



KINO BIOTECH

Brand Guidelines

# Welcome

This document was created to help you understand the Kino Biotech brand elements that make up the visual identity system and how to use them. It is critical that we all work together to communicate the Kino Biotech brand consistently so that visitors, partners, investors and others understand what makes this development special. The more consistently we present the Kino Biotech brand, the easier it will be for people to recognise our communications and offerings and become loyal to our brand. Please take time to understand and how to apply these brand guidelines.

---

## Design Direction 3

---

### Visual Identity System

Logotype	4
Colour Definition	12
Typography	13

---

### Application Design

Name Card Design	15
------------------	----

---



Design Direction  
**The Gateway To Wellness**

Exploring The Infinite World Of Wellness



THE  
GATEWAY



+

THE  
INFINITY SYMBOL



=



## Horizontal Logo

### Full Colour - Clear Space & Minimum Size

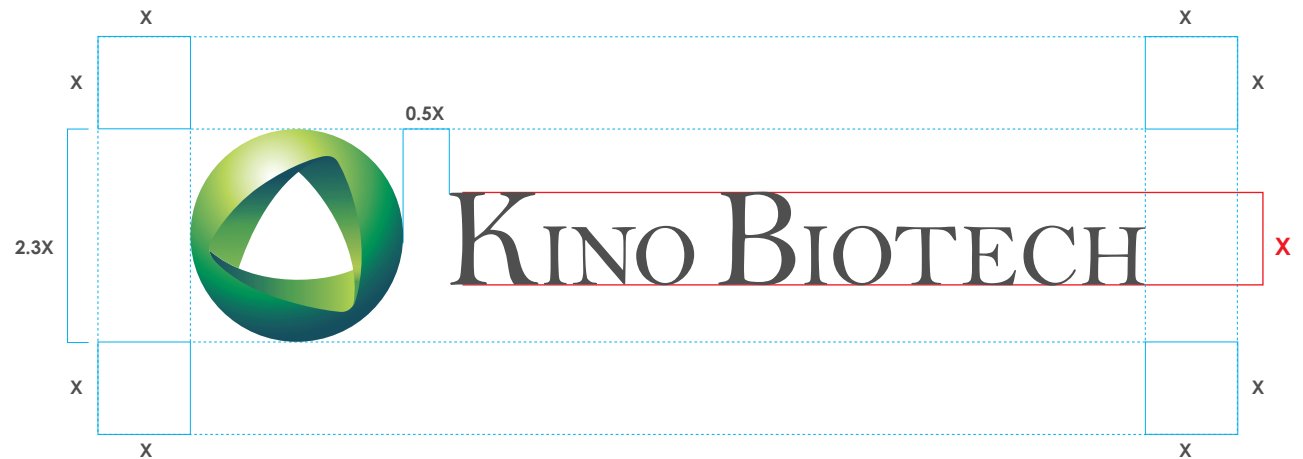
The Kino Biotech Logo must always be placed in a free-standing and independent position on the page or surface. It must always be clearly legible and in harmony with the other design elements.

For this reason, there is a clear space zone for the logo that must be free of other design elements. There should be an minimum all-round clear space of at least twice the height of the letter 'K'. This simple and fundamental rule is easy to apply in any context.

#### Note

The Kino Biotech Logo should only be reproduced from the master artworks and should never be redrawn or altered in any way.

The master artworks are provided in various digital formats on the Artwork CD.

