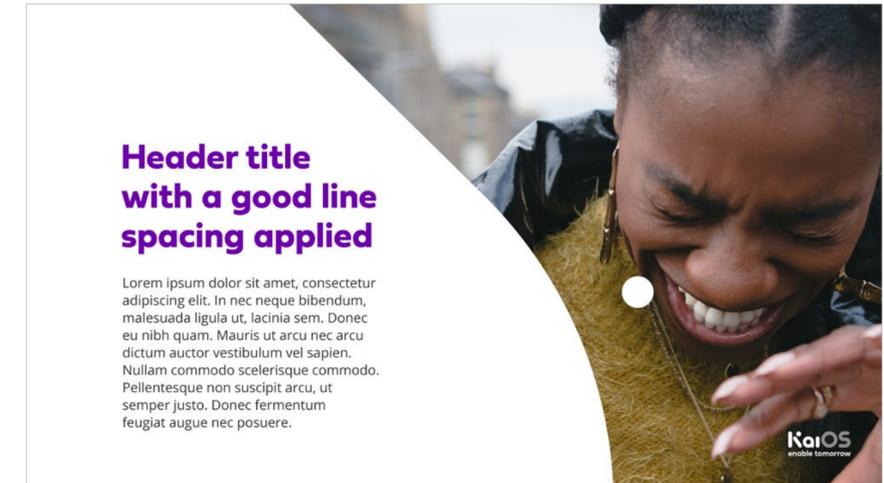
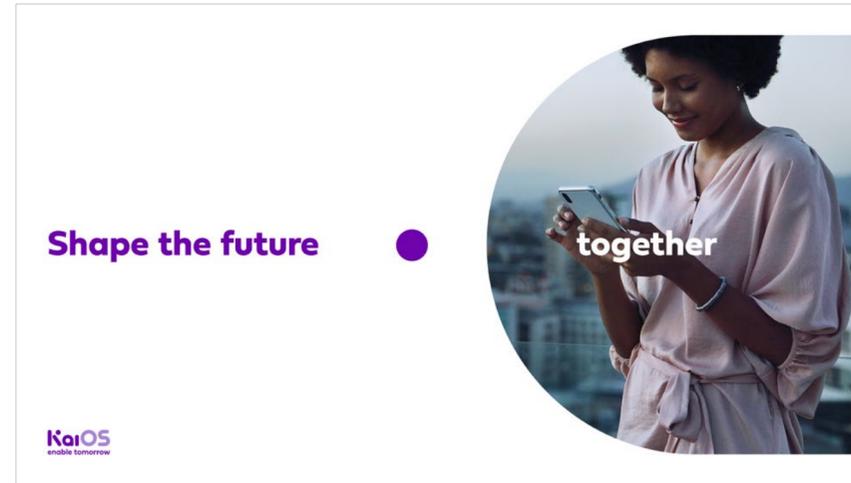
Layouts Composition

.6 Photography

We bring life to a composition with photography.

Photos can go inside the bigger dot. In this case, keep the small dot fully purple.

Photos can also go in the background. In this case, the Kai dot which has to be in white or purple only, can be applied on the background image.

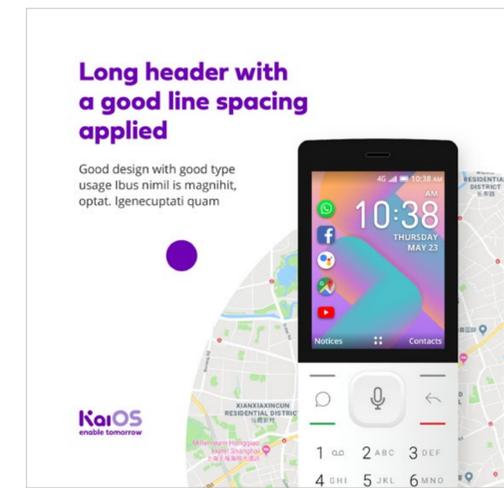
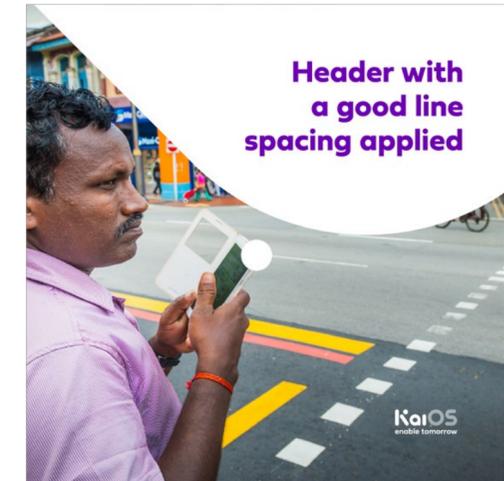
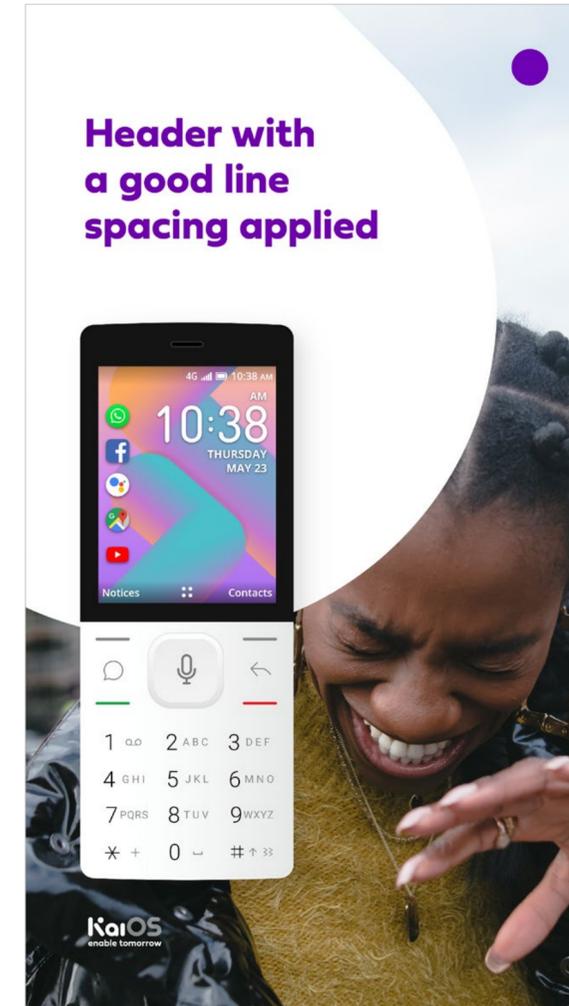
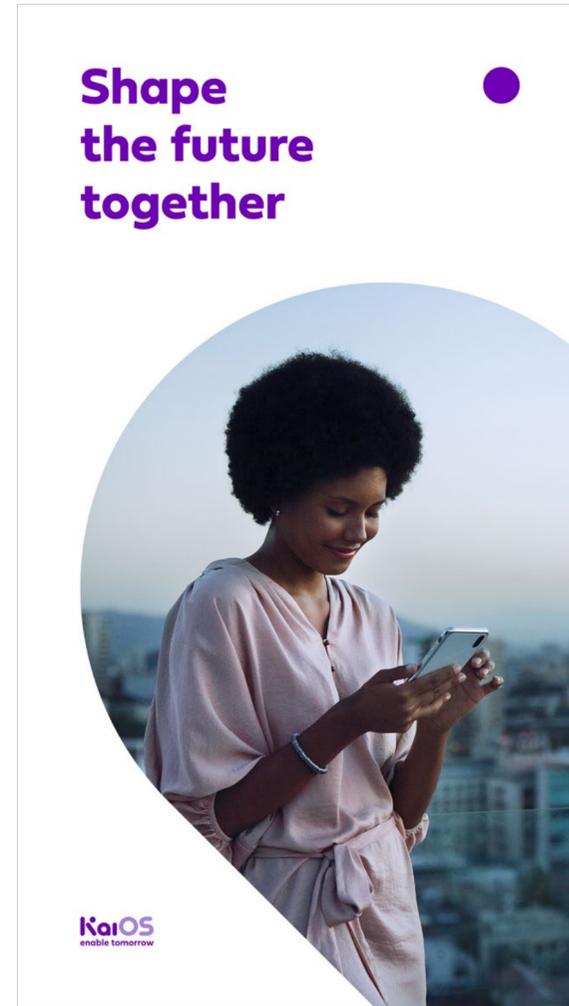


- Get started
- Logo
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Layouts Composition

.6 Photography

Examples of compositions using photography on vertical and square layouts.



- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

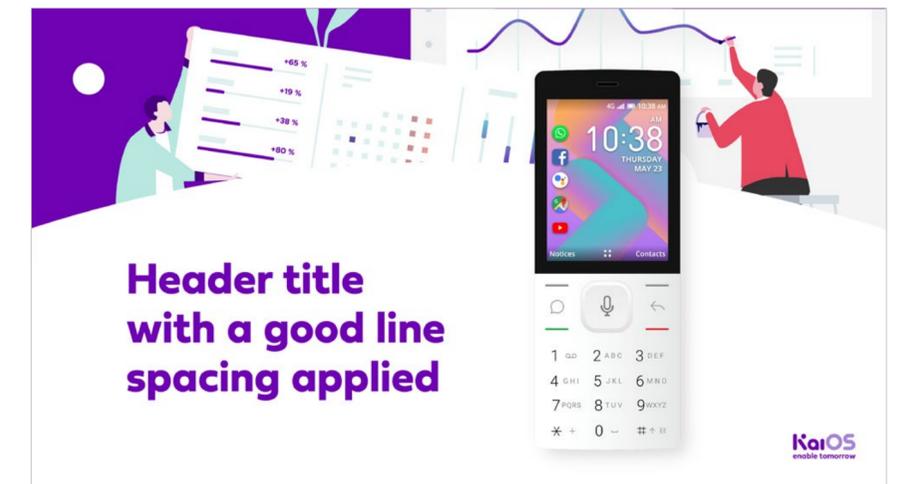
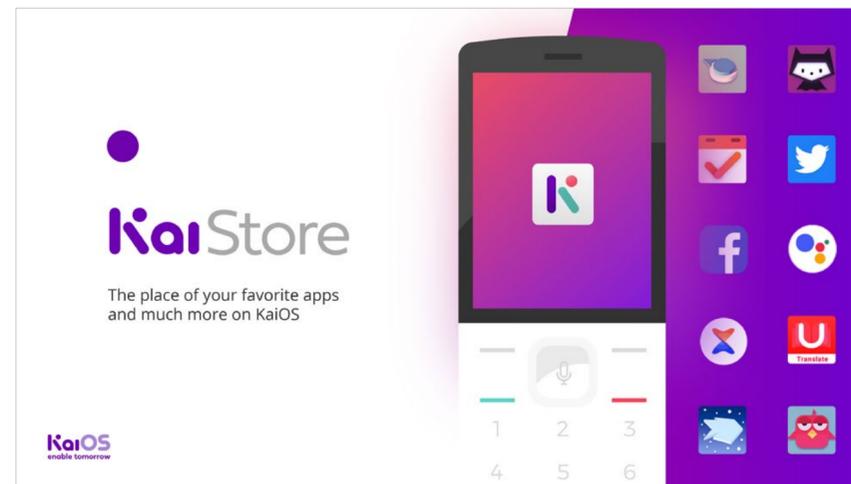
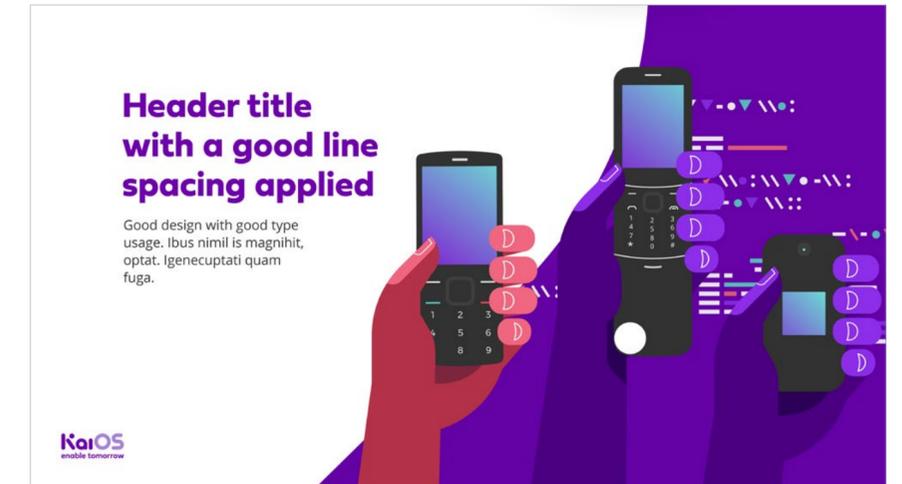
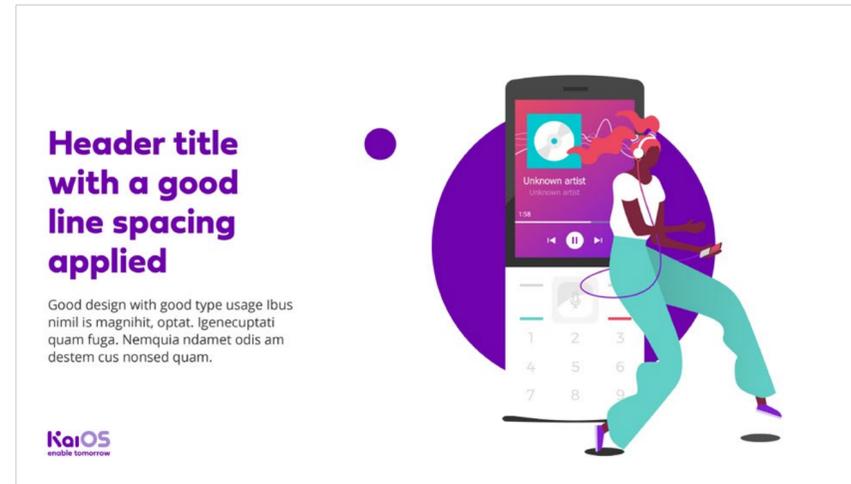
.7 Illustration

