2025
BRAND GUIDELINES

kintone

INTRODUCTION

To support our updated brand, we have developed a distinctive identity system. This is a toolkit that includes brand messaging and a visual system with our company logo and a collection of colors, typefaces, and graphics that can be used to help us create a consistent look and feel for all of our brand communications.

In order to convey a consistent and strong brand voice, we need to use the system in the same way across the company and across all media. This begins with maintaining a consistent visual style throughout Kintone communications. Please take the time to learn how to put these elements together correctly.

For questions about these guidelines and how to use them or to have the Brand Team review your communications, please contact us at secondary-use@cybozu.co.jp

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USE OF THE PRODUCT NAME

Spelling
When typing out the product name, please always spell out Kintone with an uppercase "K" ("Kintone"). However, please note that the Kintone logo itself should always be kept in lowercase "k" ("kintone").

Names of other services
Kintone® is the intellectual property of Cybozu, Inc.
The product name, "Kintone," may be used as part of a service name, etc. only with permission from Cybozu, Inc. Even if permission is granted, please exercise caution to ensure that the service name, etc., containing "Kintone" does not mislead our audience into believing that the service is provided by Cybozu, Inc. If Cybozu, Inc. determines that the service name, etc. could be misleading, you will be asked to modify it.

■ Examples of Permitted Use
Permission to use Kintone in a service name has previously been granted in cases such as those listed here when a request was submitted to Cybozu in advance. Ensure there is a space between "Kintone" and other text to the left-and-right.

URL domains
Do not, under any circumstances, insert "Kintone" in URL domains. You can only use "Kintone" in the URL's subdirectory or file name, as illustrated in the below examples.
Do not use "Kintone" alone as an e-mail address username.
* In principle, the above shall also apply when "Kintone" is used for purposes other than the service name or domain.

Spelling

Correct spelling	⛔ Incorrect spelling
Kintone	**kintone**

■ Examples of Permitted Use

1.Kintone integrations with the partner's products/services

xxx **for Kintone**	xxx **to Kintone**

2.Partner-developed application templates (no service integration with third-party products/Kintone)

xxx **on Kintone**	xxx app / app pack **on Kintone**

3.Adapter options that integrate with Kintone (mainly EAI/ETL)

xxx **Kintone** adapter / connector / flow / integration option

4.General-purpose extension plug-ins without service integration

xxx **Kintone** plug-in

5.Social media accounts/pages

xxx by **Kintone** Partner/User	**Kintone** Partner/User xxx

URL domains

https://domain.co.jp/kintone/	⛔ **https://kintone.com/**
https://domain.co.jp/subdir/kintone.html	⛔ **https://kintone-domain.com**
kintone-info@domain.co.jp	⛔ **https://domain-kintone.com/**
info-kintone@domain.co.jp	⛔ **kintone@domain.co.jp**

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LOGO

Besides the name Kintone, our logo is one of the most visibly recognizable representations of our brand, and therefore one of our most important corporate assets. We have put a great deal of thought and care into every detail, from the choice of typeface to placement of the symbol. Our logo must be protected from misuse by insuring its consistent, high-quality reproduction wherever it appears. Please adhere to the following guidelines.

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

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

LOGO VARIATIONS

Kintone vertical logo – primary

Kintone horizontal logo – alternate

Symbol – limited use

COLOR VARIATIONS – APPLIES TO ALL LOGO VARIATIONS

Full-color positive logo

Full-color reverse logo

1-color black logo

1-color reverse logo

LOGO CONT.

CLEAR SPACE
It is important to maintain a minimum amount of space between the logo and other text and graphics to ensure the logo's visibility and impact. Give the logo some room to breathe. The clear space is defined as half the height of the symbol. Always maintain a clear space equal to or greater than 1/2 x around the logo. When using the symbol on its own, the clear space is 1/4 x around the symbol.

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

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

CLEAR SPACE

1/2 x

x

1/2 x

1/2 x

x

1/2 x

1/4 x

x

1/4 x
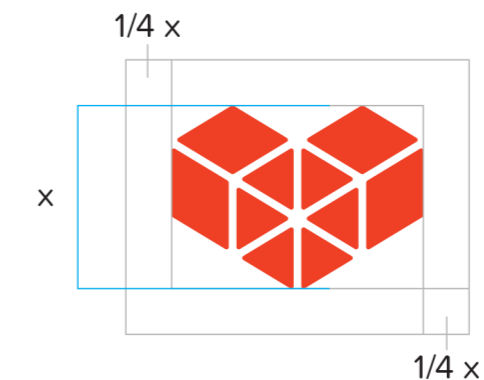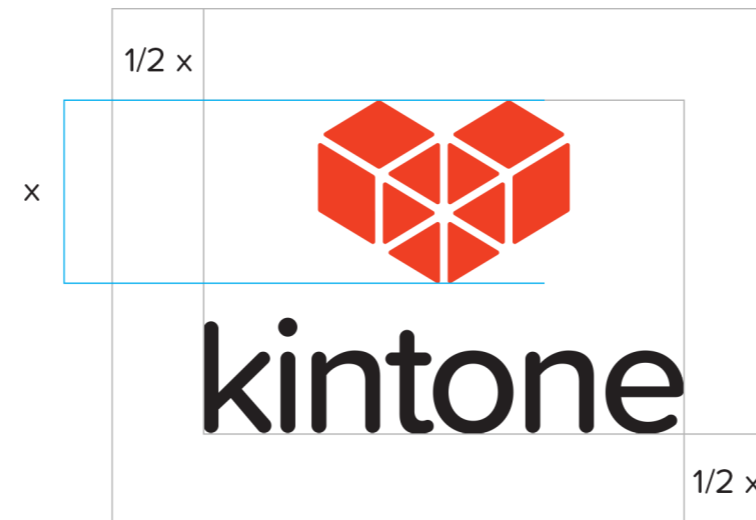
MINIMUM SIZE

Print minimum: .5"

Digital minimum: 83 pixels

Print minimum: .8468"

Digital minimum: 140 pixels

Print minimum: .25"

Digital minimum: 32 pixels

USE OF THE KINTONE LOGO IN A SENTENCE IS PROHIBITED

Do not use the logo as part of a full sentence. When using the name "Kintone" in a sentence, spell out the product name as "Kintone" and do not insert the logo. For more information, see "Use of the Product Name" on p.3 .

When used in a sentence, spell out "Kintone" in text to clearly differentiate it from the logo.

Improve your business operations with Kintone.

Master Kintone in a heartbeat.

cybozu **×** kintone

* The logo can be placed alongside a multiplication sign (x) or an arrow sign.

Don'ts

Improve your business operations with kintone

Master kintone **in a heartbeat.**

Master kintone **in a heartbeat.**

cybozu **&** kintone

* Do not use the logo to form a sentence with conjunctions, an ampersand (&), or other symbols.

EXAMPLES OF PROHIBITED USES

The logo should always be used in a manner that ensures it is clearly visible. Please also keep noticeability in mind. Common mistakes illustrated here are exaggerated to emphasize the point. