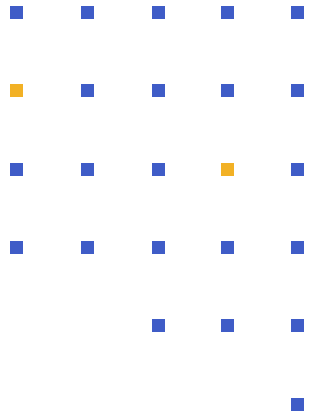




Branding Visual Style Guide

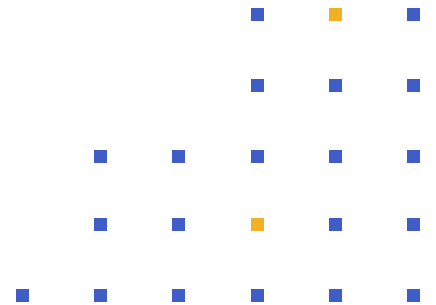


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Brand Guideline Summary

This brand guideline summarizes the foundation blocks of the Kiteworks brand. These guidelines help the readers to understand the core messaging of the brand along with the visual hierarchy of elements that supports its function within the organization and the customers that build it. Use these standard practices in order to achieve consistency that is distributed in its platform.

To learn more about the brand, email us at marketing@kiteworks.com or visit kiteworks.com.

Our mission

Empowering organizations to ensure regulatory compliance and effectively manage risk in every send, share, receive, and save of sensitive content.



Our tone of voice

Professional

Ensure regulatory compliance and effectively managing risk is mission-critical for companies. As such, we must represent our brand professionally.

Innovative

Staying ahead of the adversary requires innovation. We embrace and challenge each other to answer the question, “what’s next?”

Aspirational

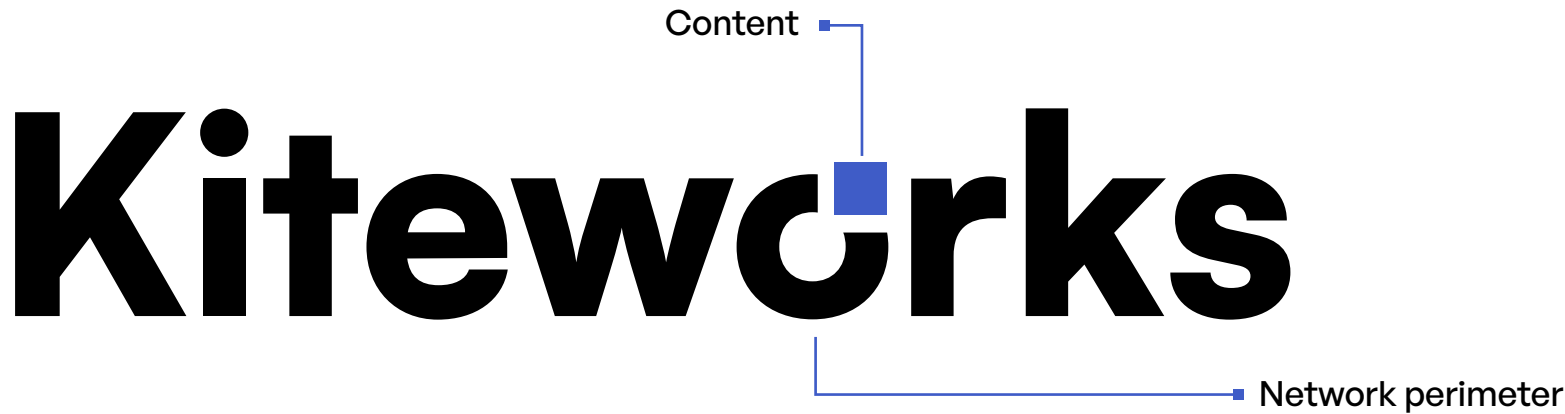
We believe that all meaningful outcomes begin with an impactful objective and we strive to define objectives that will deliver significant positive change.

About Kiteworks

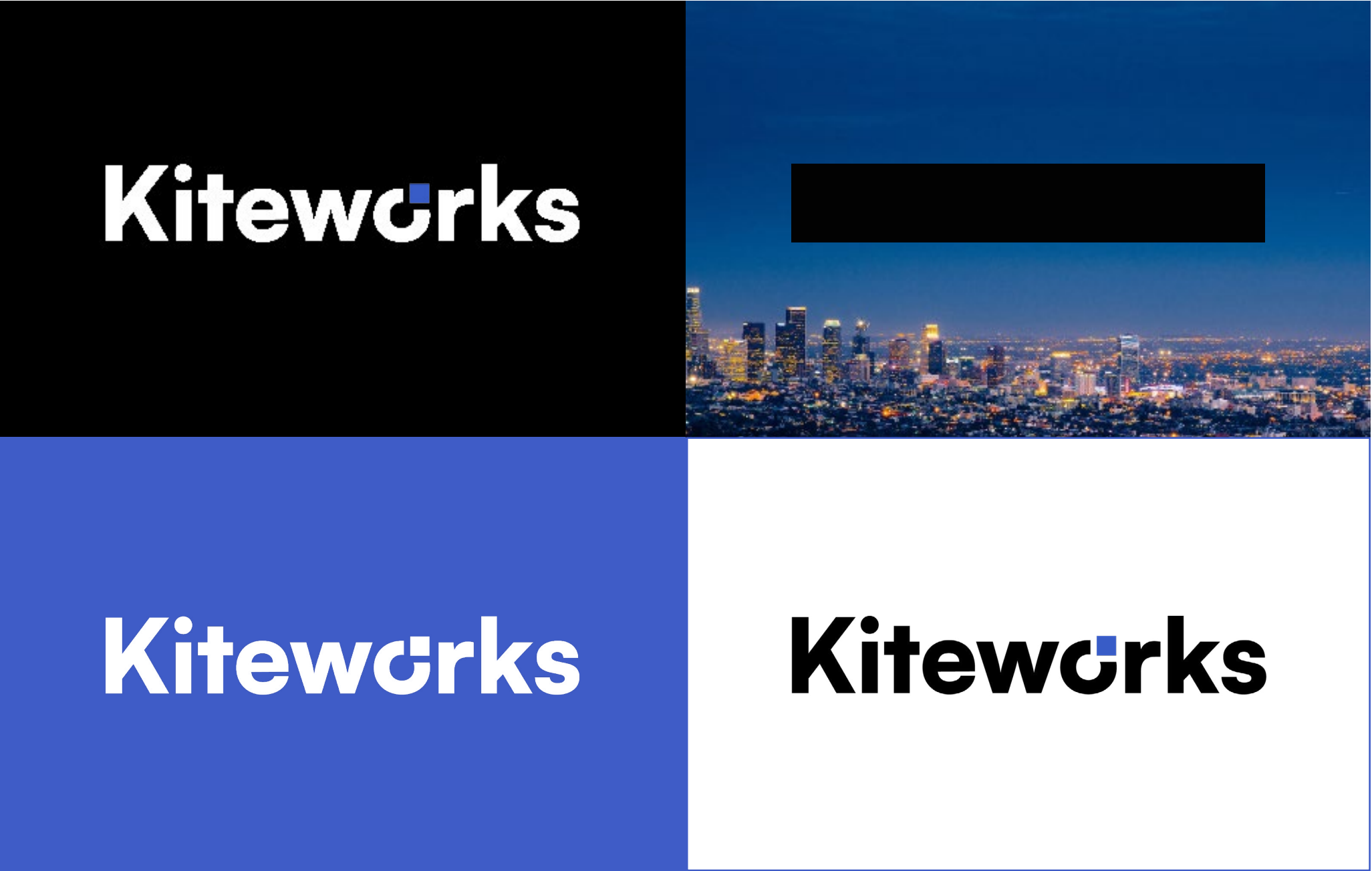
Kiteworks mission is to empower organizations to effectively manage risk in every send, share, receive and save of sensitive content. To this end, we created a platform that delivers content governance, compliance, and protection to customers. The platform unifies, tracks, controls and secures sensitive content moving within, into, and out of their organization, significantly improving risk management and ensuring regulatory compliance on all sensitive content communications.

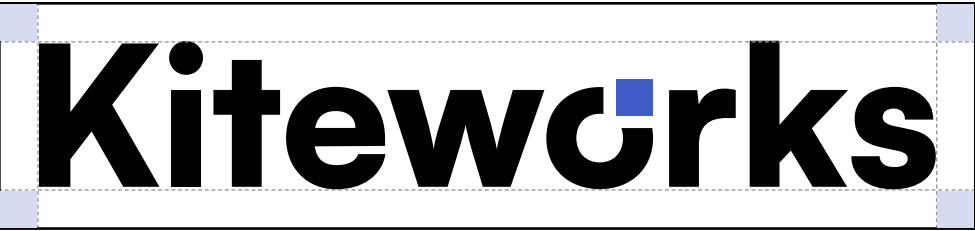


Logo
Identity design



Kiteworks reflects our brand tone and voice while subconsciously reflecting our mission through the icon. The icon is made up of the letter “O” and a square. The blue square represents the content. The placement and design indicates movement in relationship to the “O” wherein the “O” represents the network perimeter. Together, this represents content moving within, into, and out of your network perimeter. The blue for the blue team, signifies its protection.