Layouts Composition

Bring life to the composition with illustrations.

Illustrations can be placed inside the bigger circle or in the front to add perspective.

As with photography, you can also place illustrations in the background.

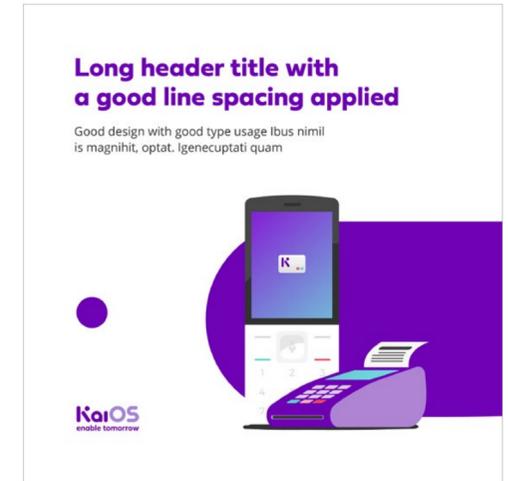
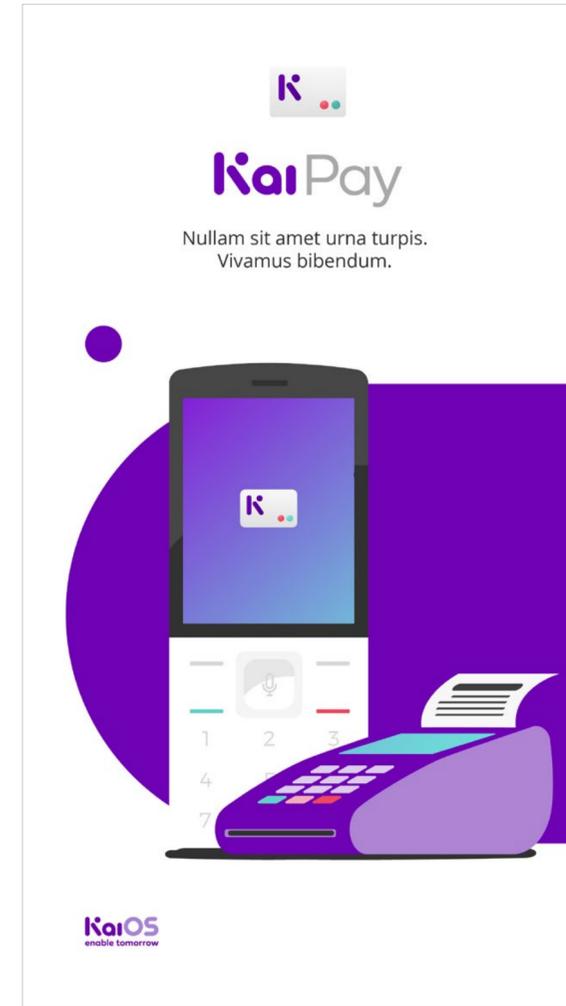
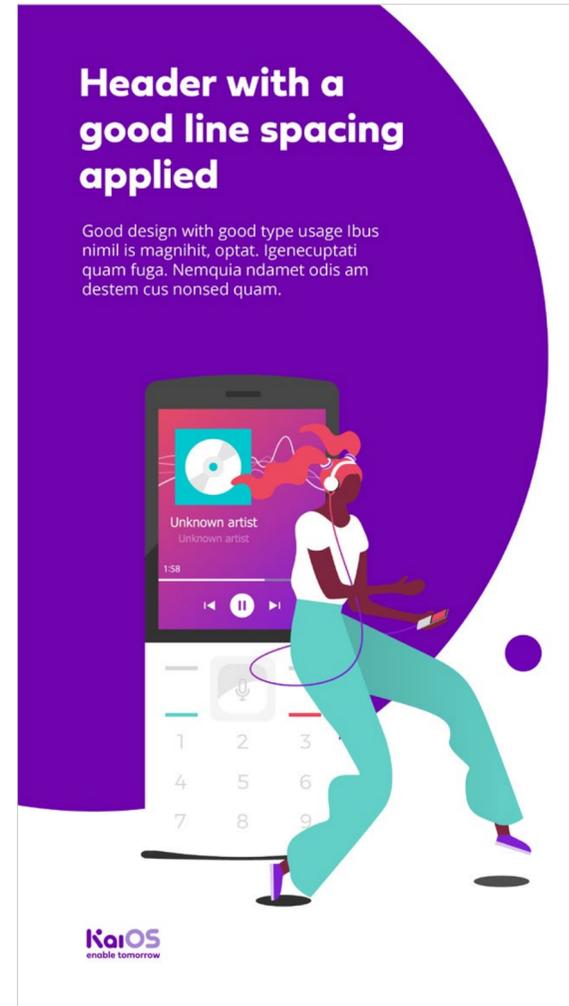


- Get started
- Logo
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- Marketing

.7 Illustration

Layouts Composition

Examples of compositions using illustrations on vertical and square layouts.



- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

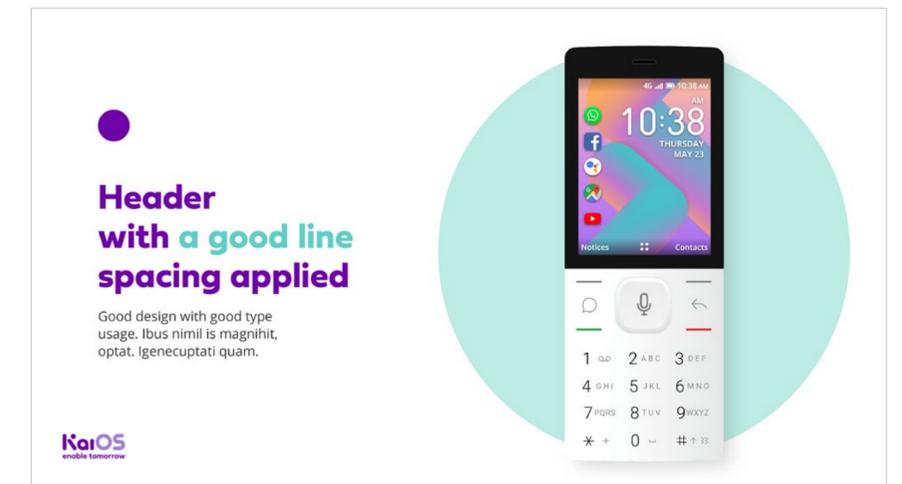
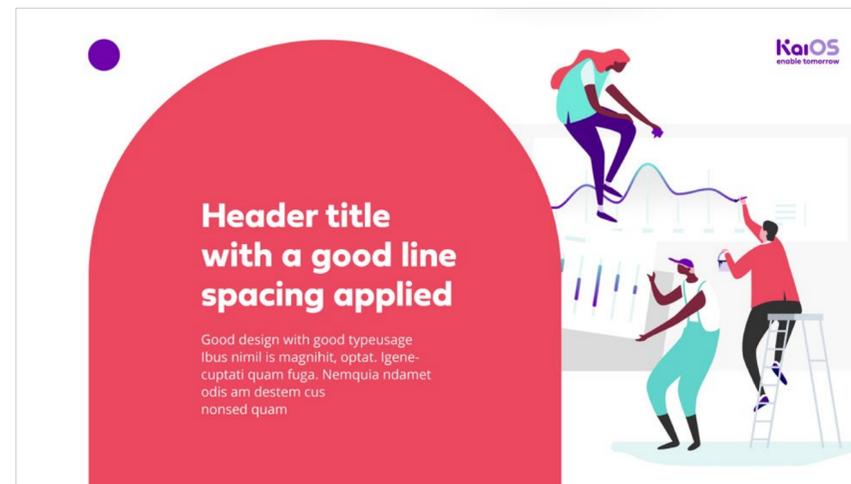
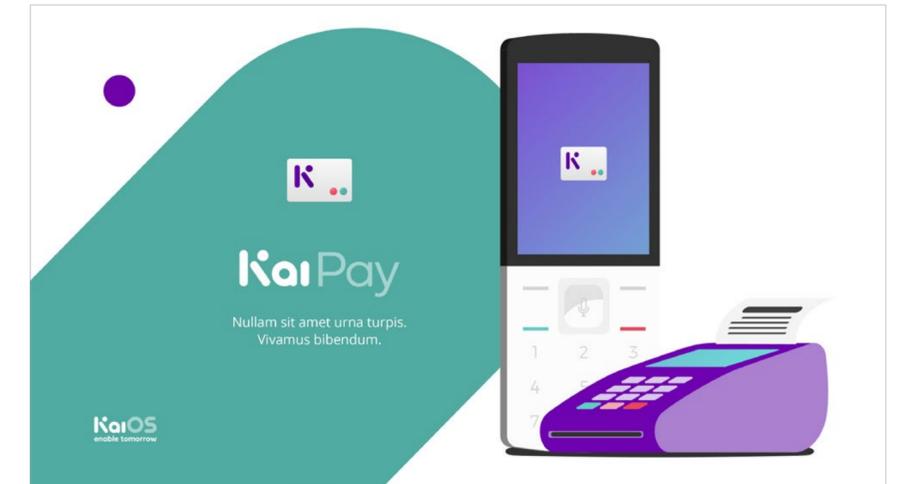
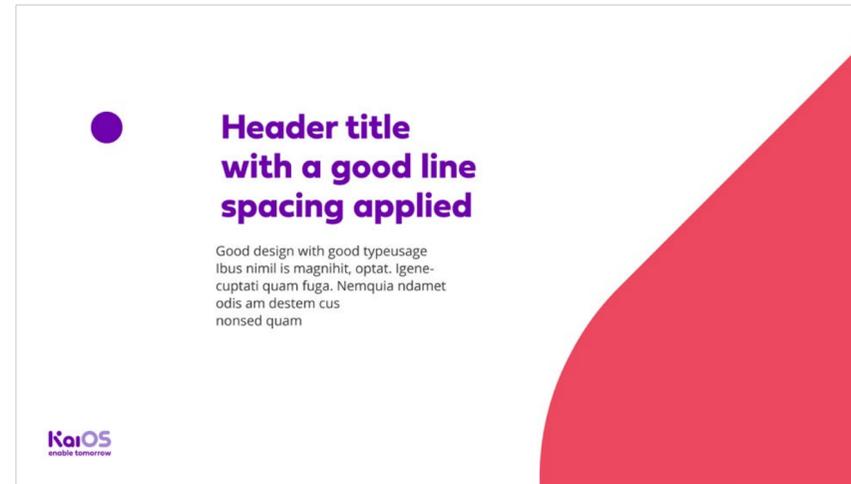
.8 Color

Layouts Composition

Bring life to the composition with flat color.

