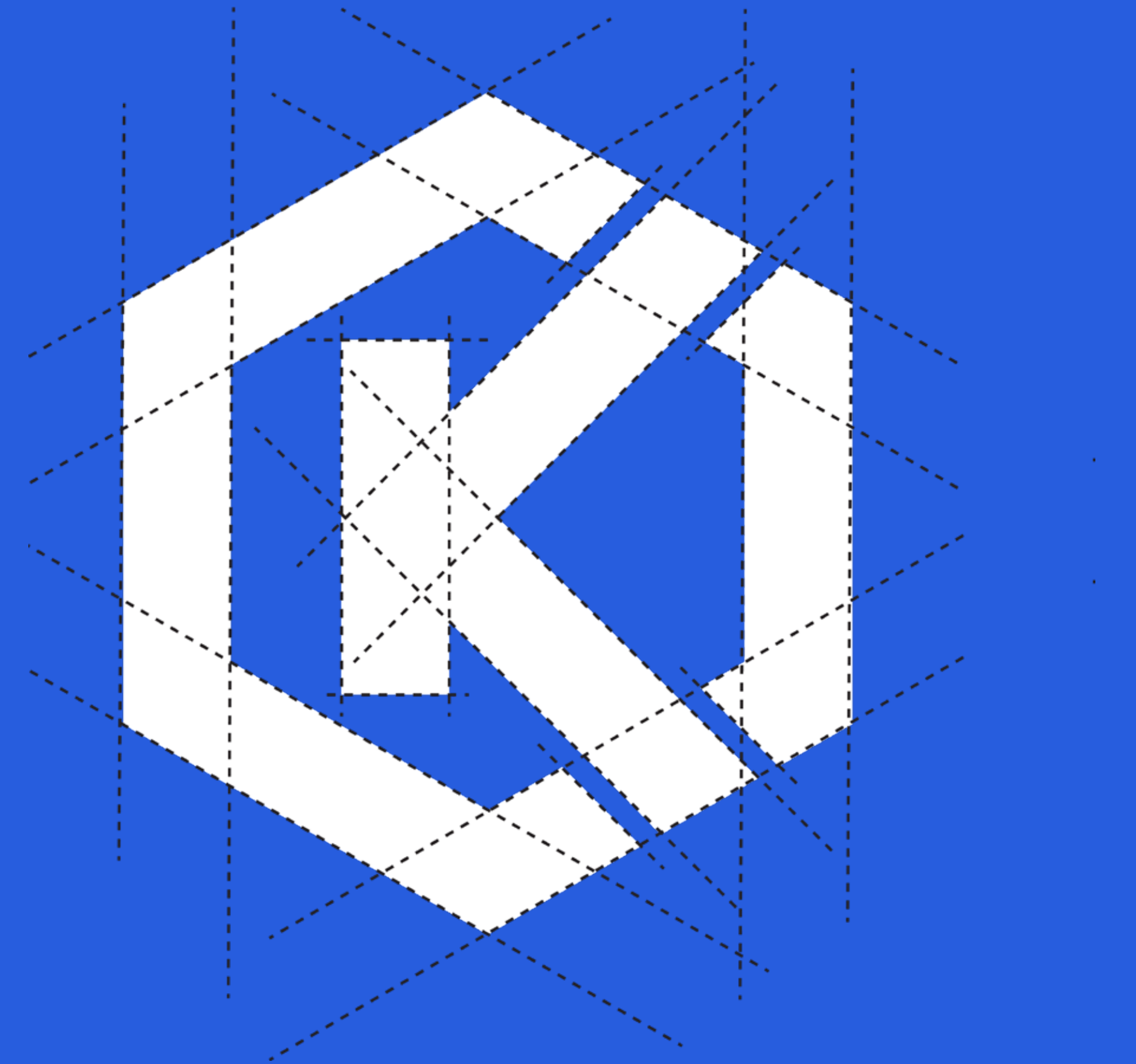


Brand Guidelines



Ver 1.0/November 2021



Table Of Content

01. – Logo

04. – Typography

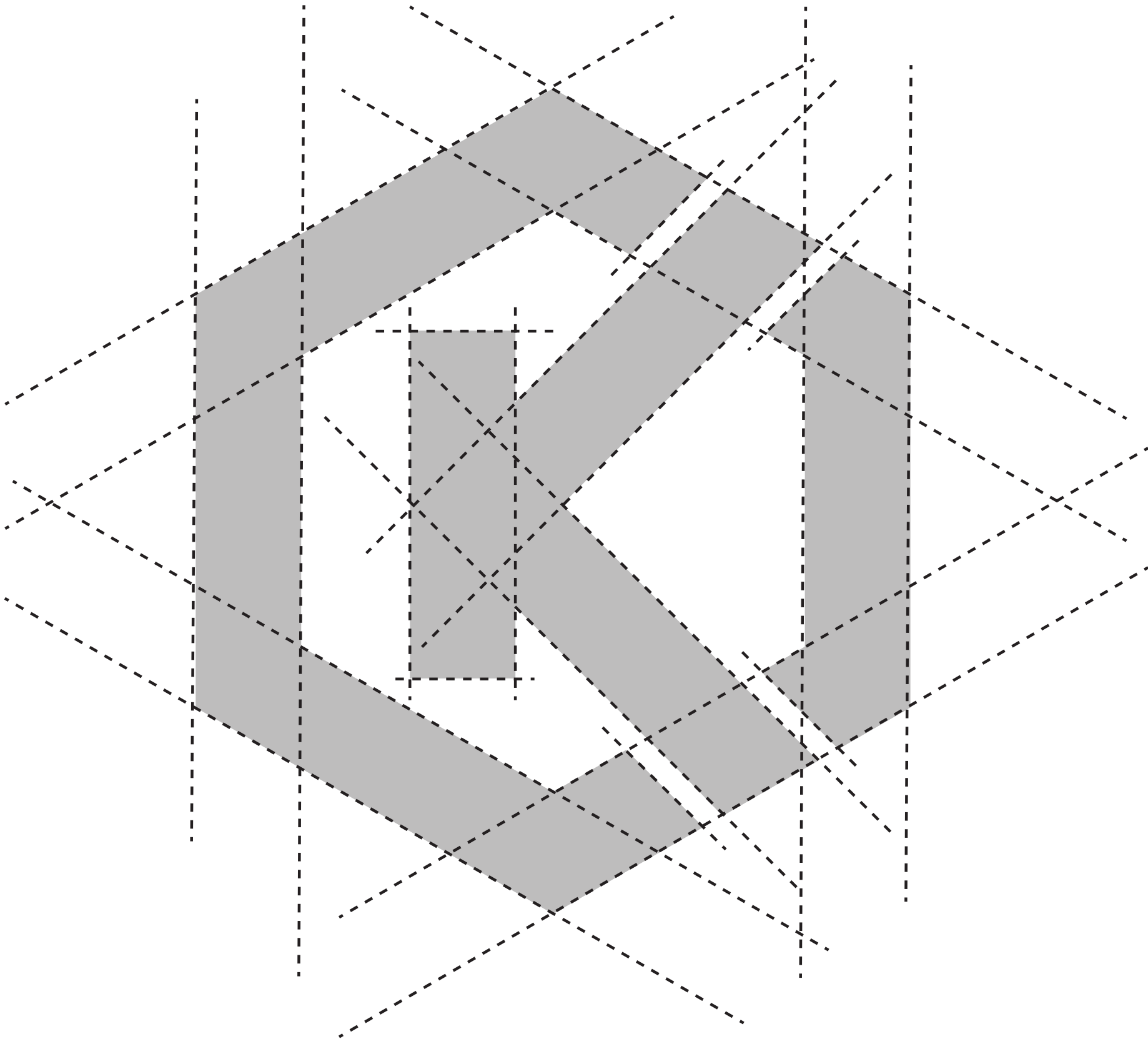
02. – Subsidiaries

05. – Brand

03. – Colors

01. — Logo

Construction



Logo Fonts

Gilroy

Regular