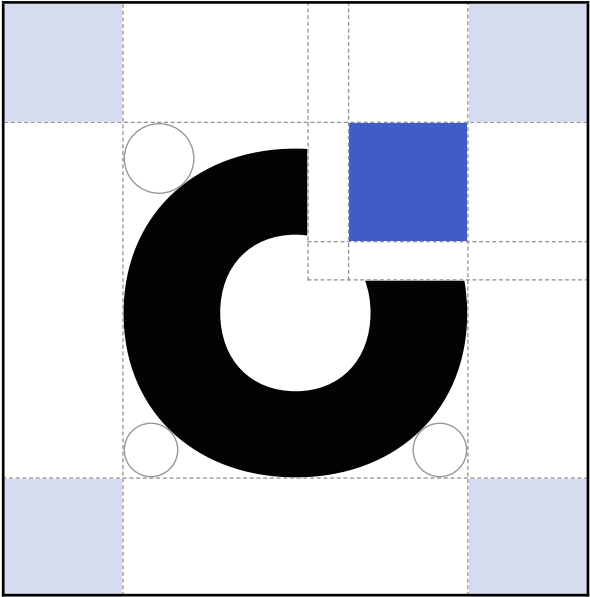


Wordmark

The identity of Kiteworks should be identifiable and unique. To ensure no texts or images will overlap the logo, use the height of “K” as your clear space between the elements and the logo. Use the wordmark logo in designated applications as the main identity representing the brand.

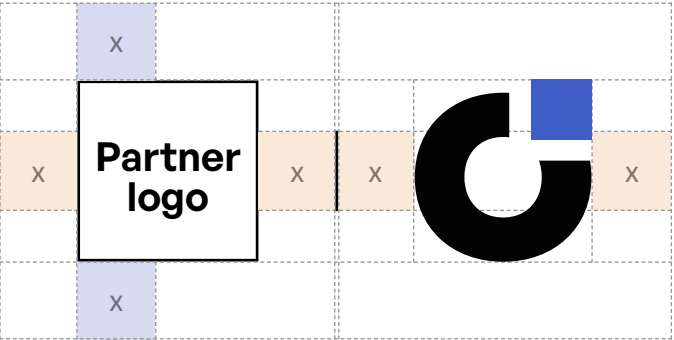
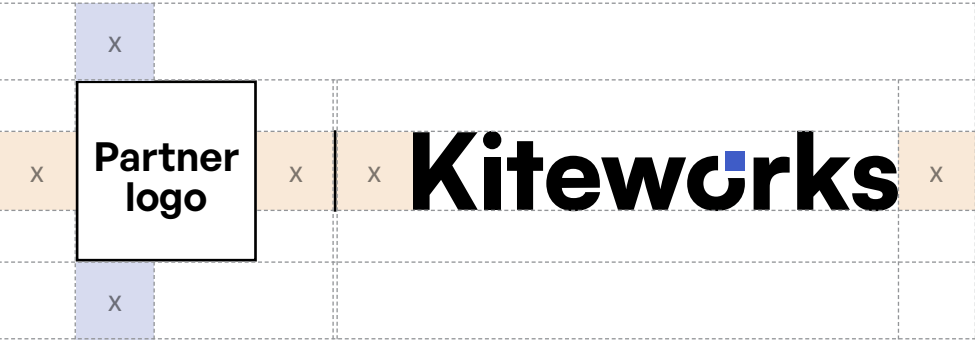
Iconmark

The iconmark is a small symbol of the wordmark that can be used in smaller applications where the logo is hard to read and not suitable to its size format. Use the height of the icon as your clear space so that the iconmark has sufficient space between the elements and the brand.



Partner logos

Partner logos are used for brands that have been clients of Kiteworks. For partner logos of Kiteworks, use the height of “K” to have a space between the partner logo, the divider, and the Kiteworks logo. The divider should be 1 pt equal to the height of Kiteworks while using the black color of Kiteworks.



Logo resizing

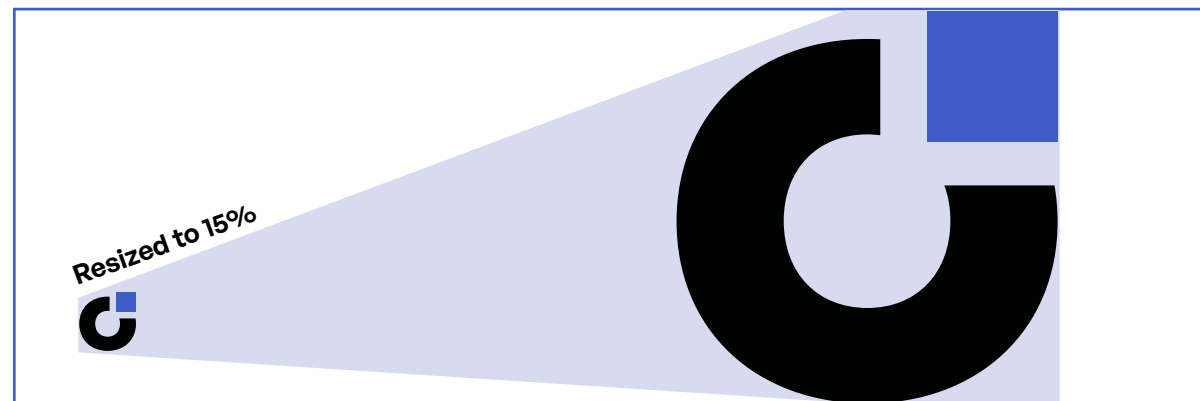
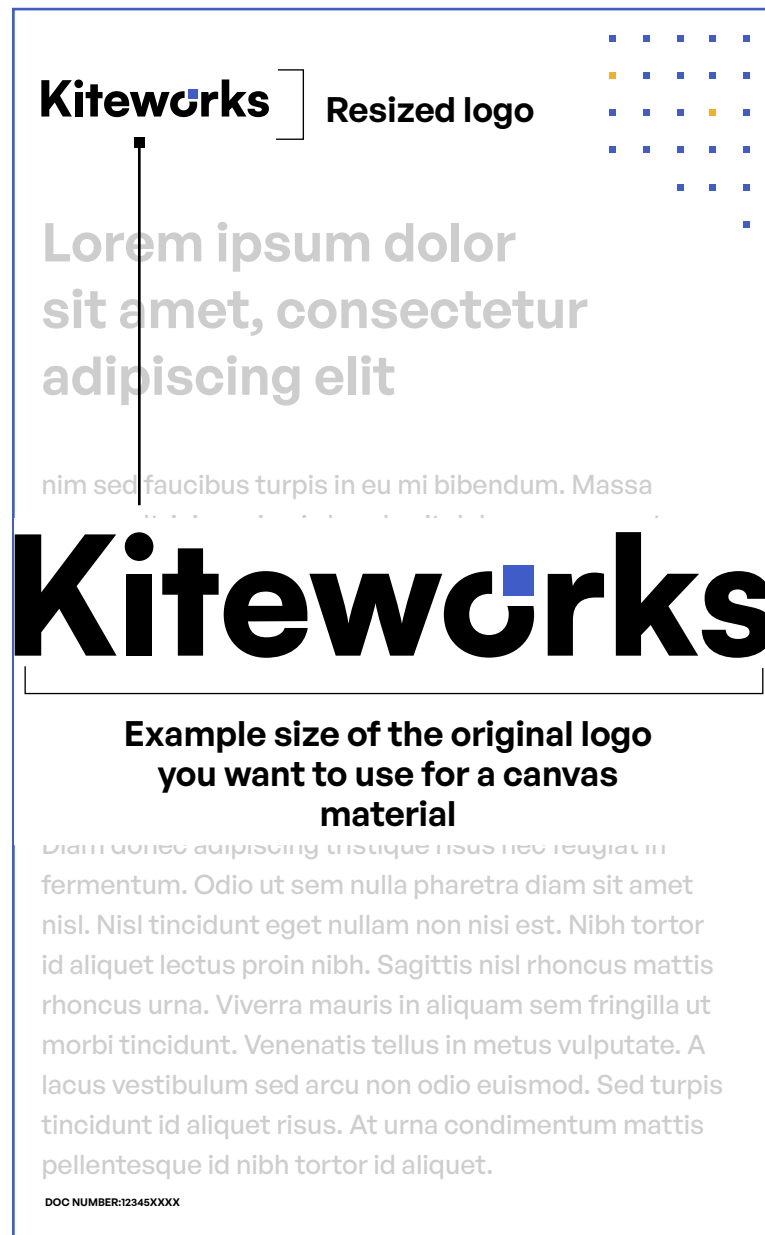


On the logo resizing, we need to describe the point at which the logo becomes too small to recognize the “o” and the square icon.

For large to medium size collaterals, use the wordmark logo to represent the company brand. If the size collaterals are too small for the wordmark to read in such as thumbnails or preview image assets, use the iconmark to represent the brand itself.

If the icon isn’t suitable enough to fit the kiteworks brand, it is recommended to type the word out using Arial font.