You can apply secondary colors to the bigger circle. You can also use these colors to create emphasis on a few words of copy.

The small dot should always stay purple and the background is always white.

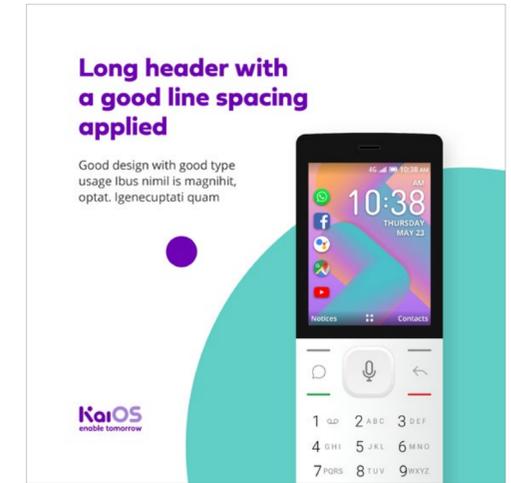
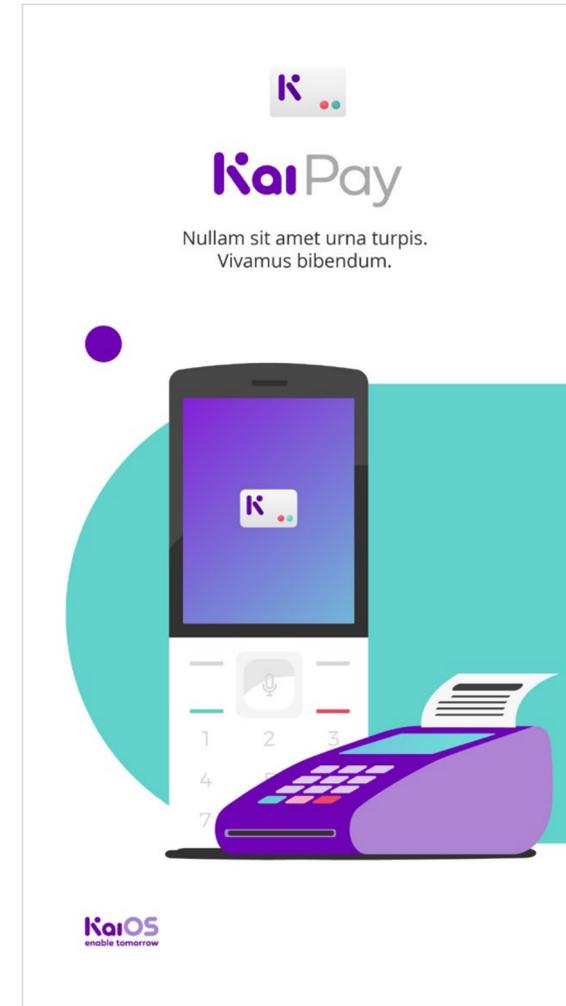


- Get started
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.8 Color

Layouts Composition

Examples of compositions using secondary colors on vertical and square layouts.



- Get started
- Logo
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- Typography
- The dot
- Imagery
- Marketing

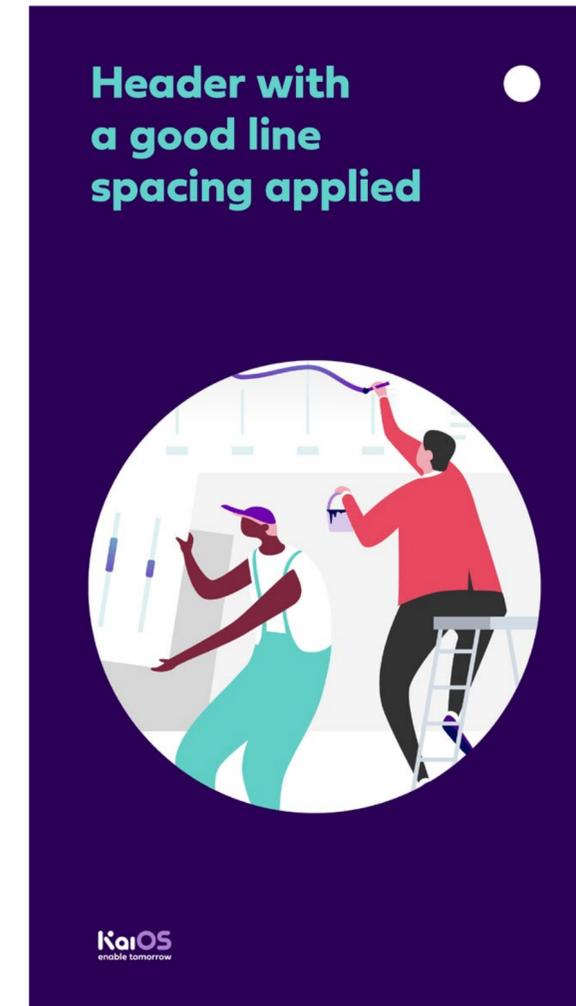
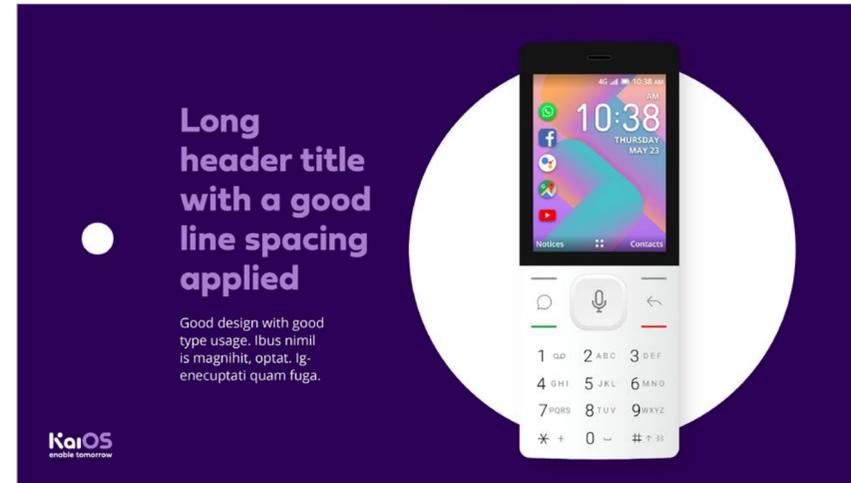
Layouts Composition

.9 Dark background

Dark background options are possible if Kai dark purple is present in the visual.

In this case the 2 dots should be keep in white to ensure that it stands out.

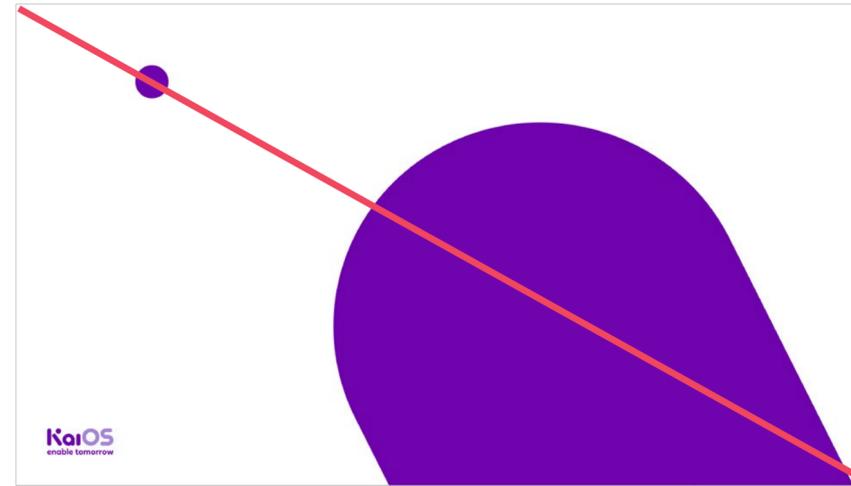
These layout could serve to communicate with developers or partners.



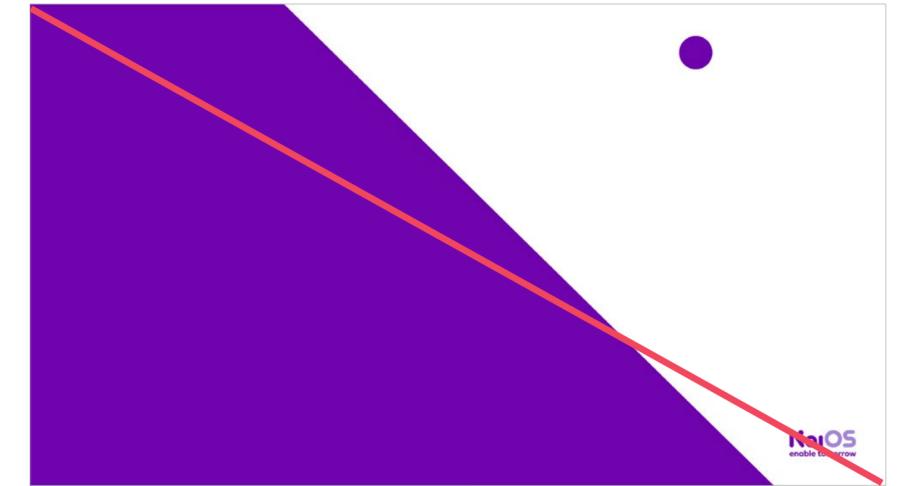
.10 Incorrect usage

Please be mindful of the composition guidelines.

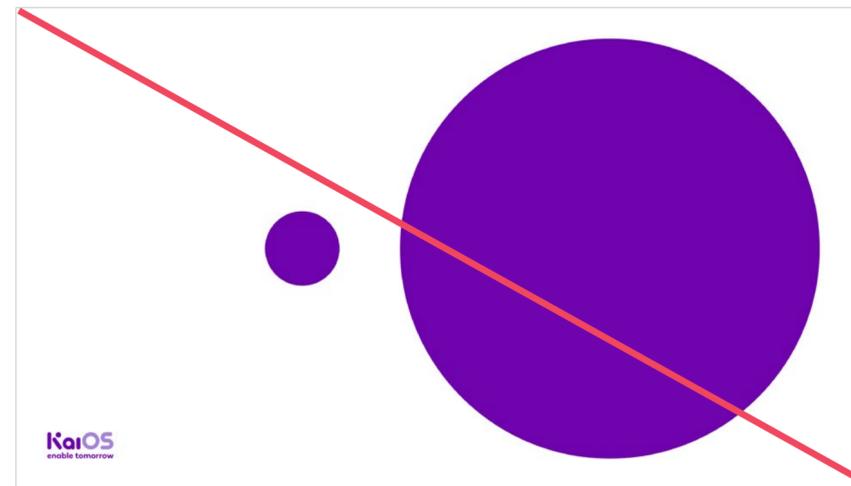
Here are some examples of Incorrect usages of the layout.