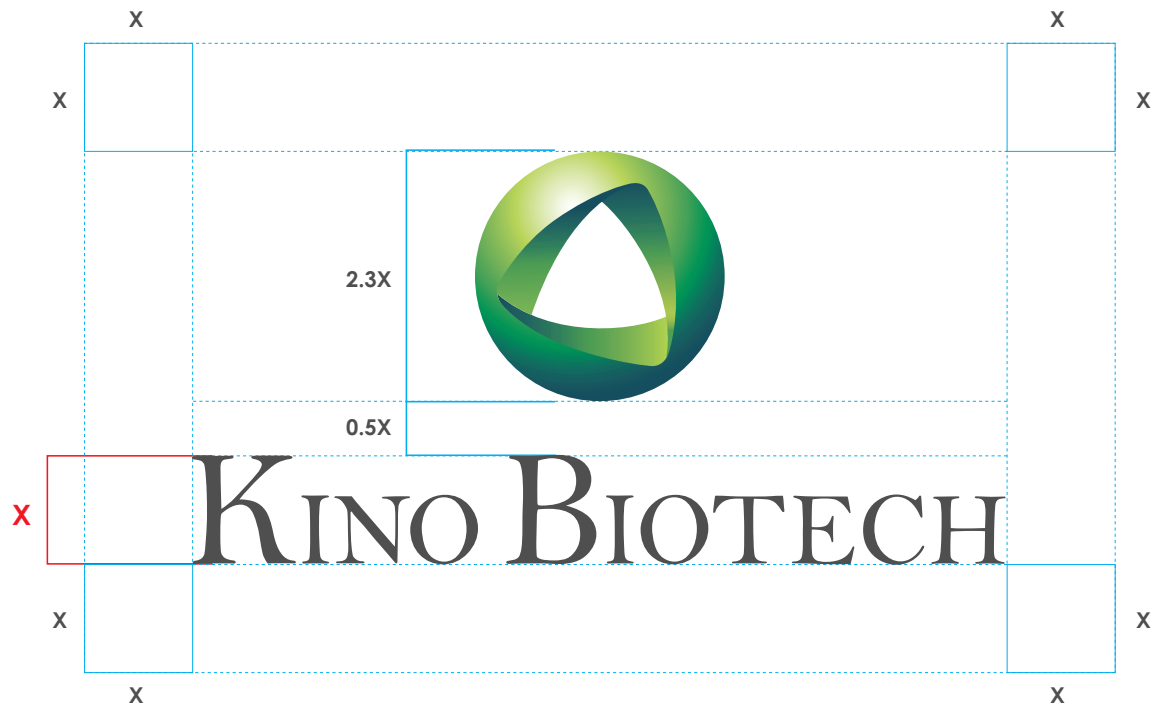


**K** ] **x** = Height of letter K



Vertical Logo (Alternative Lockup)  
**Full Colour - Clear Space & Minimum Size**

K x = Height of letter K



## Logo With Mandarin Descriptor Full Colour - Clear Space & Minimum Size



K   X = Height of letter K

## Horizontal Logo Variations

1. Full Colour Logo On Royal Purple



2. Black & White Logo On Reverse Background



3. Full Colour Logo On White Background



4. Black & White Logo On White Background



## Vertical Logo Variations



1. Full Colour Logo On Royal Purple



2. Full Colour Logo On White Background



3. Black & White Logo On Reverse Background



4. Black & White Logo On White Background



## Vertical Logo Variations



1. Full Colour Logo On Royal Purple



2. Full Colour Logo On White Background



3. Black & White Logo On Reverse Background



4. Black & White Logo On White Background

## Logo - Misuses

The logo is a valuable asset and you should protect it from any misuse which will dilute its equity and effectiveness.

It is vital that we use the Kino Biotech logo in a consistent and disciplined manner. We must not alter or use it on inappropriate backgrounds.

Images illustrated here represent ways in which the logo should NEVER be used.

The logo must never be altered in any way and must only be used as shown in these guidelines.



DO NOT angle it



DO NOT use the logo as a tint or create transparency



DO NOT rearrange the logo



DO NOT use gradient on logotype



DO NOT change the logotype

## Logo - Misuses

The logo is a valuable asset and you should protect it from any misuse which will dilute its equity and effectiveness.

It is vital that we use the Kino Biotech logo in a consistent and disciplined manner. We must not alter or use it on inappropriate backgrounds.

Images illustrated here represent ways in which the logo should NEVER be used.

The logo must never be altered in any way and must only be used as shown in these guidelines.



DO NOT apply the logo on a Mint Green background



DO NOT use the reverse logo on a very light background



DO NOT distort the logo (horizontally or vertically)



DO NOT add a drop shadow



DO NOT outline the logotype



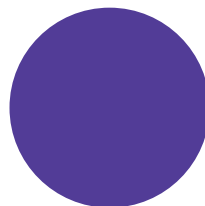
DO NOT change the type to any other color

## Color Definition

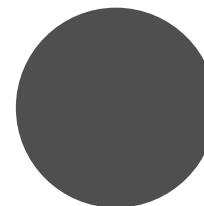
**Our brand colours are instantly recognisable and define who we are.**

These colours instantly create brand recognition and are valuable to Kino Biotech. These colours should be represented at the corporate level where possible.