Example logo resizing for A4 size



Example resizing for small thumbnail size

Minimum wordmark logo size: 20%

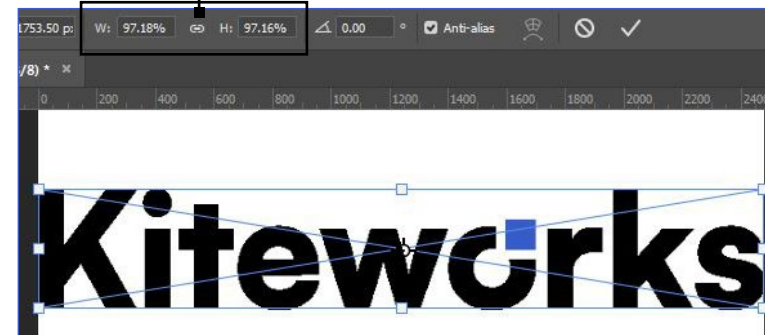
Minimum iconmark logo size: 15%

How to resize the logo

The logo has its own different sizes depending on how large or small it is in the source file. If the original size of the logo doesn't fit to the suitable canvas size of your artwork, follow the instructions below:

1. Import the logo to the canvas size.
2. If you drag the logo to the canvas size where it fits the canvas size you created, just click Enter to copy the size of your canvas area. If you drag the logo that has doesn't occupy the same size of your canvas area, resize the logo format to its full width or the same size of your artwork to occupy the whole space.
3. Look for the panel window where it indicates the size of your file. The panel shows the "W" for width and "H" for height of the image size. Make sure you click the link icon so that the size of the file are proportionate to each other when resized.

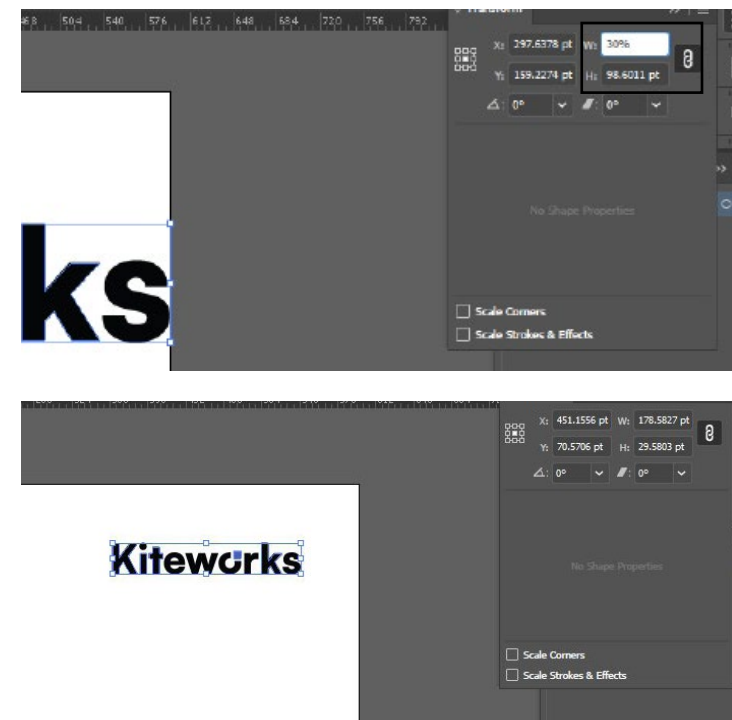
Example canvas area in Photoshop. 



4. In the text box, type the percentage number and click OK.
(Example: 50%, 20%, 80%)

***If the image size indicates in different type of measurement (e.g., inches, centimeters, pixels, etc.), just type the number and the percentage symbol to automatically resize the logo.**

Example canvas area in Illustrator.



Restrictions



Do not change the color of the logo.



Do not compress or stretch the logo.



Do not put the logo in the inappropriate color background. Use the brand colors and the style guidelines.



Do not place the logo into gradient color.



Do not change the placement of the blue box in a different location.



Do not add borders to the logo.



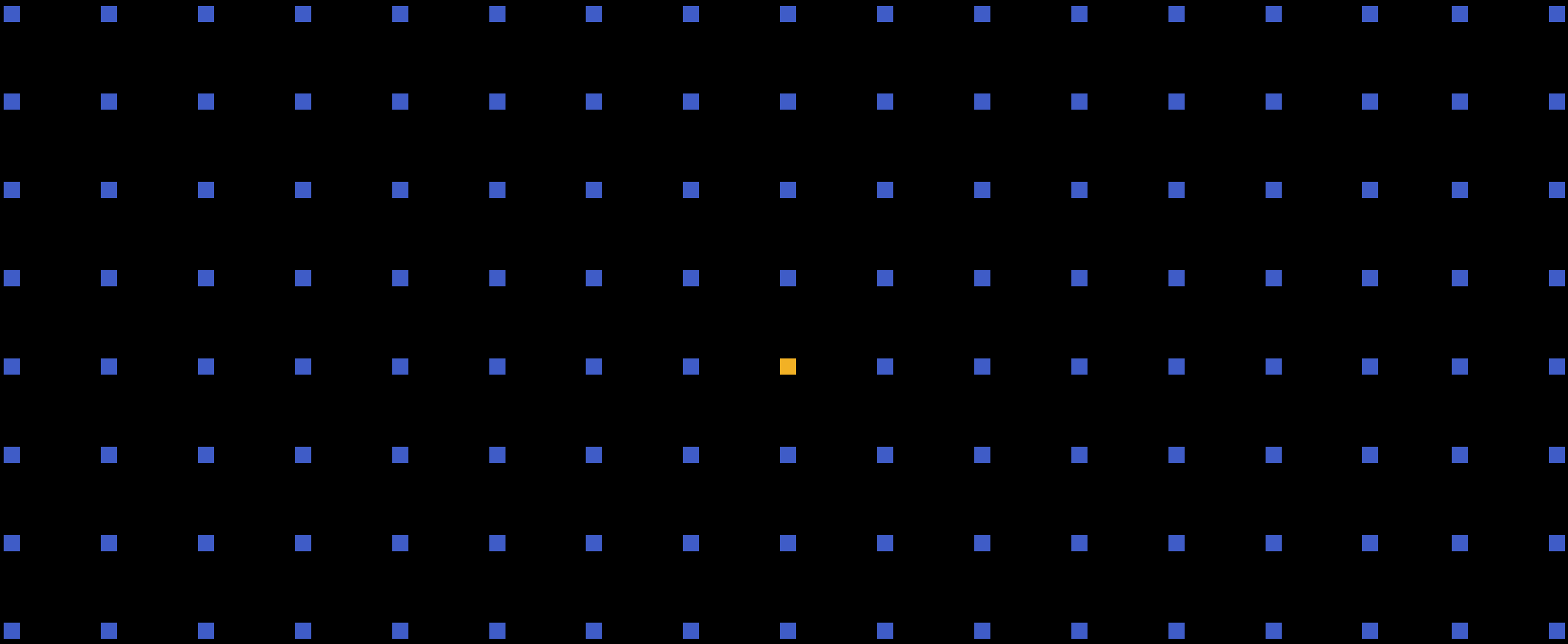
Do not change the size of the blue box of the logo.



Do not add shadow or any types of effects to the logo.



Do not put the logo in a busy imagery background that overlaps the logo.



1 2 3 4 14

Typography

General Sans

A

B

General Sans is a rationalist sans serif typeface created by Frode Helland. With its bold and clean structure of typeface, you may think of it as another Helvetica font family. The typeface suits well to the Kiteworks brand identity because each word is easy to read and perfect to stylize in typography design.

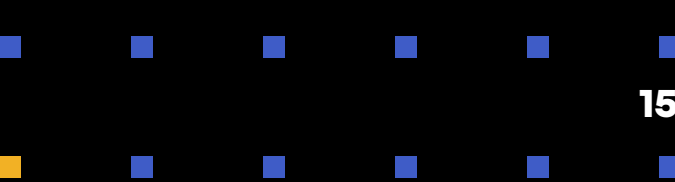
Style

Regular

Medium

Semibold

Bold



Title | 80 pt

This is your title.

Subtitle | 50 pt

This is your subtitle.

Body | 13 pt | 10 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eu nisl nunc mi ipsum faucibus vitae. Elit eget gravida cum sociis natoque. In tellus integer feugiat scelerisque. Nulla facilisi morbi tempus iaculis urna id volutpat lacus laoreet. In ante metus dictum at tempor commodo ullamcorper. Arcu risus quis varius quam. Venenatis tellus in metus vulputate eu scelerisque felis.

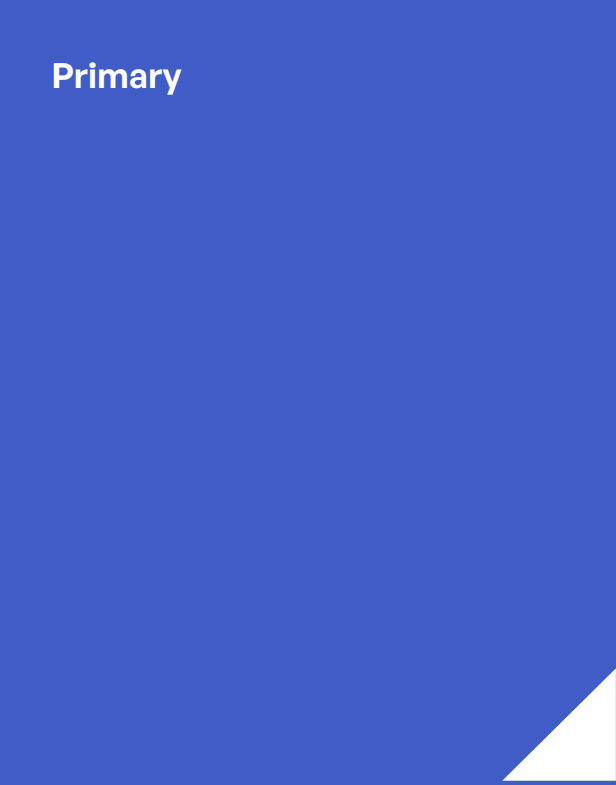
Heading | 20 pt

This is your heading.