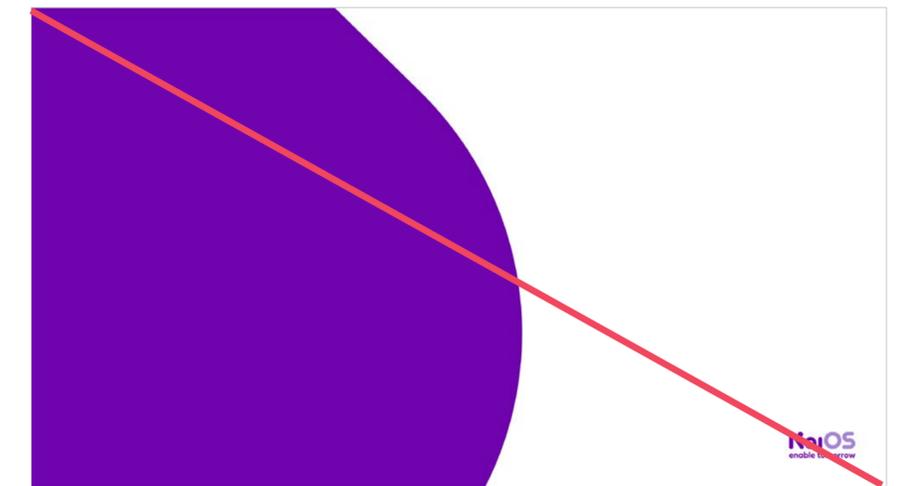
Don't use the elongated circle in an angle that is not 0°, 45°, 90° or 135°.



Don't a full straight shape.



Don't use the small dot bigger than Kai width in KaiOS logo or Logo lockup.



Don't the dots alone.

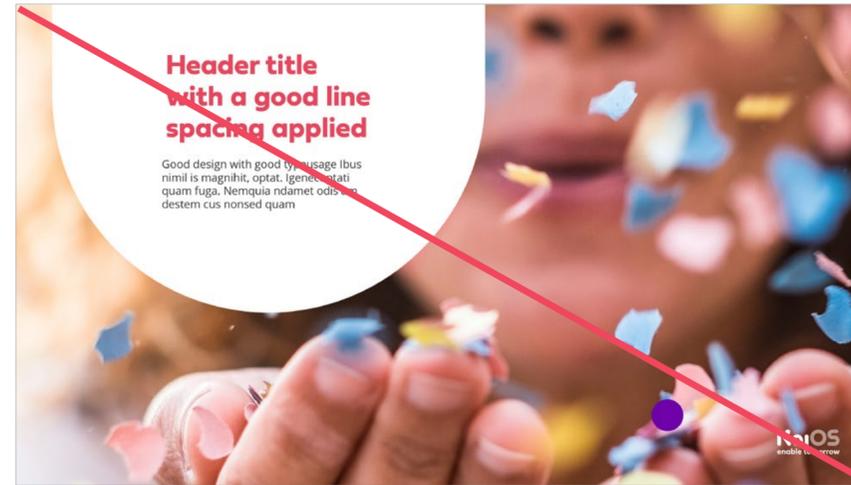
- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

Layouts Composition

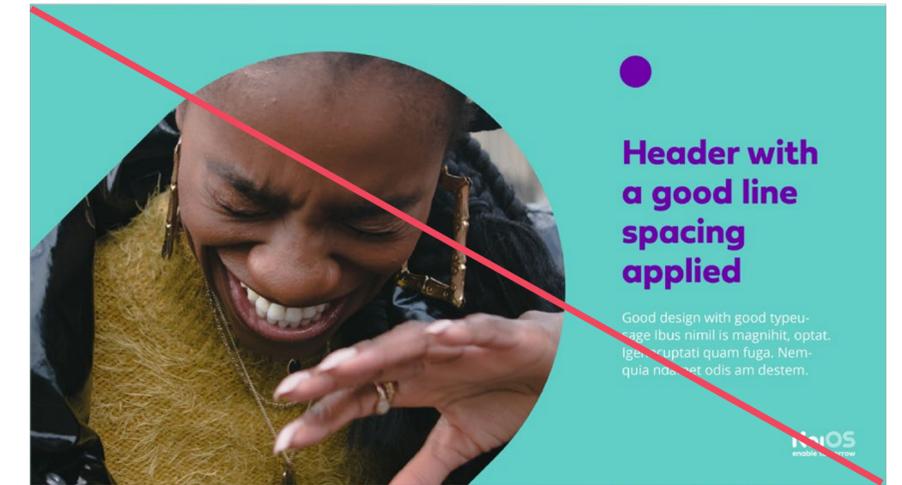
.10 Incorrect usage

Please be mindful of the composition guidelines.

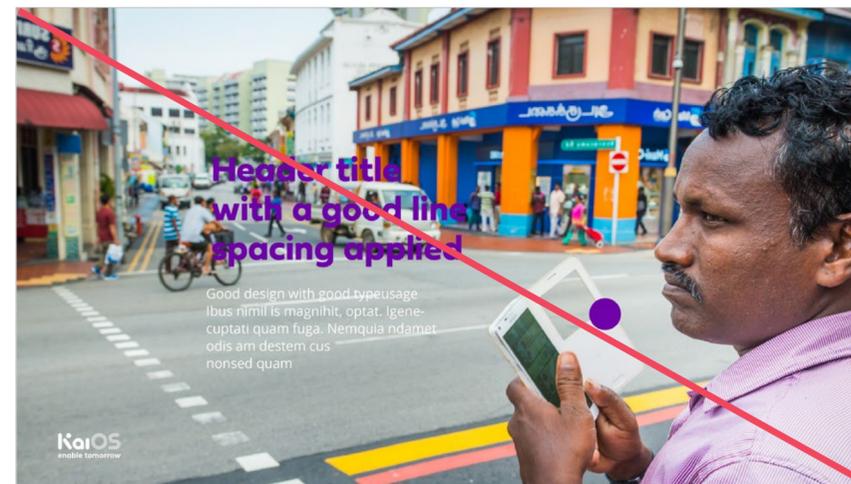
Here are some examples of Incorrect usages of the layout.



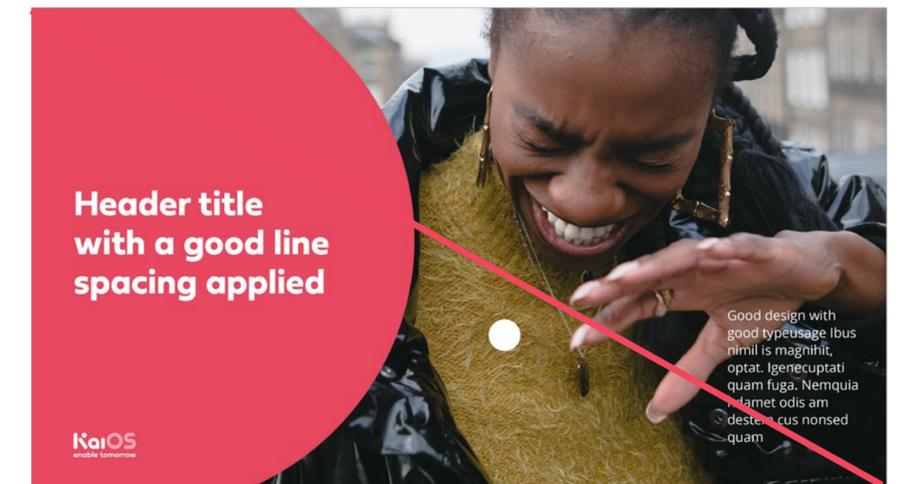
Don't apply the small dot in a busy background area.



Don't use a colored background with an image, and also a image filled background with a colored big dot.



Don't apply the text on a busy background.



Don't place texts into the big dot and the background area at the same time.

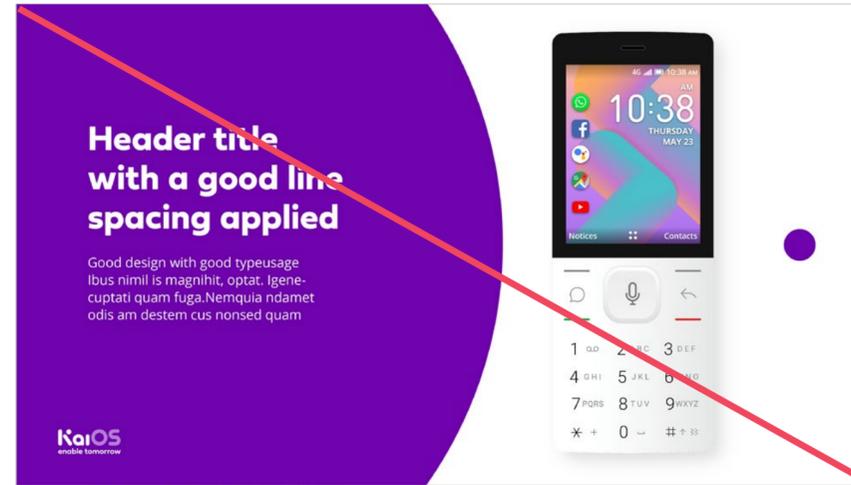
- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Layouts Composition

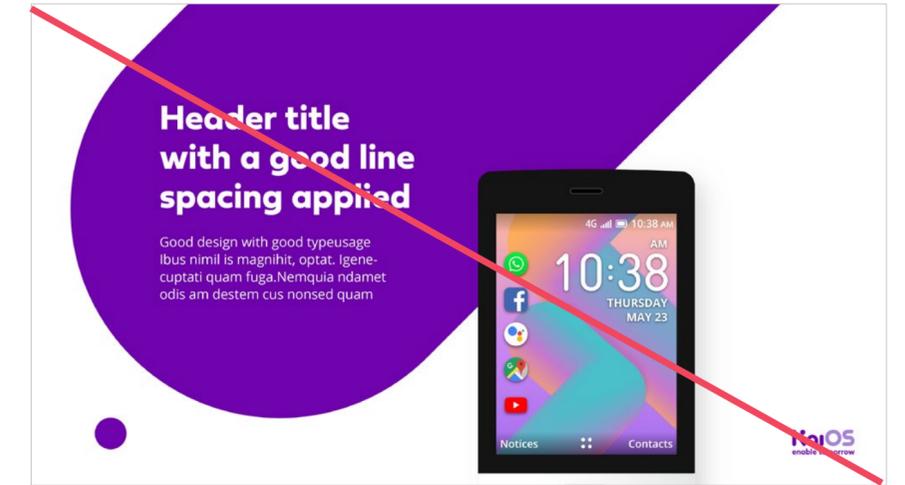
.10 Incorrect usage

Please be mindful of the composition guidelines.

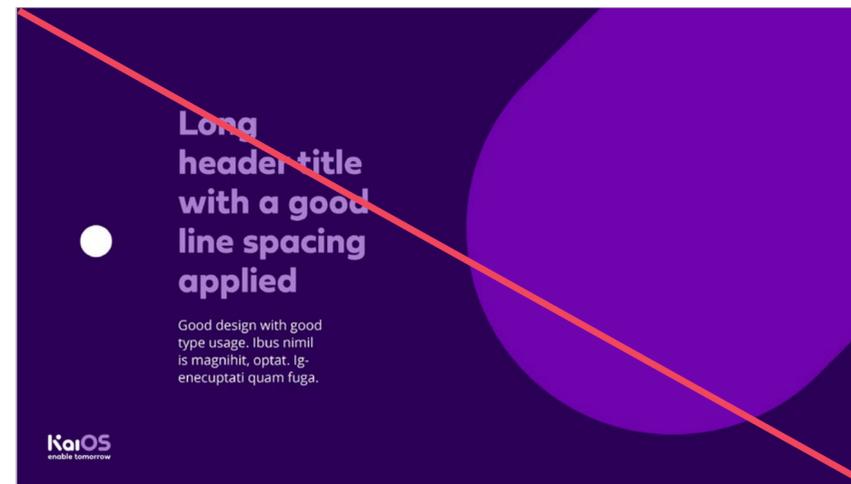
Here are some examples of Incorrect usages of the layout.