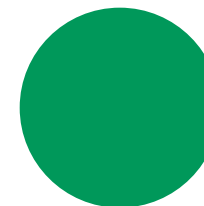
If printing using CMYK or 4-Colour Processing, always compare and match colours to the Pantone references using a Pantone chip book available at the marketing department.



**Royal Blue**  
Pantone 2685C



**Carbon Grey**  
Pantone 445C



**Mint Green**  
Pantone 356C

<b>Print</b> CMYK	90C 99M 0Y 8K	52C 23M 30Y 74K	91C 4M 100Y 25K
<b>Screen</b> RGB	51R 0G 114B	80R 87G 89B	0R 122G 51B

NOTE: INITIAL RGB AND CMYK COLOUR CODES HAVE BEEN SOURCED FROM [WWW.RGB.TO](http://WWW.RGB.TO)

## Typography

Typography plays an important role in breathing character into our brand. It may reinforce our messaging visually. By using a specially selected typeface consistently, it unifies our communication materials and creates a strong, distinct look and feel.

The typeface Century Gothic was selected because of clean and progressive lettering. A timeless typeface commonly used to express gravitas.

# Century GOTHIC

# 123 Bold

“Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo nore veritatis et quasi architecto **beatæ vitæ dictasēd quia** consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt”

---

1. Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Typography - Principles

There are 3 golden rules you must following when creating content:

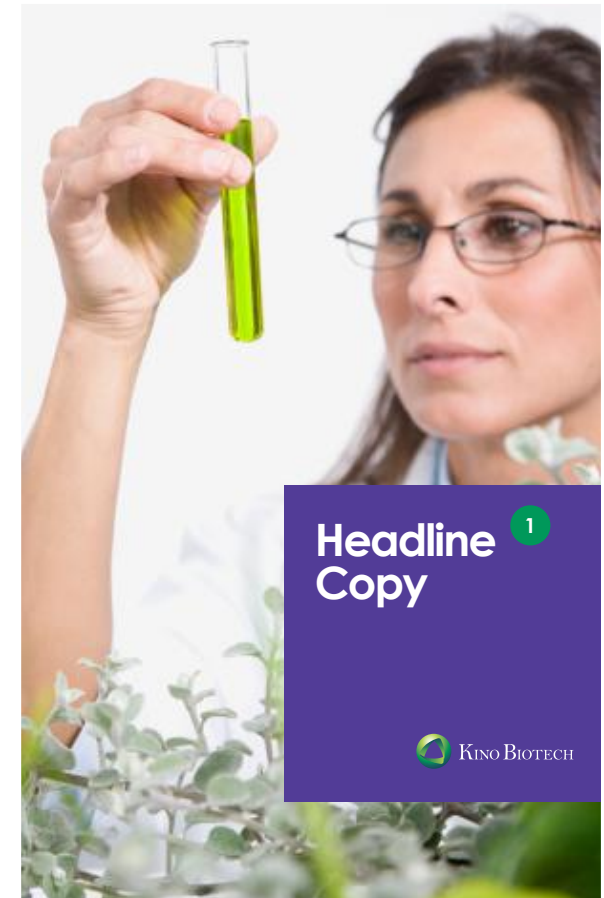
- 1 Always use Century Gothic (Bold) for heading copy
- 2 To differentiate sub-headline from the body content, you can either increase it size or use Century Gothic (Bold) to create emphasis.
- 3 Body copy must always be in Century Gothic (Regular). The only exception is when you would like to emphasis a word or phrase - use Century Gothic (Bold)

KINO BIOTECH

1 **Always Use Century Gothic (Bold) For Heading Copy**

2 **Sub-Headline**

3 Body Copy edut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quibllontore veritatis.



## Application Design Name Card Design - Concept

### 1 Horizontal Layout



### 2 Vertical Layout





174 PAYA LEBAR ROAD #04-02 SINGAPORE 409030  
TEL: (65) 62813888 [WWW.KINOBIOTECH.COM](http://WWW.KINOBIOTECH.COM)