Subheading | 15 pt | 12 pt

This is your subheading.

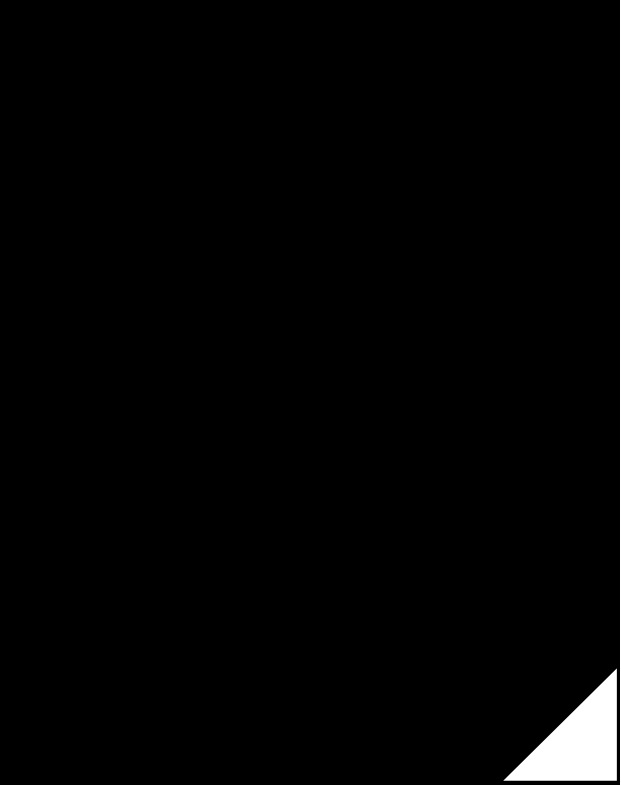
Brand Palette



PANTONE 2726 C
RGB: 66 92 199
CMYK: 89 69 0 0
Hex: #425cc7



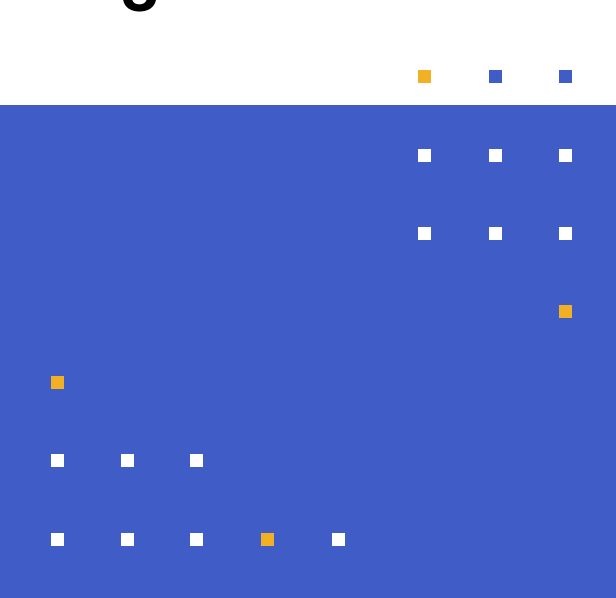
PANTONE 7409 C
RGB: 244 178 35
CMYK: 3 32 98 0
Hex: #f4b223



BLACK
RGB: 0 0 0
CMYK: 75 68 67 90
Hex: #3d2d09

RGB: 17 23 50 CMYK: 93 86 49 62 Hex: #111732	RGB: 33 46 100 CMYK: 100 93 32 21 Hex: #212e64	RGB: 50 69 149 CMYK: 94 86 5 0 Hex: #324595	PANTONE 2726 C RGB: 66 92 199 CMYK: 89 69 0 0 Hex: #425cc7	RGB: 109 121 210 CMYK: 62 54 0 0 Hex: #6d79d2	RGB: 150 153 222 CMYK: 41 38 0 0 Hex: #9699de	RGB: 183 185 234 CMYK: 26 24 0 0 Hex: #b7b9ea	RGB: 220 219 244 CMYK: 11 11 0 0 Hex: #dcdbf4
RGB: 61 45 9 CMYK: 56 63 89 65 Hex: #3d2d09	RGB: 122 89 18 CMYK: 42 57 100 30 Hex: #7a5912	RGB: 183 134 26 CMYK: 27 45 100 6 Hex: #b7861a	PANTONE 7409 C RGB: 244 178 35 CMYK: 3 32 98 0 Hex: #f4b223	RGB: 247 193 90 CMYK: 3 25 76 0 Hex: #f7c15a	RGB: 252 207 131 CMYK: 119 56 0 Hex: #fccf83	RGB: 248 222 171 CMYK: 2 12 36 0 Hex: #f8deab	RGB: 250 239 213 CMYK: 2 4 17 0 Hex: #faefd5
RGB: 0 0 0 CMYK: 75 68 67 90 Hex: #3d2d09	RGB: 65 64 66 CMYK: 68 62 58 46 Hex: #414042	RGB: 88 89 91 CMYK: 64 56 53 28 Hex: #58595b	RGB: 128 130 133 CMYK: 53 43 41 6 Hex: #808285	RGB: 147 149 152 CMYK: 45 36 35 1 Hex: #939598	RGB: 167 169 172 CMYK: 36 28 27 0 Hex: #a7a9ac	RGB: 188 190 192 CMYK: 26 20 20 0 Hex: #bcbec0	RGB: 230 231 232 CMYK: 8 6 6 0 Hex: #e6e7e8

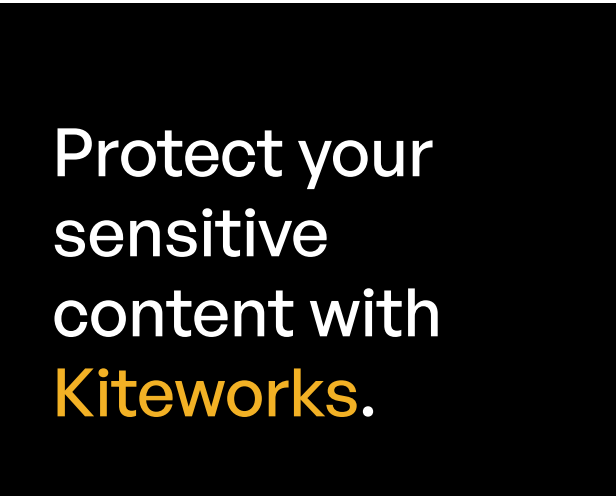
Usage



Use the colors to combine them in different varieties of visual elements.



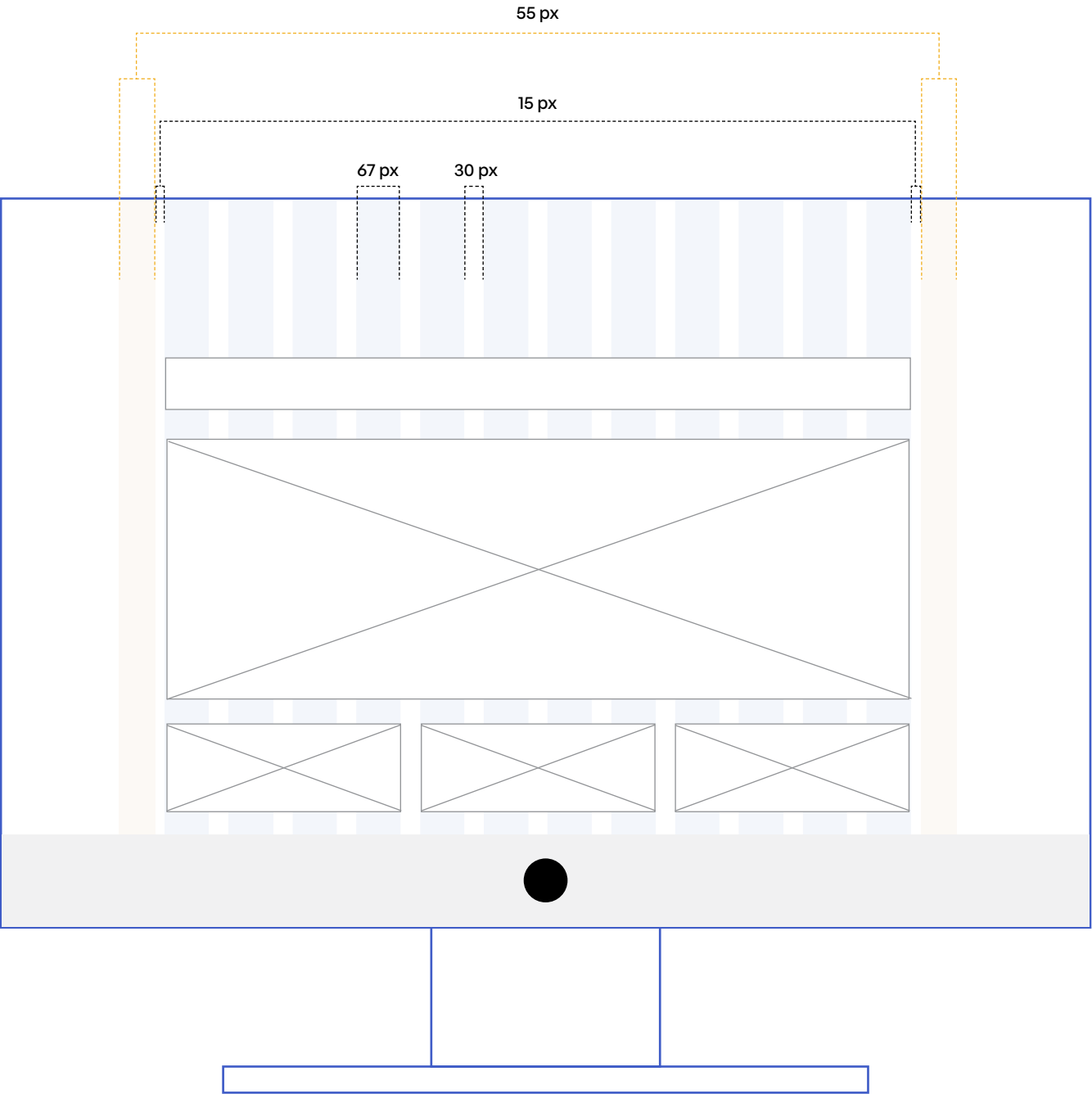
You can blend the colors in the stock photography to highlight or emphasize the subject that relates to the content.