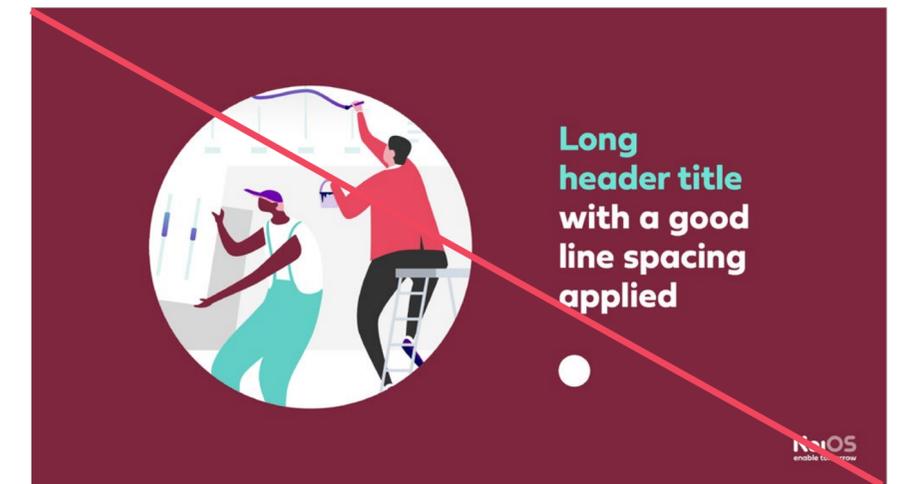
Don't apply a phone image that don't interact with the big dot.



Don't apply a phone image without any part of its keyboard visible.



Don't use colored dots into dark backgrounds compositions.



Don't use dark background colors other than purple.

Standalone Tagline

The standalone tagline helps to put emphasis on the tagline. It's especially useful for big media like billboards. It can also work well on merchandise such as t-shirts.

When you use the standalone tagline, the KaiOS logo must be present on another area of the asset. In other words, you can only use the standalone tagline when the KaiOS logo has already been placed somewhere. In case this is not possible you have to use the KaiOS logo lockup (logo + tagline) instead of the standalone tagline.

So why separate logo and tagline at all? In some cases for style purposes; to achieve balance or emphasis in a layout. Another reason can be space constraint, when it's difficult to fit the full KaiOS logo lockup in one place.

- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

Standalone tagline

.11 Guidelines

The standalone tagline follows the same logic as the KaiOS logo.

Colors



Minimum Size

enable • tomorrow

print
40mm/ 1.6in

enable • tomorrow

digital
150px

Safe Area

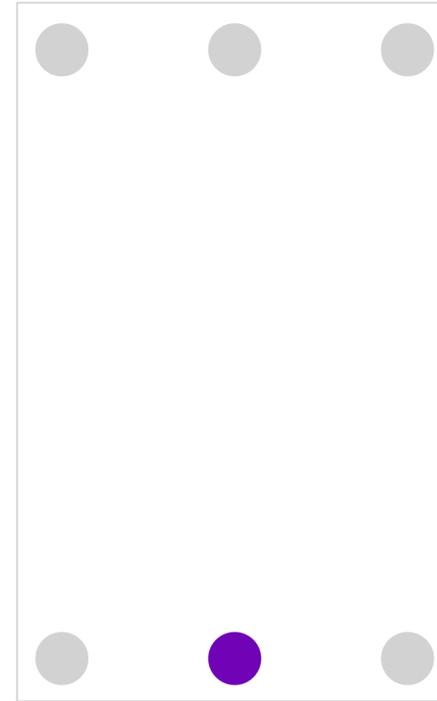


- Get started
- Logo
- Colors
- Typography
- The dot**
- Imagery
- Marketing

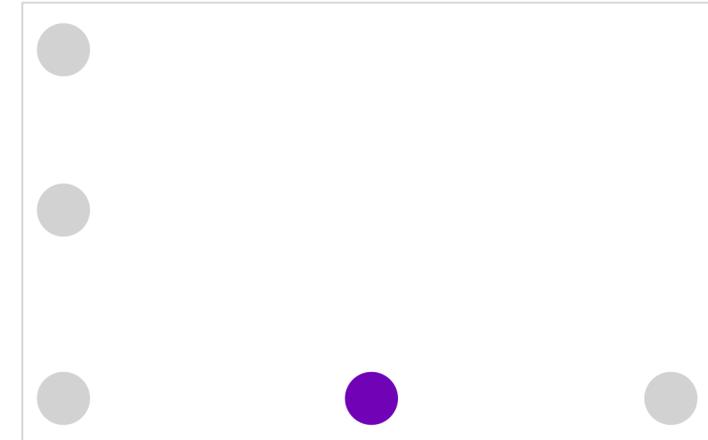
Standalone tagline

.12 Placement

Due to the form and structure of the **standalone tagline** it is best to place it at the bottom half of the layout due to its visual weight. This way, it will not affect the contrast and balance of the overall layout.



Vertical Lockup placement



Horizontal Lockup placement



Proportions with brand logo



.13 Incorrect usage

Standalone tagline

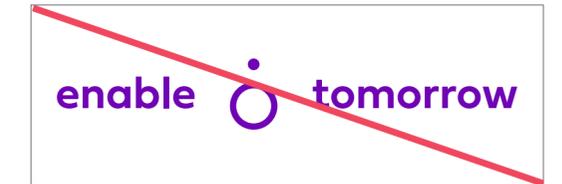
Here are some examples of incorrect usage of the standalone tagline.



Don't use the tagline with other colors than our purple, black, and white.



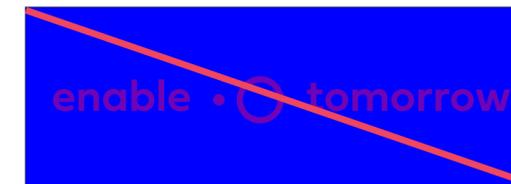
Don't use the tagline with two different colors.



Don't change the tagline elements place and spacing.



Don't rotate the tagline.



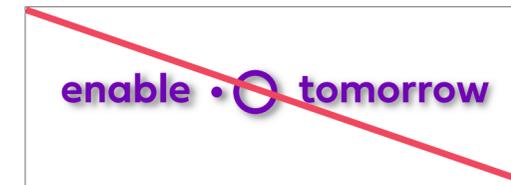
Don't use a background color with low contrast with the tagline.



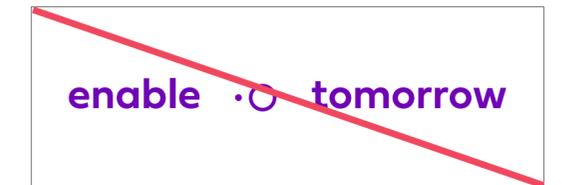
Don't use the standalone tagline with the logo lookup.



Don't force the tagline into a complicated shape.



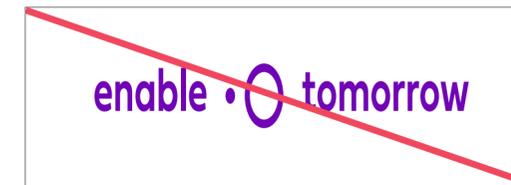
Don't apply to the tagline with special effects such as drop shadow.



Don't change the sizing ratio of tagline.



Don't place an image into the tagline.



Don't skew or stretch tagline.



Don't use the tagline in two lines.

Imagery ●

Illustration

Illustration Principles

Illustration Colors

Types of KaiOS
illustrations

Hero Illustrations

Icon Illustrations



Illustrations

Each Kai illustration aims to portray the idea of enabling, empowerment, unleashing potential, optimism, and opportunity. The illustrations should be human-centric and build of the simple styles depicting from the Kai brand philosophy itself:

unleashing potential = enable tomorrow.

Simple shapes, clean lines, vibrant color combinations, and heightened reality give the illustrations a branded feel and make it easy to digest and understand at a glance.

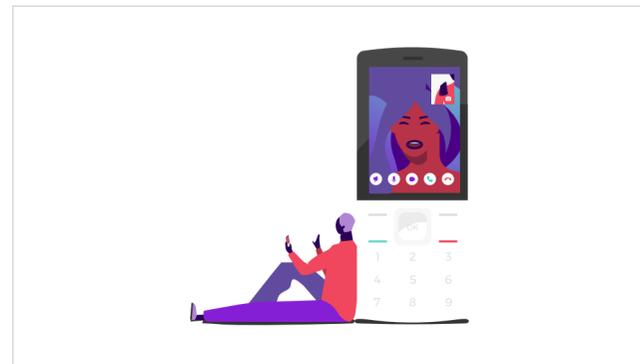
.1 Illustration Principles

- Keep it simple and straight to the point
- Use human illustrations as much as possible to create relevance
- Change proportions to bring dynamism and put attention on the message
- You're not obliged to use the dot and circle concept for illustrations
- Always make the user, the partner, or the product the hero in the composition
- Keep faces of human characters simple and clean to focus on the main message
- Characters must be of multi-ethnic backgrounds

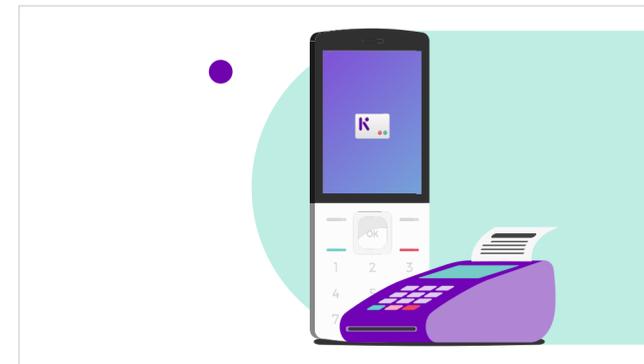
Bold, Daring & Cool



Relatable & Impactful



Easy to understand



- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

.2 Illustration Colors

Illustrations

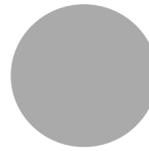
- Only use the Kai color palette to illustrate for KaiOS
- Purple should always be present
- Use mostly flat colors
- Gradients may be introduced on certain elements to bring out the focus or the digital aspect (e.g. screens, connections)
- Gradients are to be used with purple at all times
- Bring contrast to the illustrations by using bright colors on a few main elements and fade colors on decorative ones
- Use white and dark grey to bring clarity and dynamism



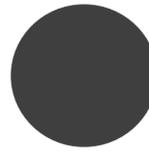
Ash grey
R:248 G:248 B:248
C:2 M:1 Y:1 K:0
Hex #f8f8f8



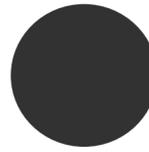
Light grey
R:219 G:219 B:219
C:13 M:10 Y:10 K:0
Hex #dbdbdb



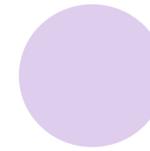
Cool grey 7C
R:170 G:170 B:170
C:35 M:28 Y:28 K:0
Hex #aaaaaa



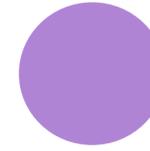
Dark grey
R:63 G:63 B:63
C:35 M:- Y:28 K:0
Hex #3f3f3f



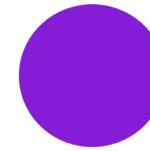
Black (6C)
R:50 G:50 B:50
C: 67 M:63 Y:62 K:59
Hex #323232



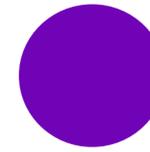
Ash purple
R:222 G:205 B:237
C:10 M:19 Y:0 K:0
Hex #decded



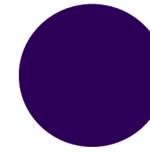
Light purple
R:175 G:132 B:212
C:34 M:52 Y:0 K:0
Hex #af84d4



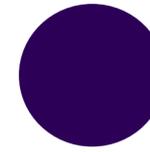
Bright purple
R:133 G:12 B:214
C:34 M:52 Y:0 K:0
Hex #851dd6



Kai Purple (267C)
R:111 G:2 B:181
C:75 M:100 Y:0 K:0
Hex #6f02b5



Medium dark purple
R:74 G:0 B:132
C:86 M:100 Y:10 K:7
Hex #4a0084



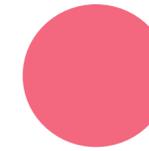
Dark purple
R:44 G:0 B:86
C: 92 M:100 Y:24 K:38
Hex #2c0056