A B C D E F G H I J K L M N

O P Q R S T U V 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 x y z

1 2 3 4 5 6 7 8 9 0



Logo Don'ts



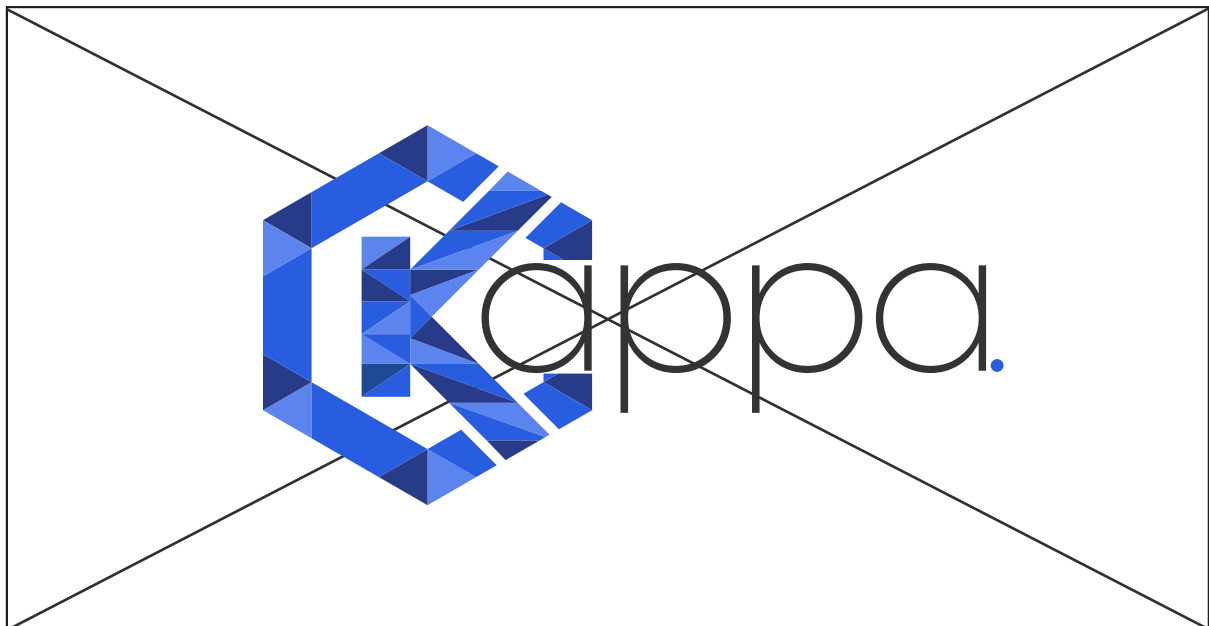
Don't Stretch Logo



Don't Use Busy Background



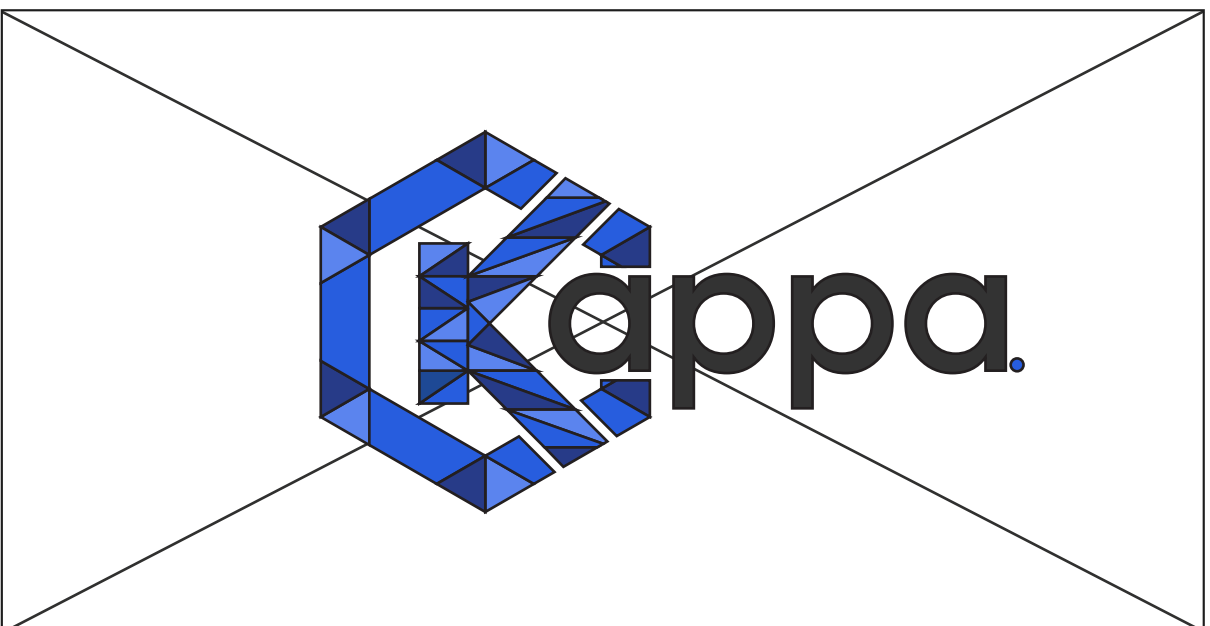