Use the colors to highlight a particular word in a sentence or statement to emphasize its importance to the reader.

Grid System

The grid system can help you design your layouts proportionately. Use 12-column grid layout to align your contents in column grid equally.



Usage

Photography is another important visual element of Kiteworks because it reflects the people involved in making the brand possible. Just like sharing of sensitive content, the theme of the imagery is all about movement. It justifies that the content is always moving from one place to another in order to have a communication inside a system.

Scenery



Use photographic sceneries in daytime that involve the life in a city because it shows optimism toward people going to work.



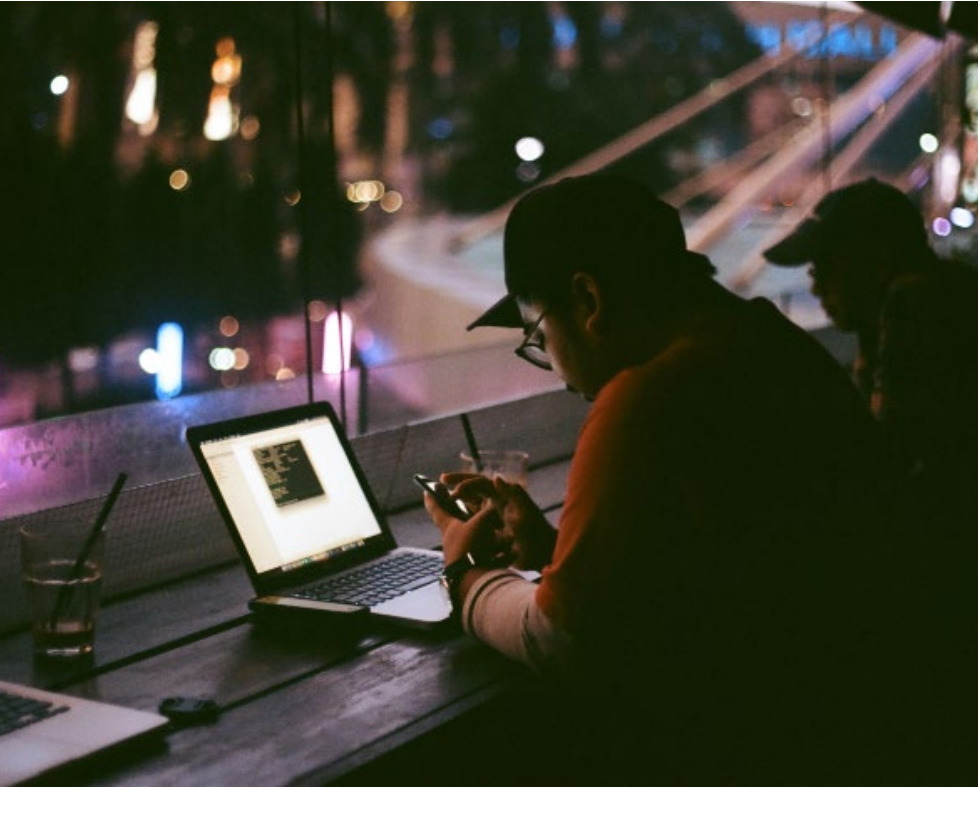
Use photographic sceneries at night that capture live ambiance and bright lights in the city, which create continuous change during the night.

The brand imagery focuses on two main points: 1.) Daytime scenery where it reflects positive and energetic vibes while doing serious work and 2.) Nighttime where it reflects progression because communication is endless.

People



Use photographic images of the people within the organization to empower organizations’ diverse work culture in helping businesses achieve constant growth.



Use photographic images of people at night to show the continuous support of an evolving cycle of technology in every aspect of business industry.



Personas

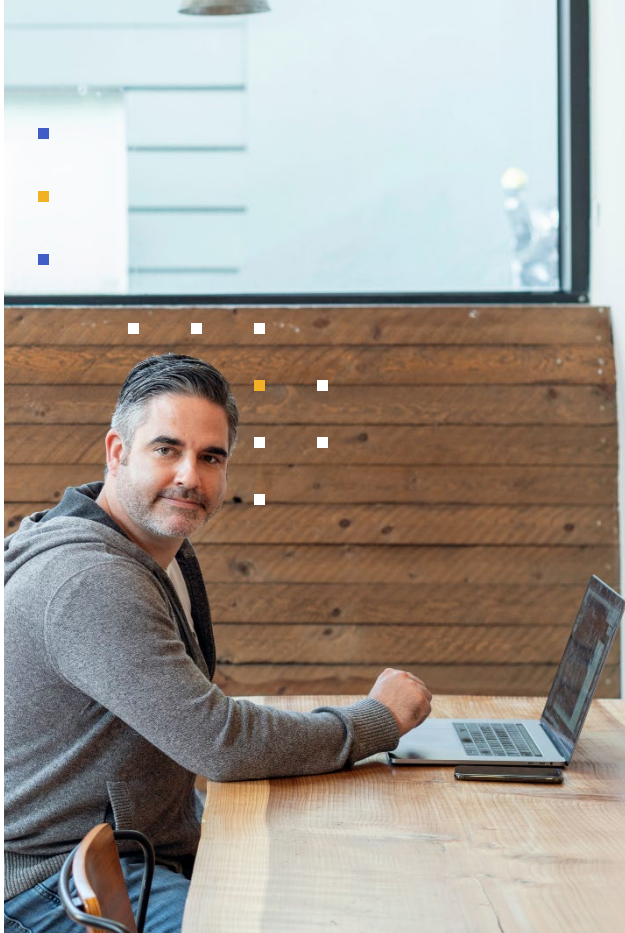
Personas are the primary audiences of the brand. By using photographic images of the persona, it helps to deliver the message easily to the audience because it unifies them and the brand as one, which creates a sense of importance and belonging to the business that revolves around it.

Use photographic images that focus on an individual and describe their role in the organization. If there is a group of people involved the photography, make sure that the focal point is on the person and not on the group of people.

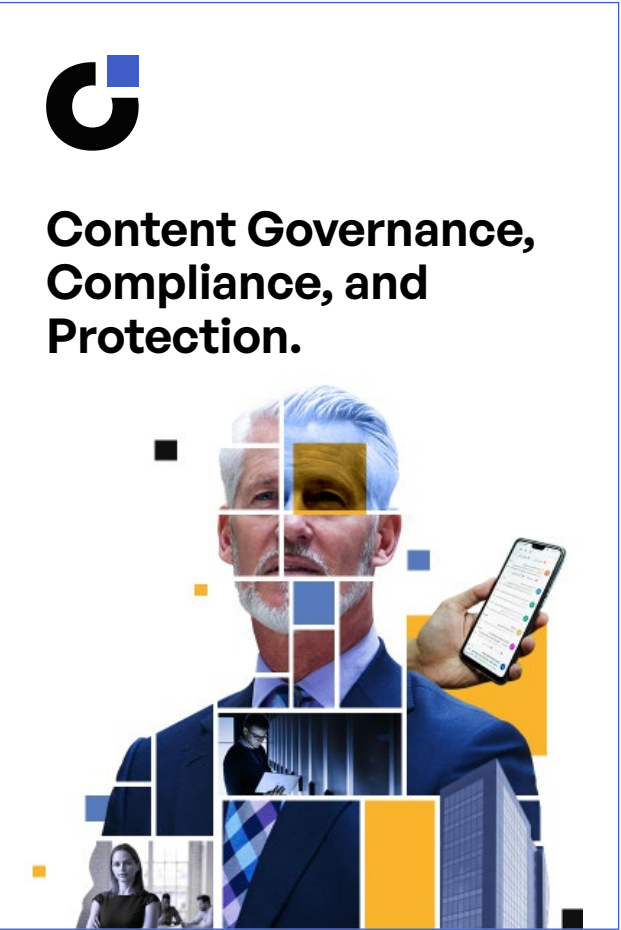
Graphics



Image in a colored background



Full image with design accent style



Abstract imagery in solid background

Design style guide

Design style guide allows the readers to understand how to create the design graphics of Kiteworks.

Follow the guided instructions to ensure consistency in all branding materials and applications.

Kiteworks brand logo in the upper left side the design graphics.