Ash pink
R:251 G:224 B:228
C:0 M:14 Y:4 K:0
Hex #fbe0e4



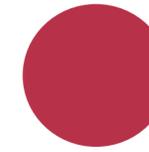
Light pink
R:244 G:175 B:185
C:1 M:38 Y:18 K:0
Hex #f4afb9



Bright pink
R:243 G:103 B:127
C:1 M:38 Y:18 K:0
Hex #f3677f



Electric Magenta (191C)
R:239 G:72 B:95
C:0 M:87 Y:53 K:0
Hex #ef485f



Medium dark magenta
R:183 G:50 B:72
C:21 M:93 Y:67 K:9
Hex #b73248



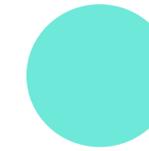
Dark magenta
R:126 G:38 B:61
C:35 M:92 Y:61 K:33
Hex #7e263d



Ash green
R:227 G:245 B:244
C:9 M:0 Y:4 K:0
Hex #e3f5f4



Light green
R:188 G:236 B:228
C:24 M:0 Y:13 K:0
Hex #bcece4



Bright green
R:109 G:232 B:217
C:24 M:0 Y:13 K:0
Hex #6de8d9



Green Aurora (319C)
R:98 G:211 B:202
C:55 M:0 Y:27 K:0
Hex #62d3ca



Medium dark green
R:81 G:175 B:166
C:67 M:11 Y:40 K:0
Hex #51afa6

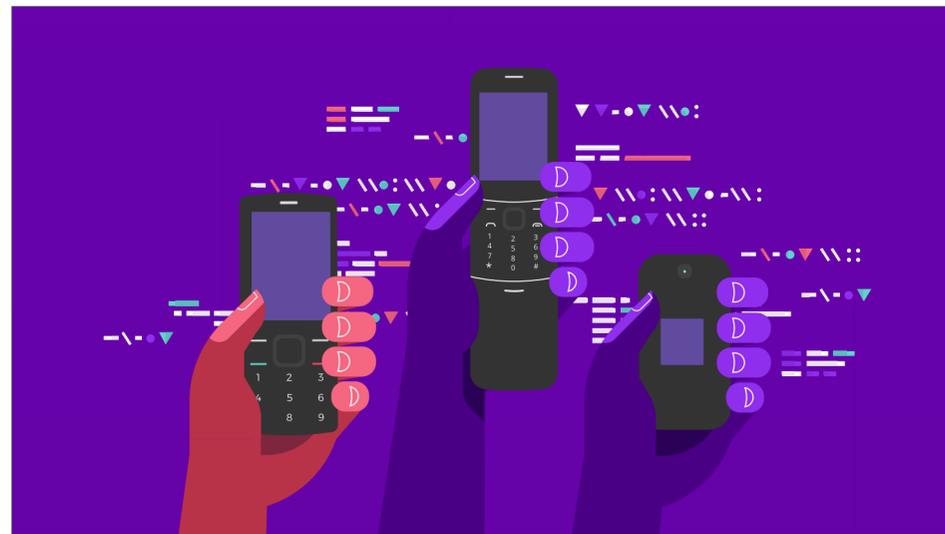


Dark green
R:60 G:130 B:121
C:77 M:31 Y:54 K:9
Hex #3c8279

Illustrations

.3 Types of KaiOS illustrations

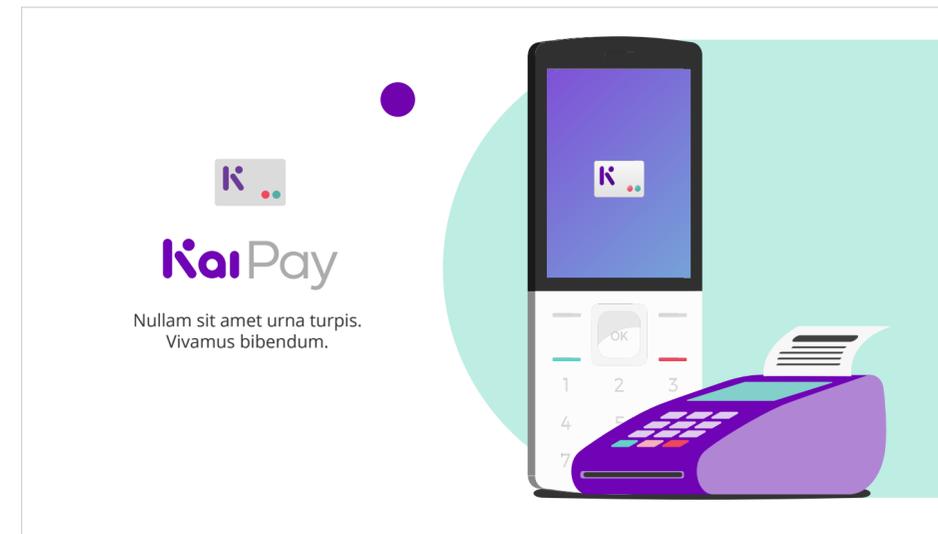
Hero illustrations



Used in high impact moments. Can be used as background with overlaid copy.

- **Abstract**
- **Bold / daring**
- **Impactful**
- **Used on conceptual content**

Icon Illustrations



Used in smaller moments, usually paired with copy as a visual aid so that the content can be easily understood. Icons are quick-read / literal illustrations focusing on one main idea.

- **Simple, straightforward**
- **Tactical**
- **Supported with copy**
- **Can be used as instructions**

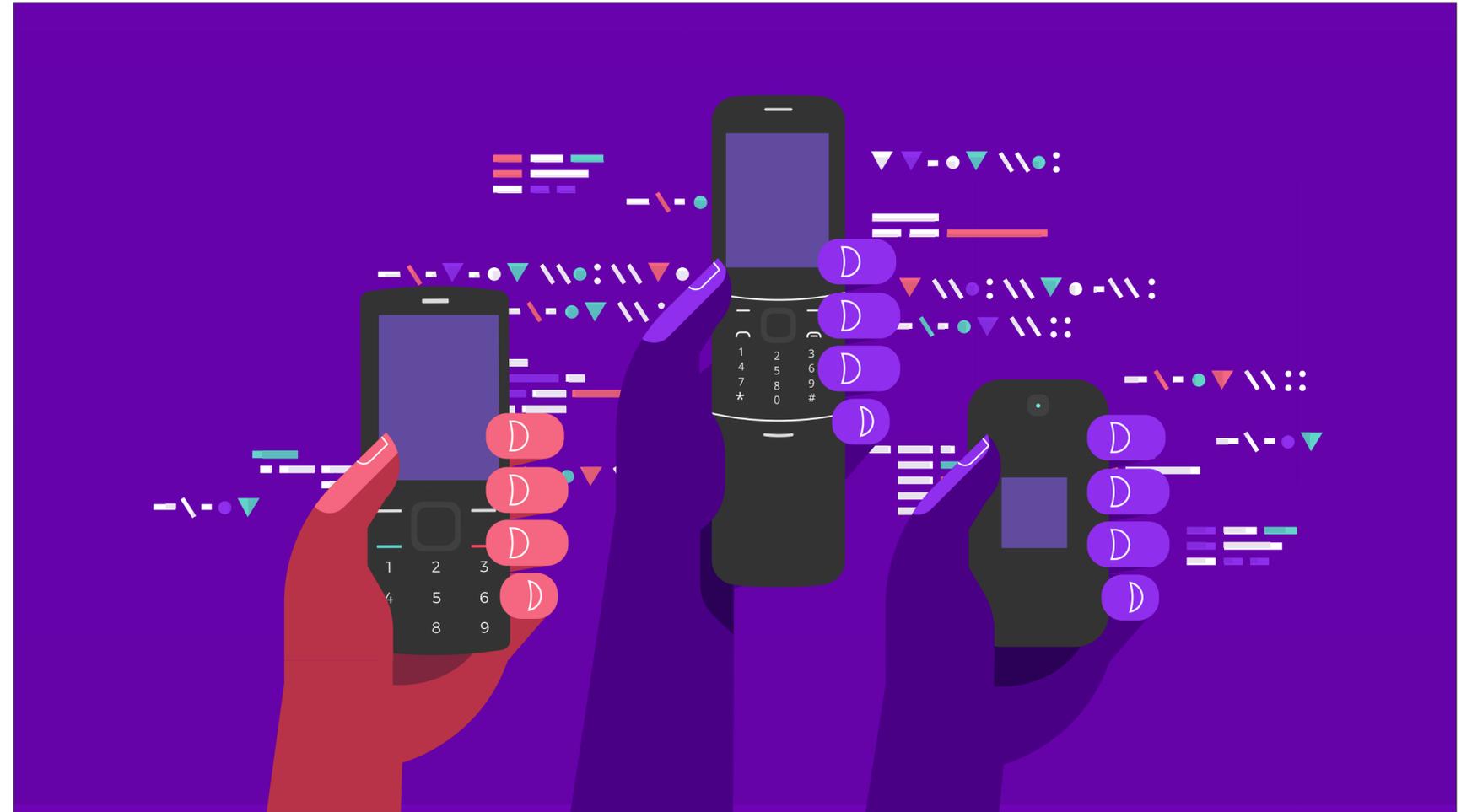
- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

.4 Hero Illustrations

Illustrations

Conceptual

Here is an example of a bold/daring abstract hero illustration that can be used for KaiOS. This conceptual approach shows a deeper context of messaging that tells about empowering individuals with their phones.

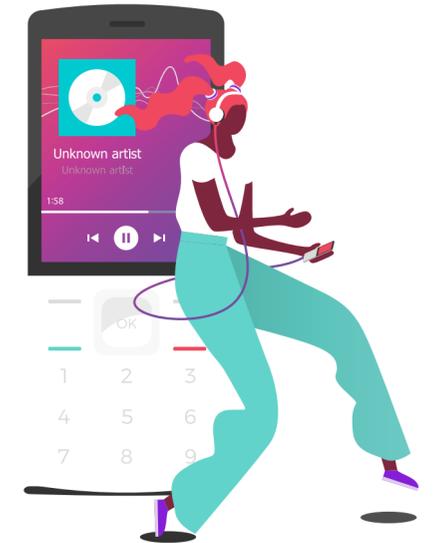


.4 Hero Illustrations

Illustrations

Non-Conceptual

These are examples of straightforward hero illustrations featuring our users. They are clear, clean, and concrete in order to contrast the simplicity of the OS with the moments it enables.