Don't Change Logo Colors



Don't Change Logo Font



Don't Use Background Matching Logo Colors



Don't Give Stroke to Logo

Logo Do's



Give Opposite Color Background to logo with Busy Background



Use White Version For Dark/Colored Background



Use Only Graphics for Icon Use

02. — Subsidiaries

Subsidiaries



Enable Decentralized Finance.



Protect. Everything. Crypto.

Subsidiaries



Cross-chain DEX without the fees.



Connecting Blockchains, for the people.

Subsidiaries

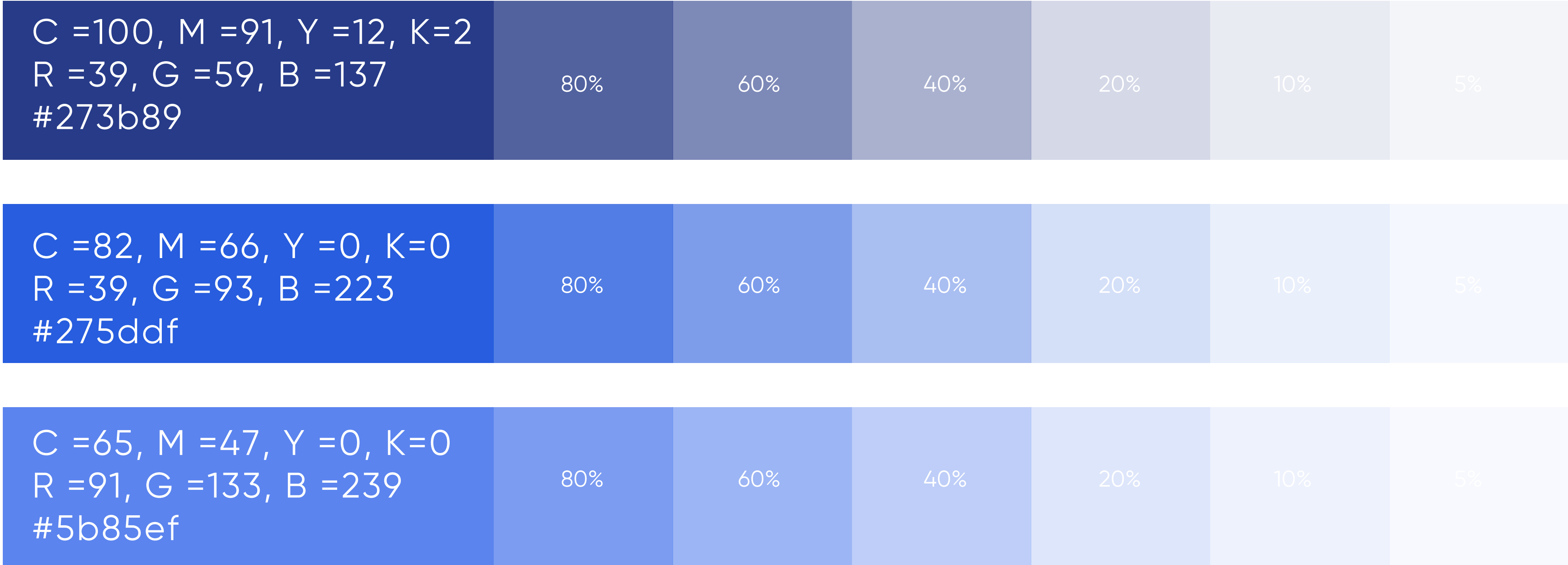


Payments. Loans. Payroll.