Font typeface: General Sans Semibold

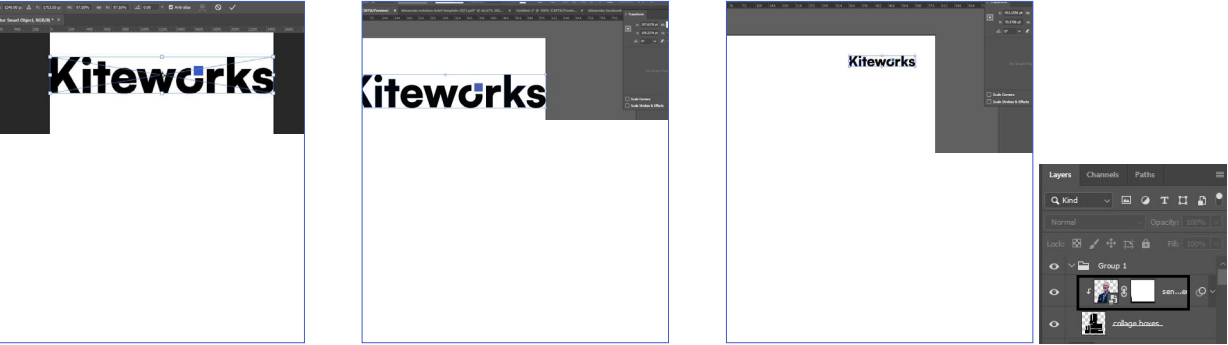
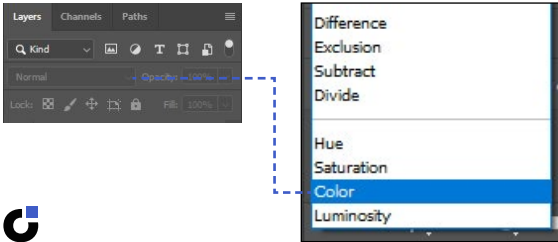
For image with color background



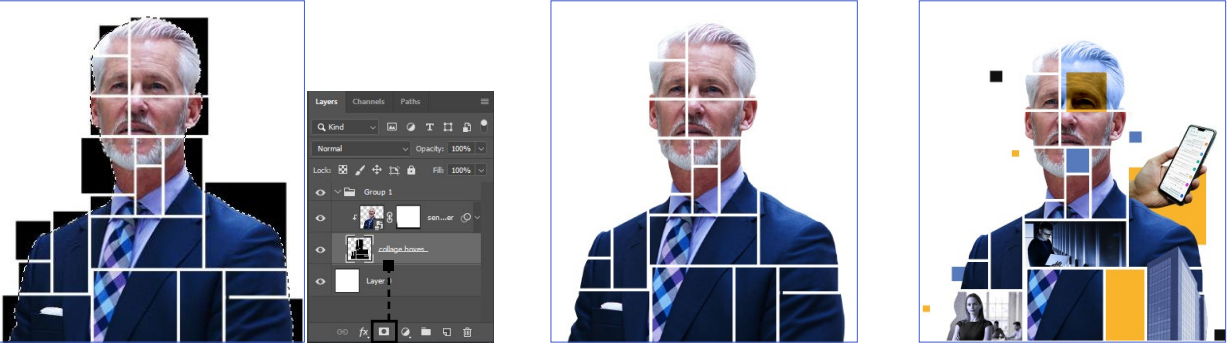
Add colored patterns around the canvas as part of the style guide. Use accent colors that are spread across the patterns. Do not put accent colors beside another color in the pattern. Please refer to the Patterns section to see the style guide.

Use the large box to showcase the focus toward the product or to highlight the vision to be achieved. Add small accent boxes around it as part of the style guide.

Use the “Color” blending mode layer in Photoshop to achieve this kind of style.



- 1. By using the pen tool, crop the persona until you get the desired outcome.
- 2. Create different sizes of boxes to the cropped persona and group it. Put the grouped boxes at the top of the persona layer and decrease the group boxes' opacity to 50%. Do this to see the silhouette of the persona before achieving the abstract persona style.
- 3. Bring down the grouped boxes layer again below the persona layer. Hold down the Alt button and click the persona style so it will indent to the silhouette box. This will be your intended outcome.



- 4. Hold down the Ctrl button to highlight the persona layer and go back to the grouped boxes. Click the masked layer icon below the layer toolbar toward the grouped boxes to masked collage boxes inside the persona layer.
- 5. This will be your final result. Now that you have the outcome, choose what type of boxes you want to replace with solid colored boxes. Be creative.
- 6. Add accent colors and overlaid images in the boxes and you will have an abstract persona design imagery.

For abstract imagery in solid background

Restrictions

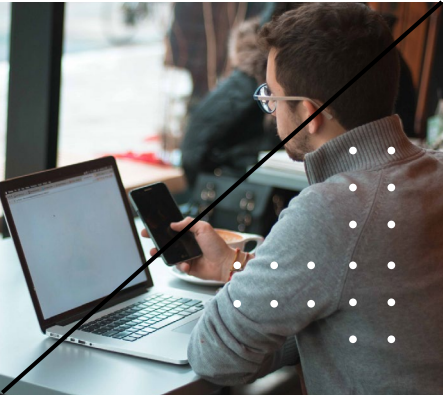
Not all images are relevant to the Kiteworks brand. Avoid using these images to ensure only appropriate sceneries that relate to the visual communication of the brand.



No staged photos or whimsical imagery.



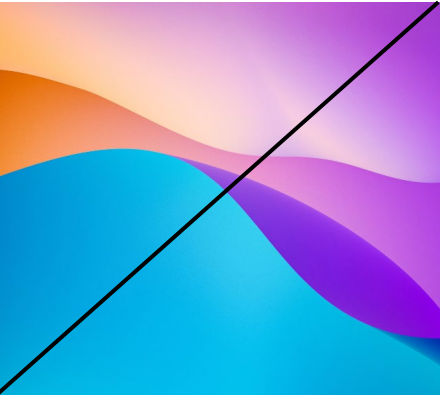
Avoid using black and white photos that are not related to the brand colors.



Avoid adding circular patterns or patterns that are not related to the brand.



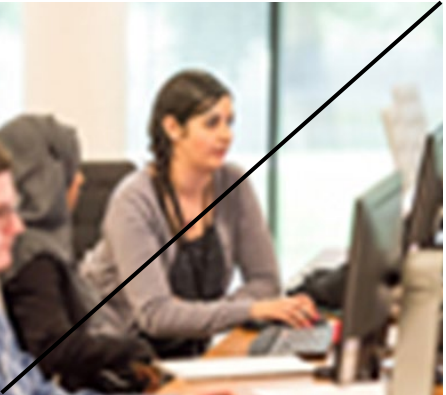
Avoid using images that personify negative scenarios.



Avoid using abstract imagery or images that are not included in the Kiteworks brand.



Avoid using surrealistic images that are not related to the design of the brand.



Avoid low-resolution images.



Avoid using gradients in the image that create a negative outcome. Use only the brand colors.

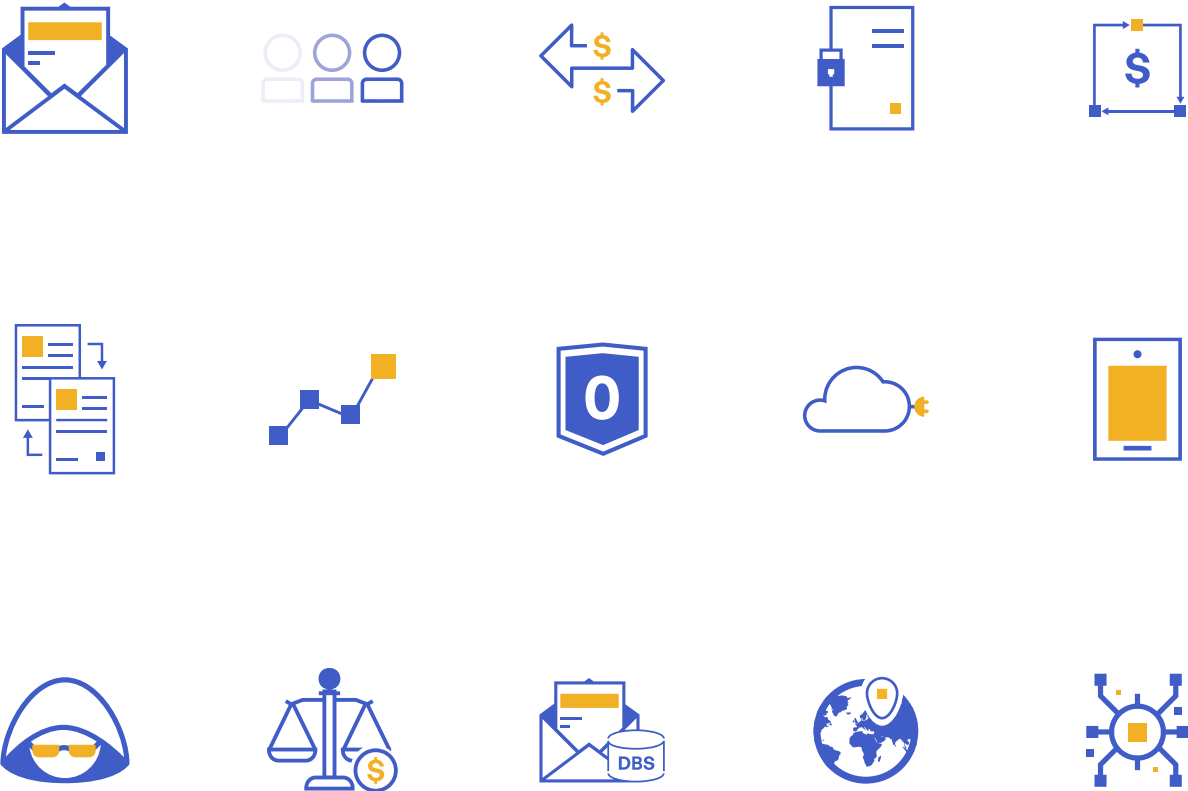
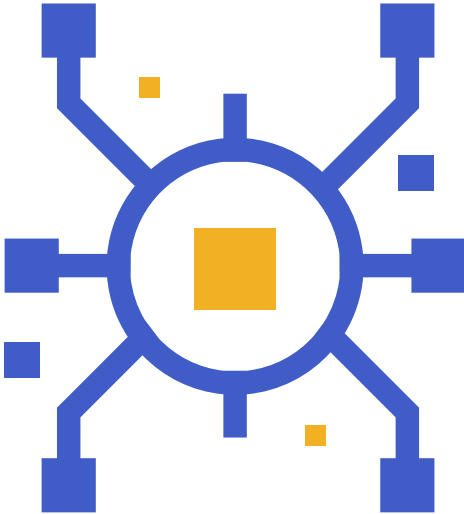
Illustrations