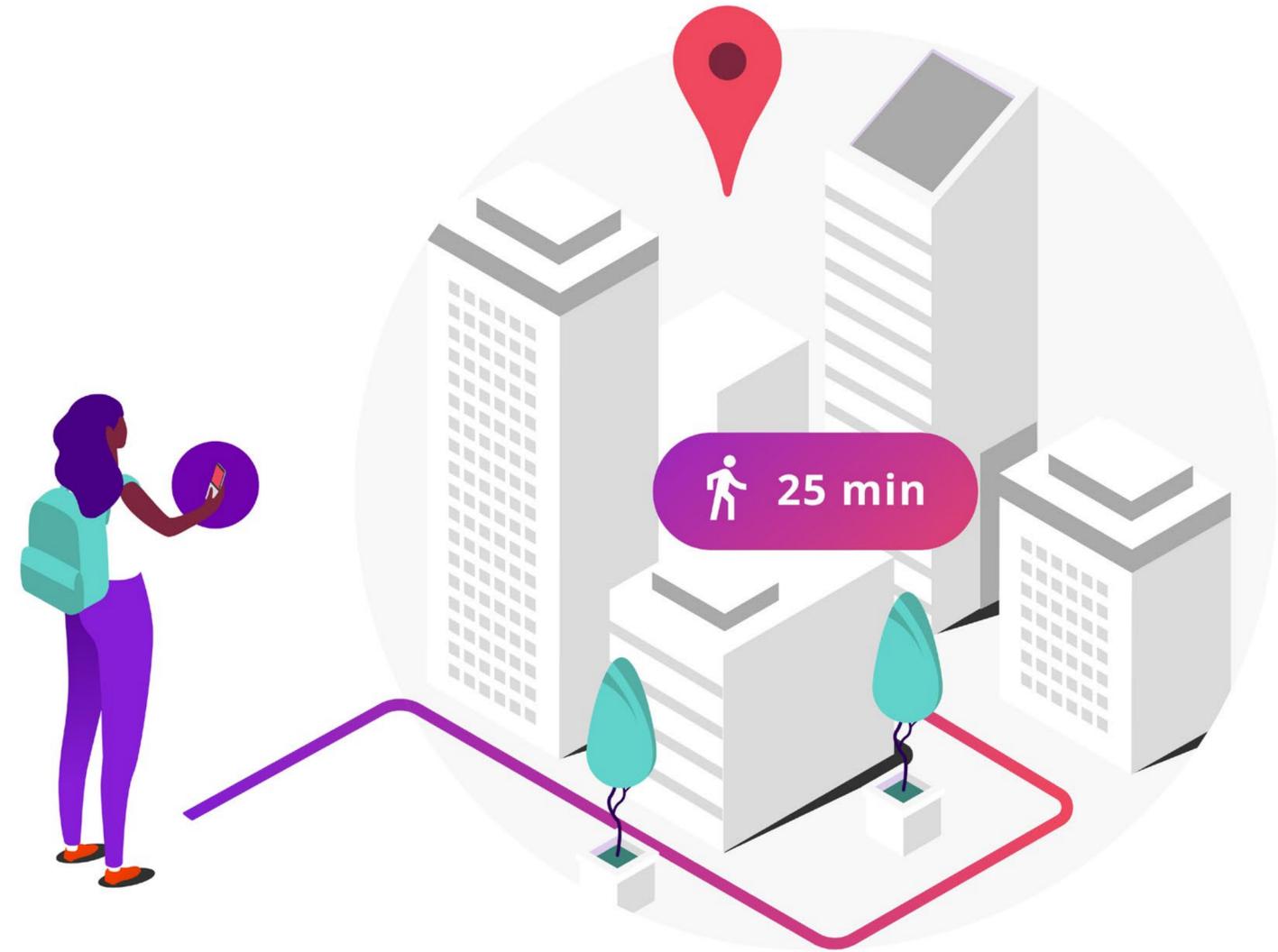
.4 Hero Illustrations

Illustrations

Non-Conceptual

This example of a hero illustration shows how the user can be connected with the simplicity of the OS and the potential it enables.

This example also shows how the dot and circle concept can be brought into an illustration when needed.

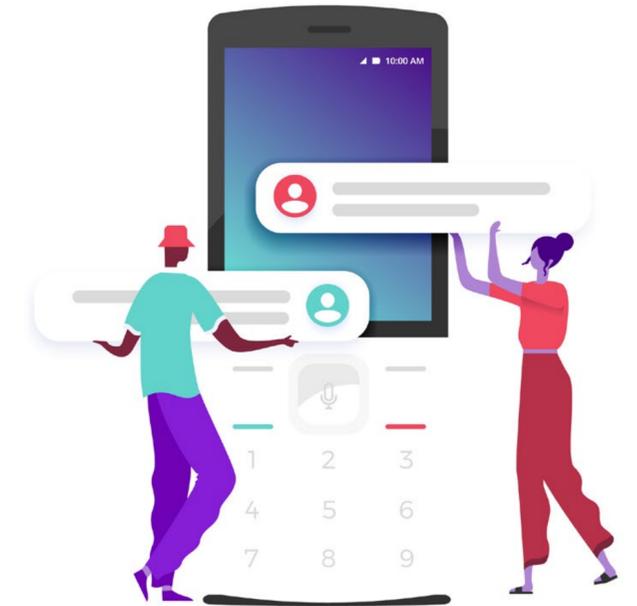
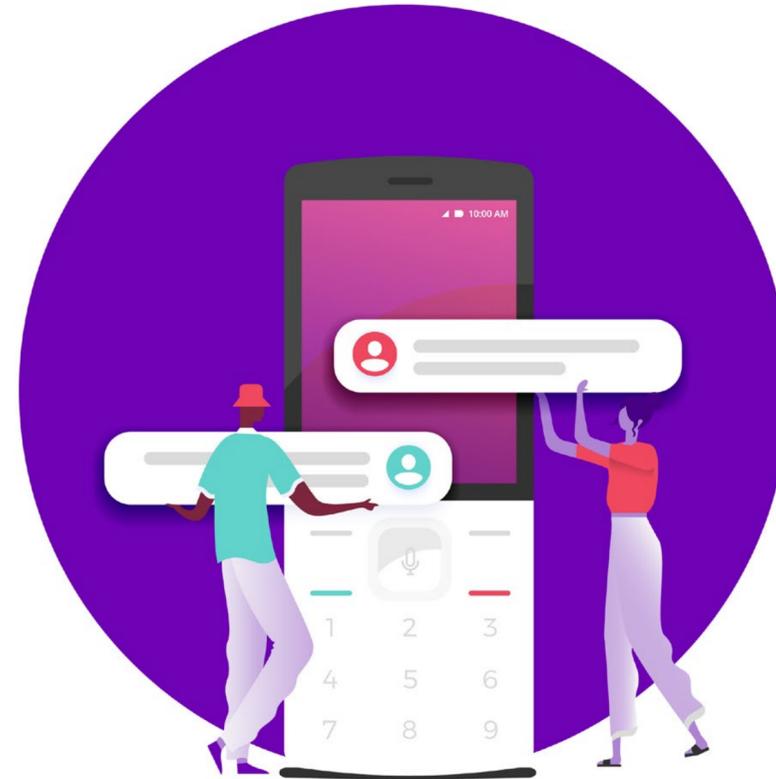


- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Illustrations

.5 Icon Illustrations

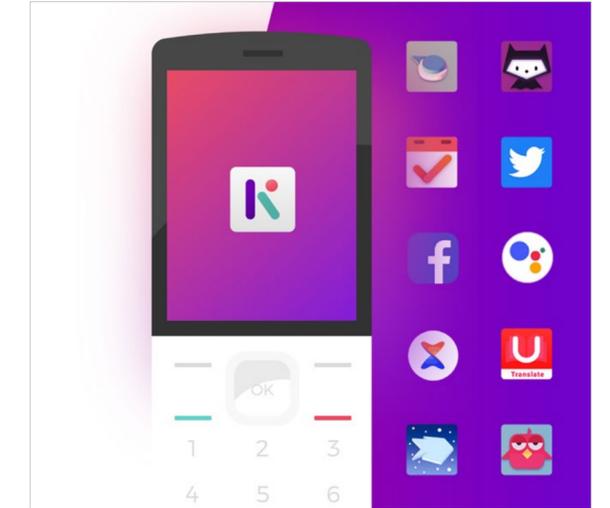
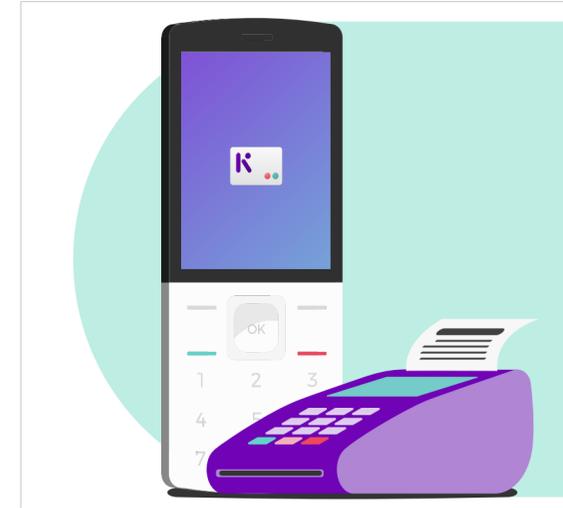
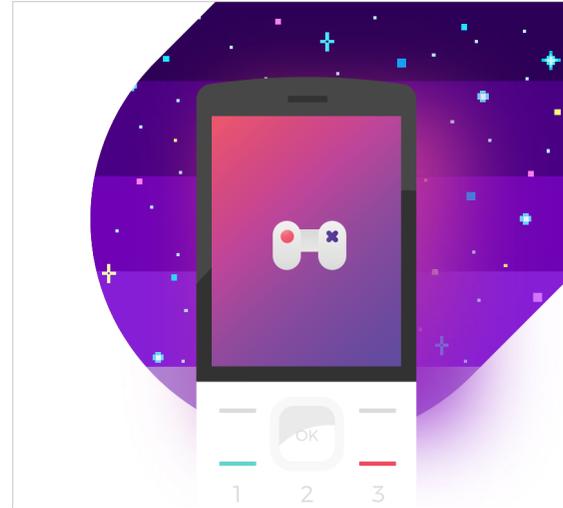
These are examples of simple, iconic illustrations (that features humans) that can serve as a visual aid for product-centered messaging. These illustrations can be used on BTL platforms such as websites, EDMs, and social media.



.5 Icon Illustrations

Illustrations

These are examples of simple, iconic, product-focused illustrations that can serve as a visual aid for product-centered messaging. These illustrations can be used on BTL platforms such as websites, EDMs, and social media.



Marketing guidelines

Fundamentals

Enabled by KaiOS

Product

KaiOS Badge
to partners
Download badge
Screens for product
images

Download on KaiStore

Applications
Incorrect usages

UX

Home screen



Fundamentals

This is an overview of the essential Kai logos and visual emblems that you can use in your marketing assets. The following pages explain when to use which one and how.

KaiOS Logo Lockup



This is the default logo visual to use providing space allows the tagline to be included.

KaiOS logo



This the basic KaiOS logo you can use when you don't have much space available.

Enabled by KaiOS



This logo is to be used on partnerships collaterals, both online and offline.

Download on the KaiStore



This emblem is for app developers to use when promoting their KaiOS apps.

- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Fundamentals

.1 Enabled by KaiOS

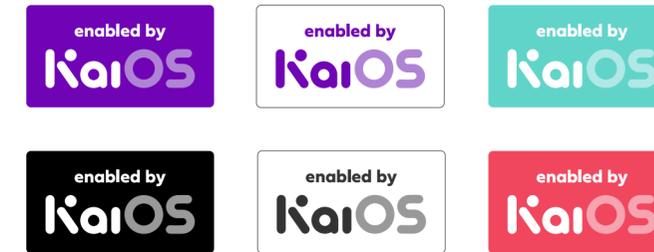
We're working round the clock to connect the KaiOS brand with values like quality, inclusion, and digital transformation. In other words, our commitment to a better tomorrow for all.

Placing the "Enabled by KaiOS" emblem on your product and product's marketing assets connects your brand with those values.

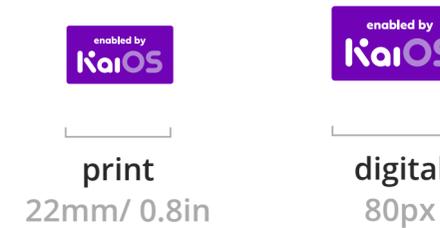
The "Enabled by KaiOS" badge follows the same rules as the Kai logo and other emblems.

The "Enabled by KaiOS" emblem can be localized (translated) if the main language in your market is not English. If you wish to do so, please contact marketing@kaiotech.com for review and approval of the translation.

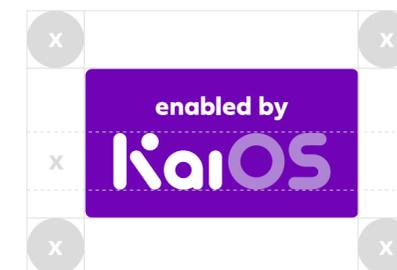
Colors



Minimum Size



Clear Space



Incorrect Usages



Don't change badge color.



Don't remove or rearrange badge elements.