Everyone deserves piece of mind.

03. — Brand Colors



04. – Typo- Graphy

Heading Use

Gilroy

Semi Bold

A B C D E F G H I J K L M N

O P Q R S T U V 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 x y z

1 2 3 4 5 6 7 8 9 0

Lorem Ipsum

Paragraph Use

Gilroy Regular

A B C D E F G H I J K L M N

O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p

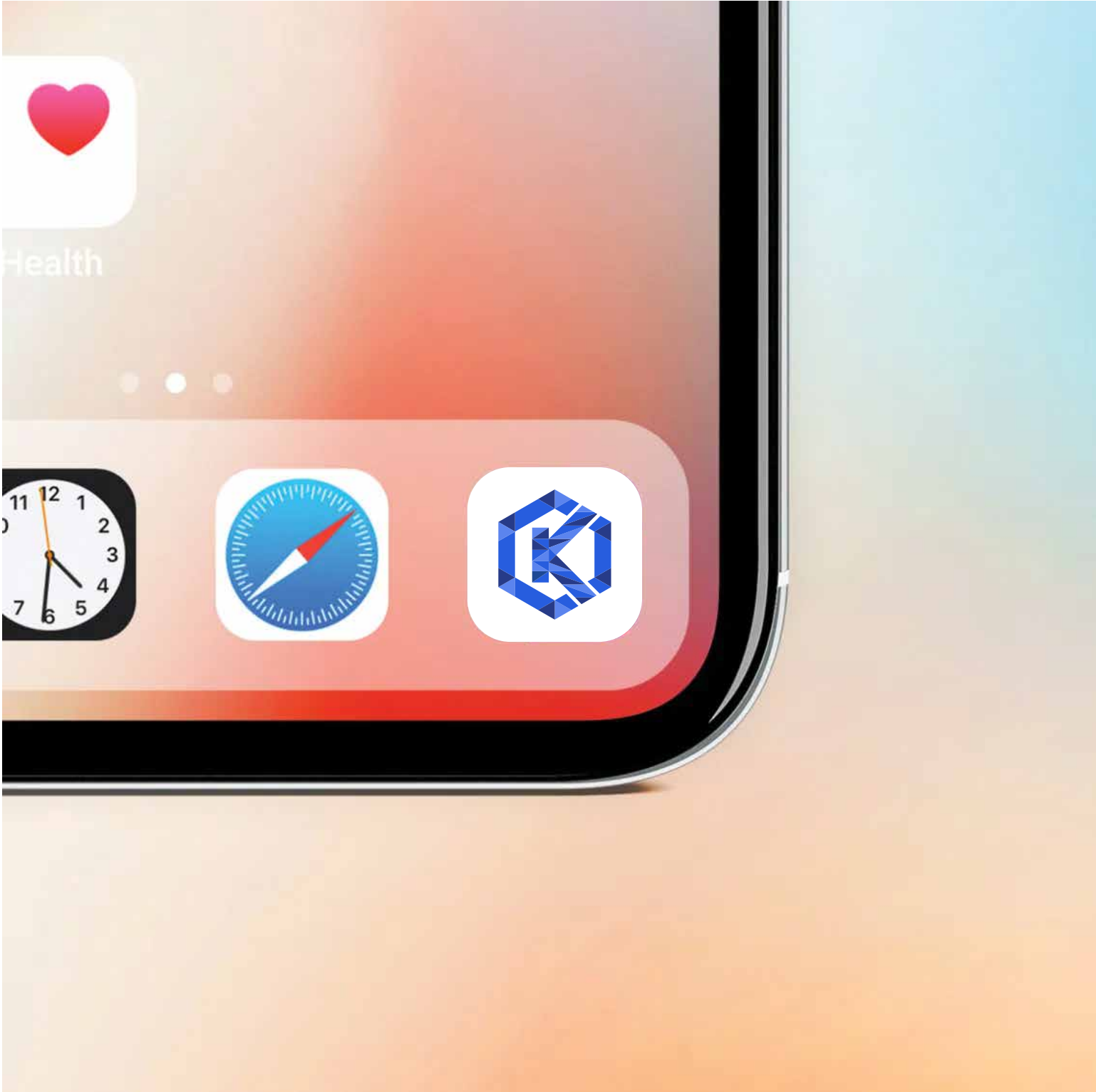
q r s t u v x y z

1 2 3 4 5 6 7 8 9 0

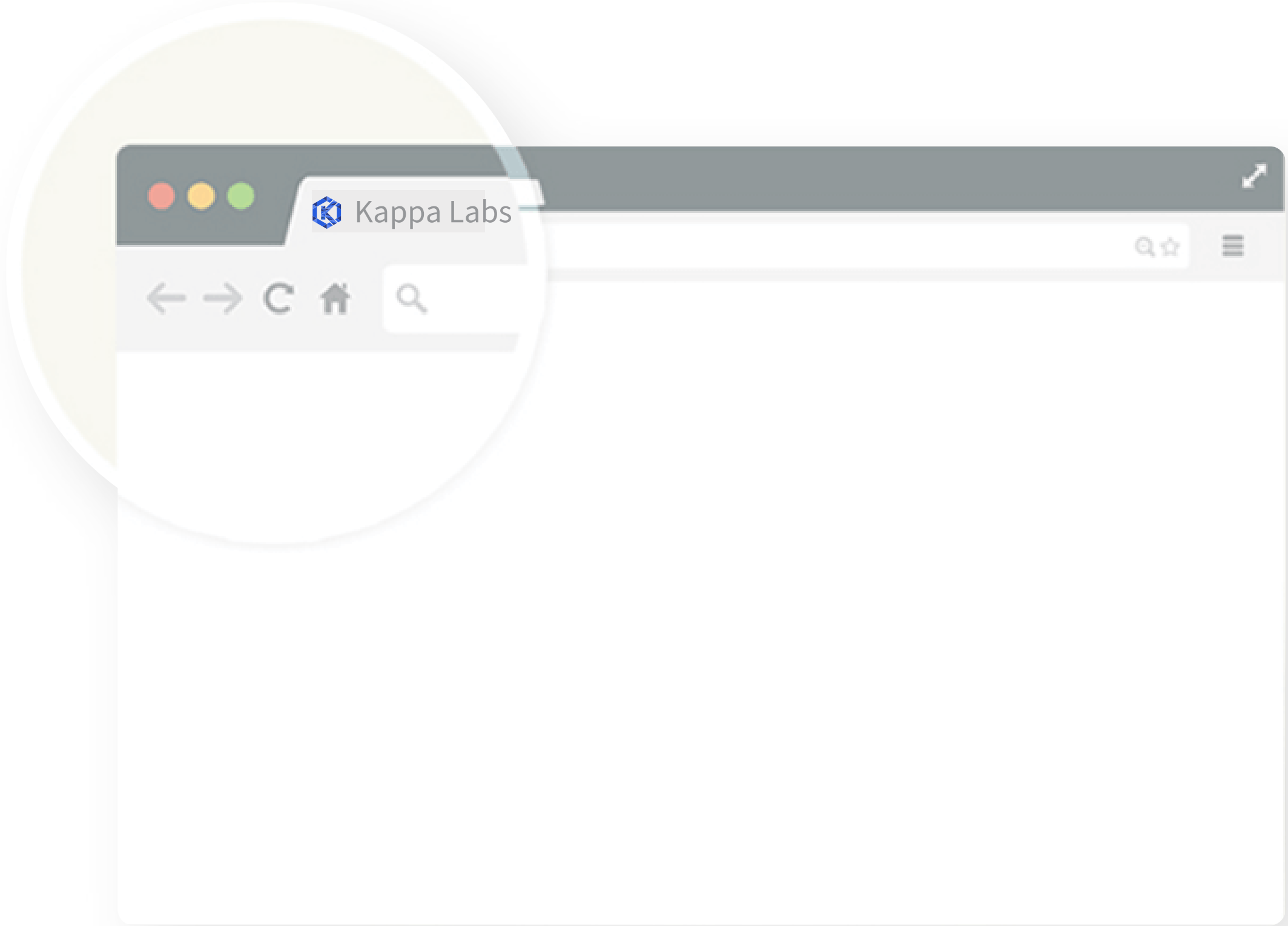
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

05. – Brand Presentation

App Iconography



App Iconography



Merchandise



Merchandise



Merchandise

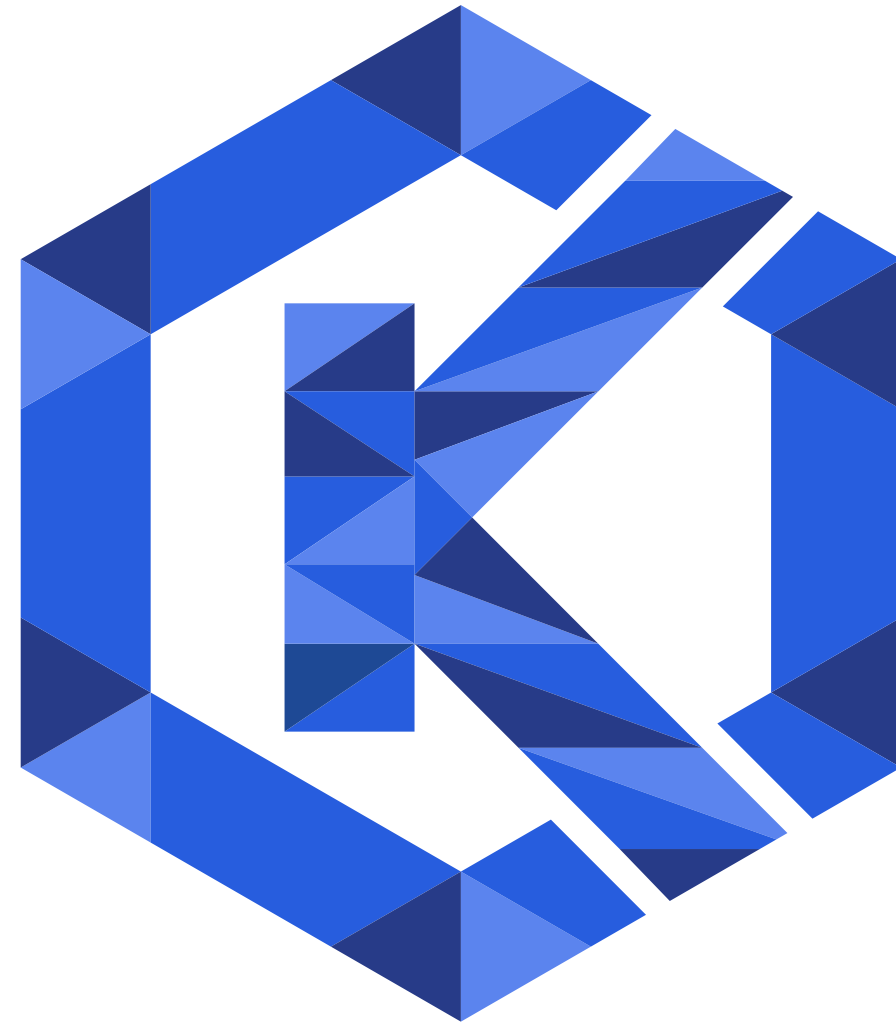


Merchandise

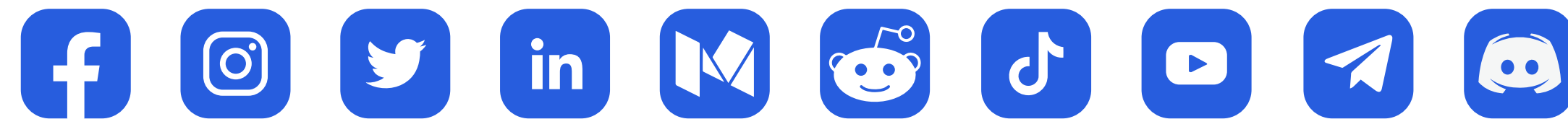


Merchandise





For news and updates follow us on



Visit us at kappalabs.io