Abstract illustrations and shapes are the inspired theme of the brand. The style is focused on edgy shapes with less rounded corners. Use the brand color palettes to create different abstract illustrations that have more blank space in the background.



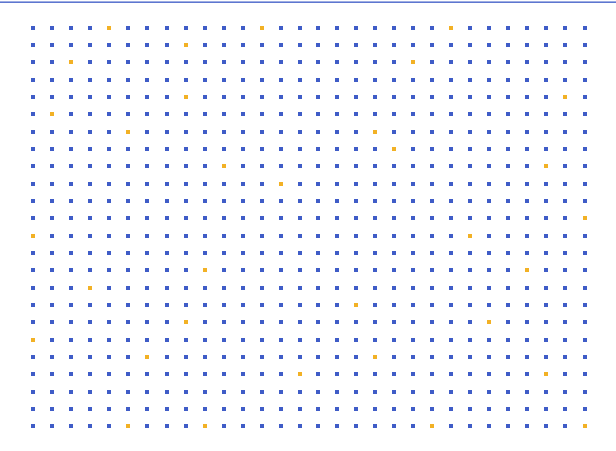
Icons

The icons of Kiteworks are designed using linear art. They were built using two-color palettes to incorporate the design style. To create a Kiteworks icon, use bordered lines in 8 pt size to ensure that the icons are relatively similar to one another.

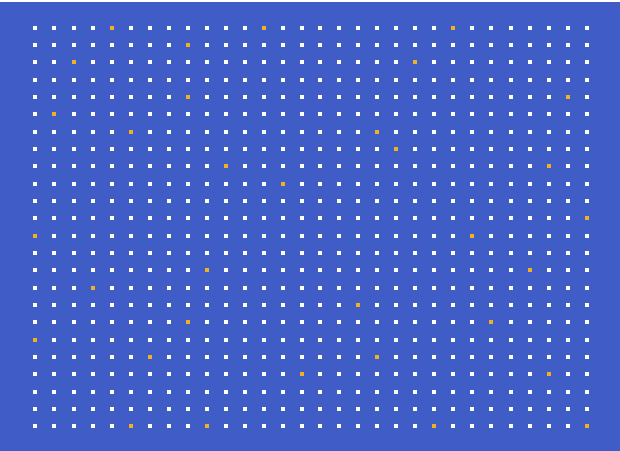


Patterns

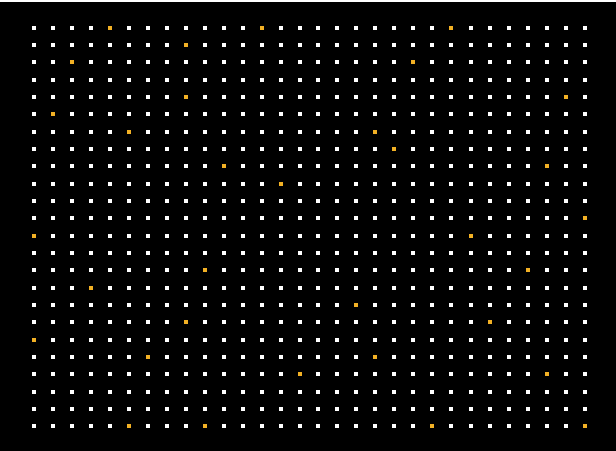
Blue patterns with gold spots on white background



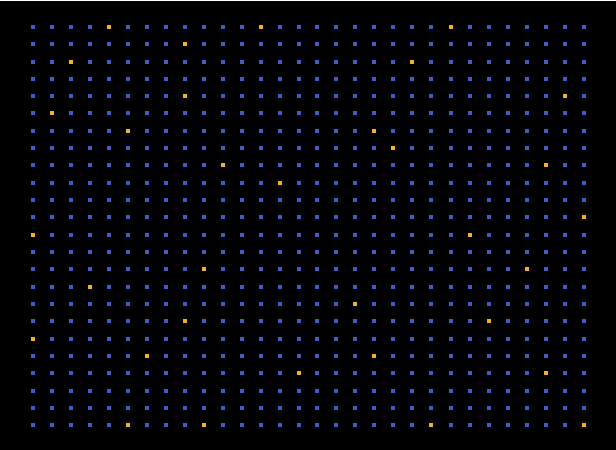
White patterns in gold spots on blue background



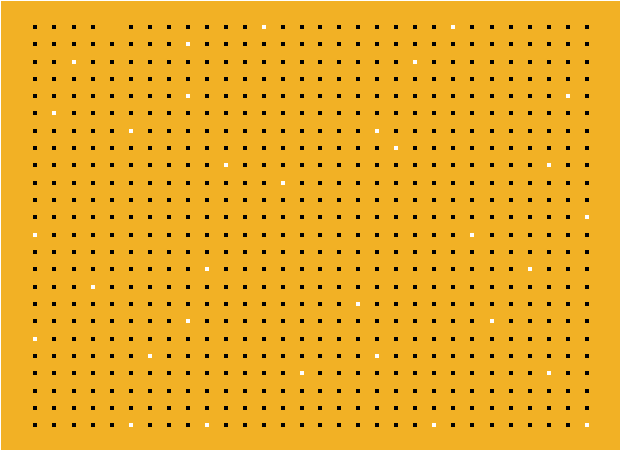
White patterns in gold spots on black background



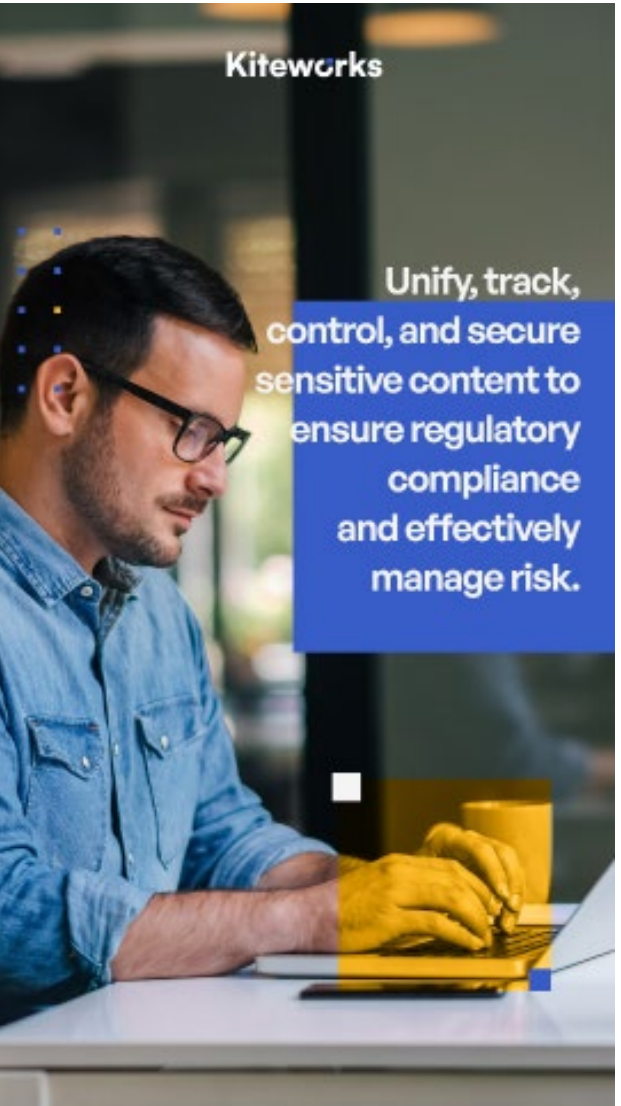
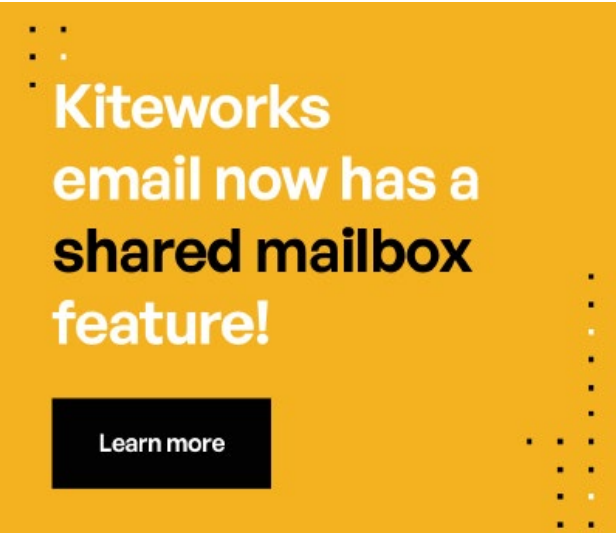
Blue patterns with gold spots on black background