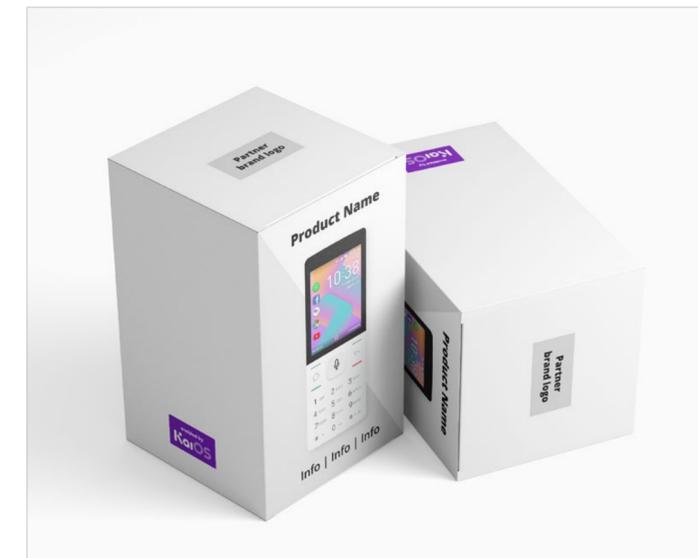
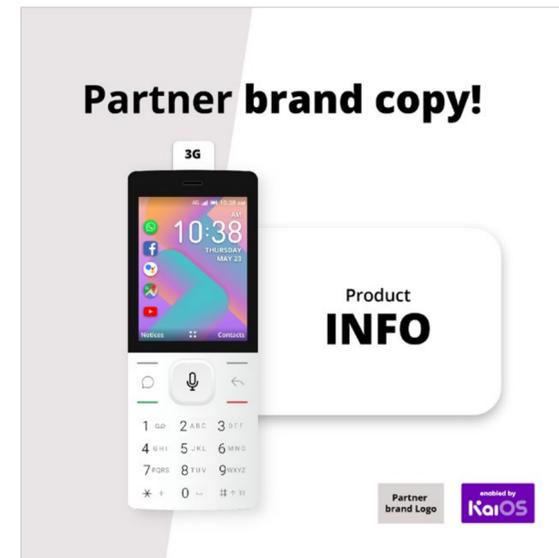
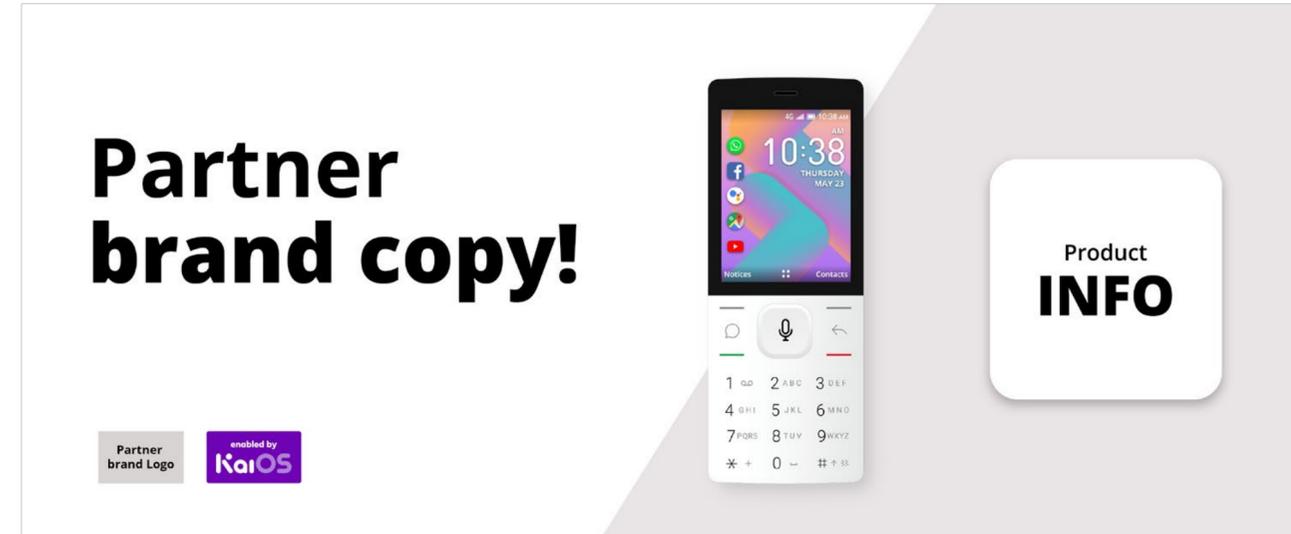
Don't apply it illegible.

- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Applications

.2 KaiOS badge usage

Here's an example of how our imaginary partner, Brand X, uses the "Enabled by KaiOS" badge on its marketing assets.



- Get started
- Logo
- Colors
- Typography
- The dot
- Imagery
- Marketing

Fundamentals

.3 Download badge

Use the **Download on the KaiStore** badge to promote content that’s available on KaiOS.

The badge must be large enough so that all the text is legible and there must be a clear spacing around the badge that is equal to the K’s height.

Never alter any of the elements from the badge and show it on a solid colored background or a simple background image that does not obscure its look.

Colors



Clear Space



Incorrect Usages



Don't change badge color.



Don't remove or rearrange badge elements.

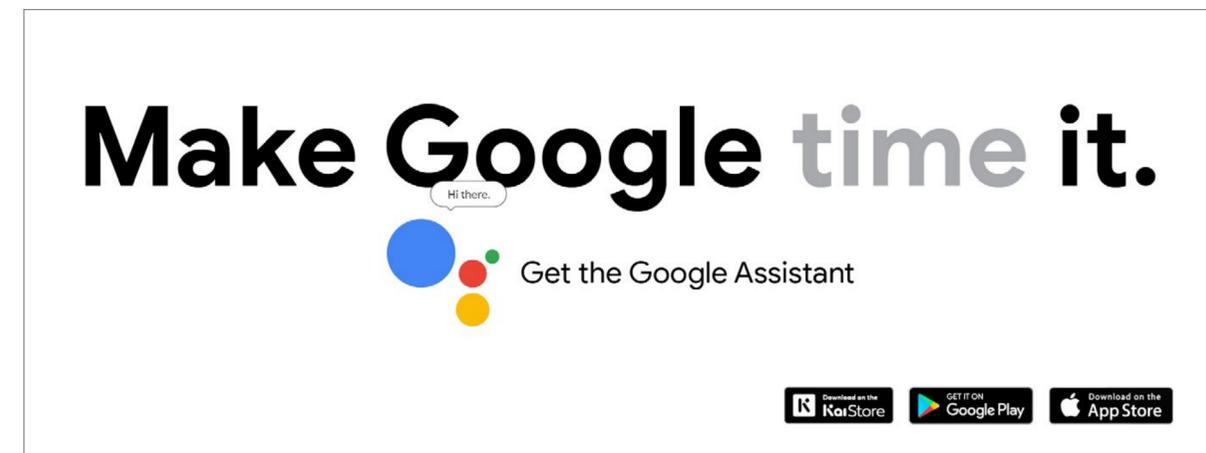
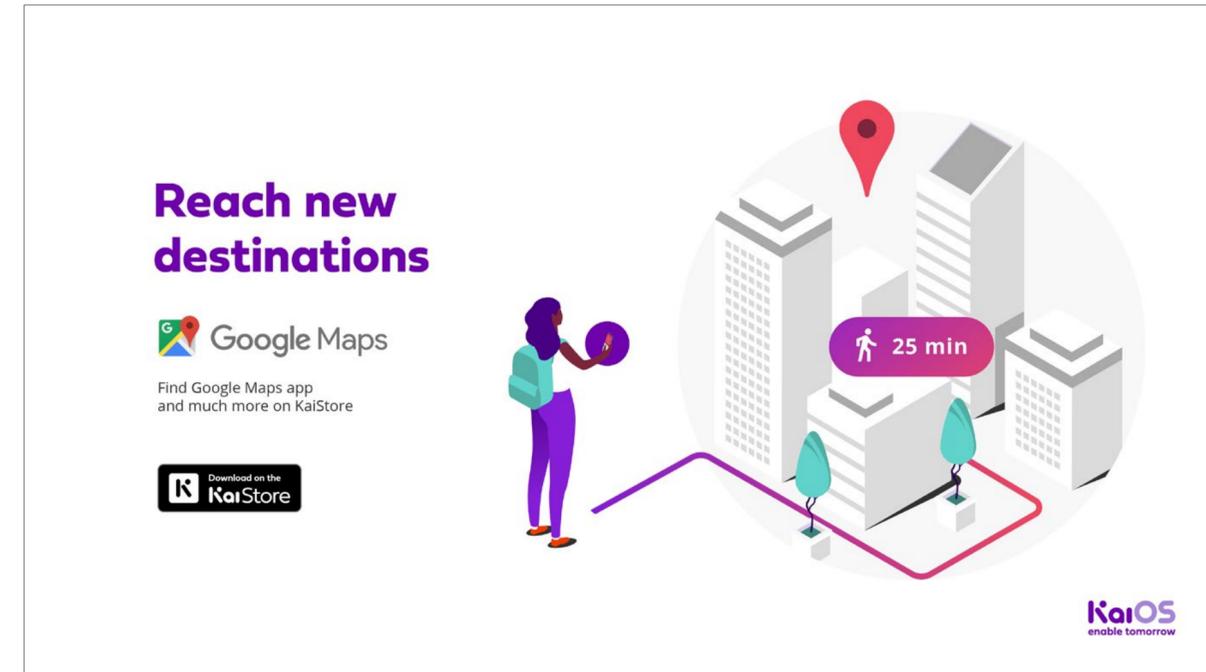


Don't apply it illegible.

.4 Download badge usage

On layout, the Download badge serves as a Call To Action button, to lead users to download the app. It can be placed at either corners on the lower half of the layout.

In the top example, the Download badge can be seen being applied in a KaiOS ad layout for a partner app, and below, for a partner ad interacting with other app stores badges.

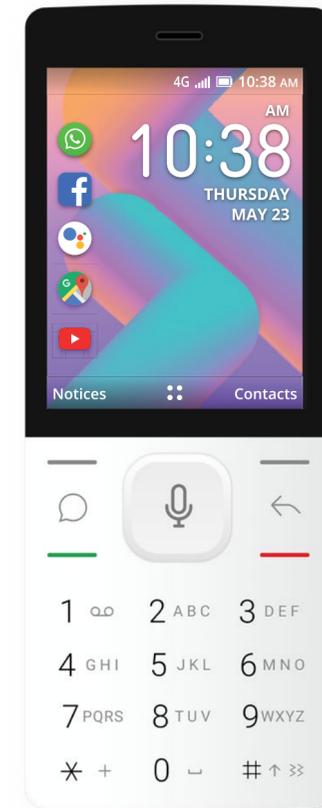


.5 Screens for product images

Applications

When showing a product image of a KaiOS-enabled phone, you must use one of the two screens on the right for the visual, unless you're promoting a specific app.

These guidelines need to be applied to all promotional materials that include product images, such as digital print on packaging brochures, store fronts, or commercials.

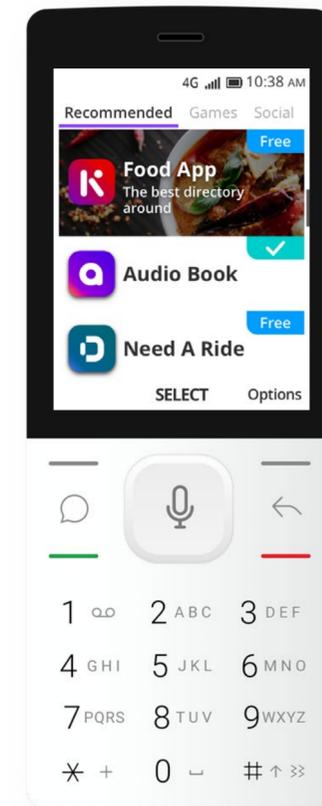


Home screen

Must contain the following UI elements:

1. Date & time widget
2. Status bar with operator name, full battery status, 3G, 4G or LTE icon
3. Software keys
4. Carousel on the left

The standard KaiOS wallpaper can be replaced by your own.



KaiStore screen

You can change the apps displayed in this screen, but they should always include the correct icon and description.



Last updated: 14 Jan 2020

kaiOS
enable tomorrow