Black patterns with white spots on yellow background



Usage



Kiteworks corporate branding



Marketing collaterals

Kiteworks

SOLUTION BRIEF

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www.kiteworks.com

Solution Brief

Kiteworks

COMPLIANCE BRIEF

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www.kiteworks.com

Compliance Brief

Kiteworks

TOP 5

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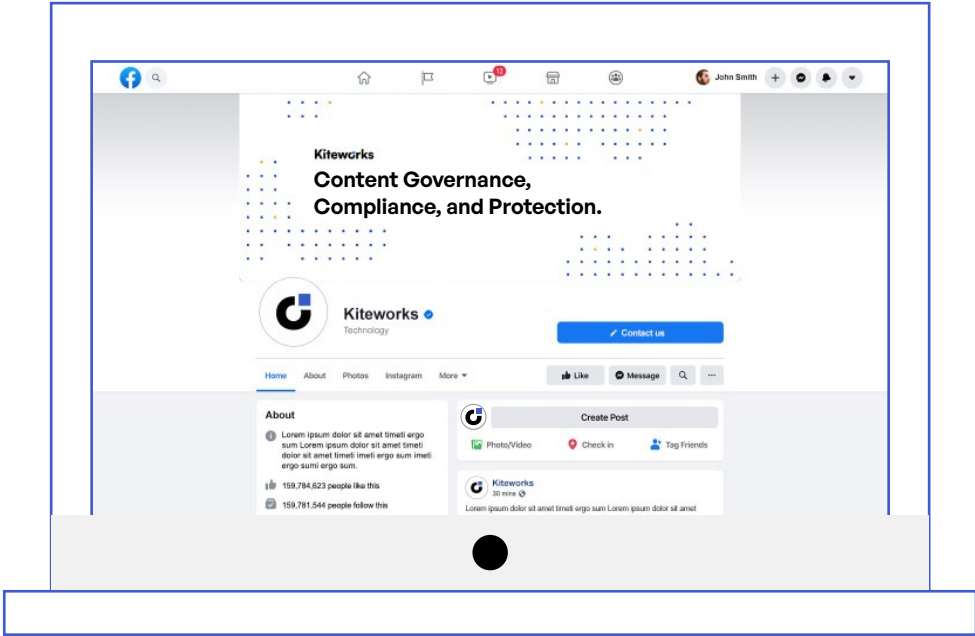
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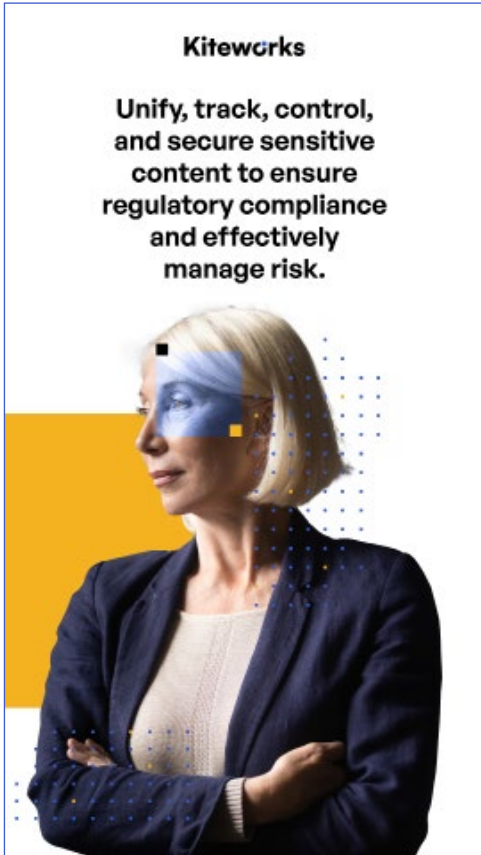
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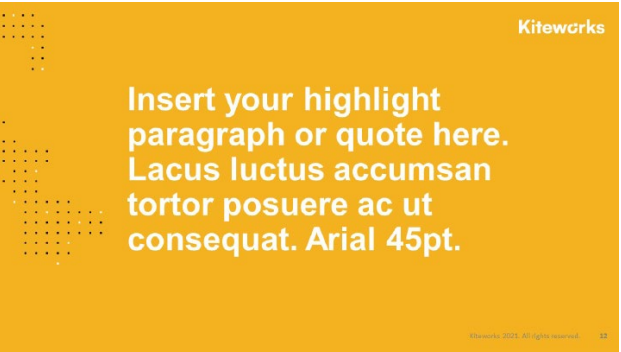
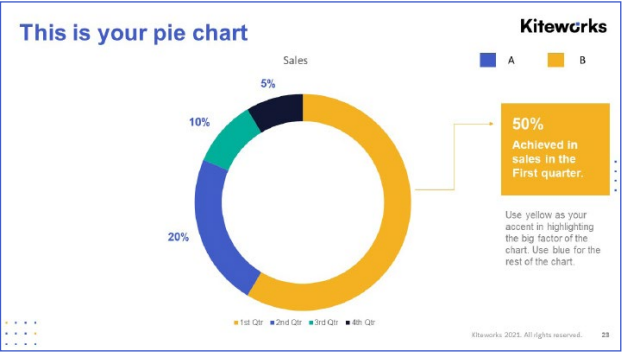
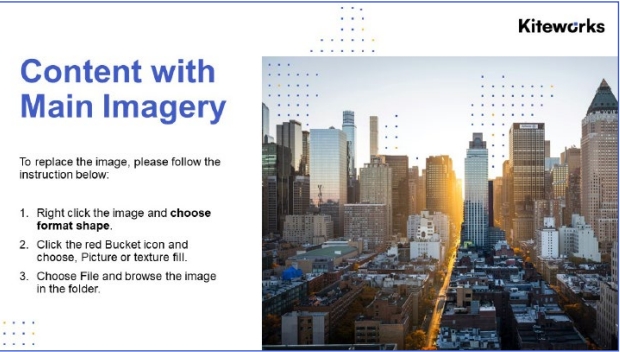
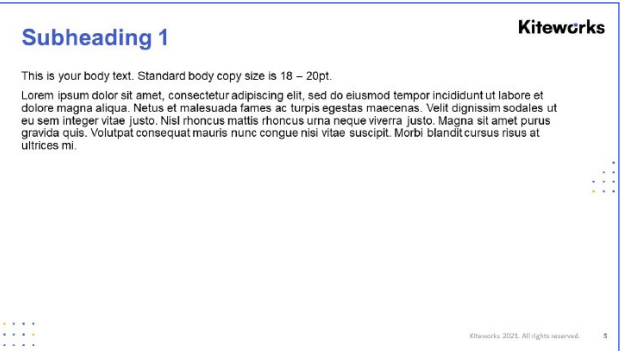
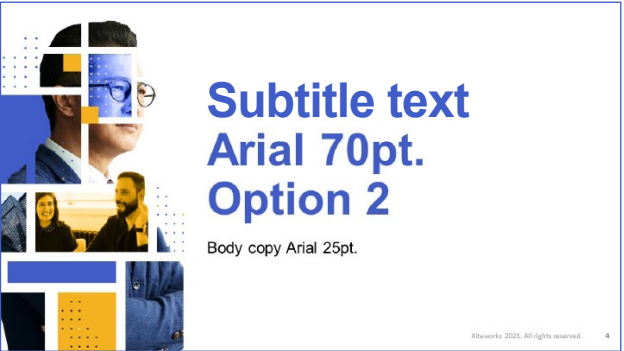
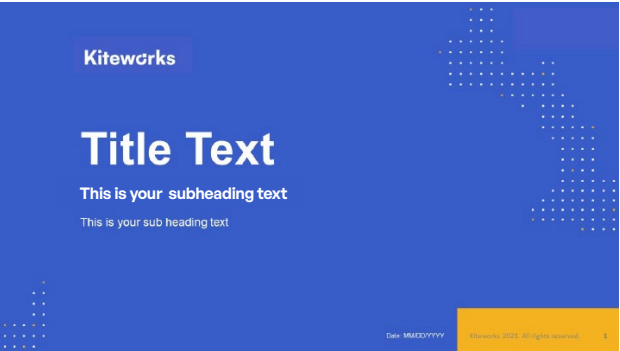


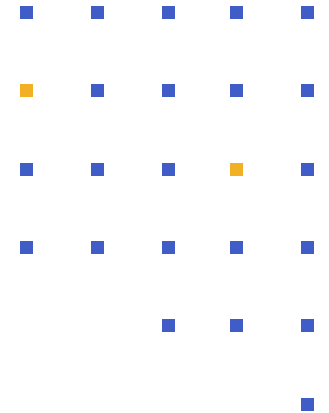
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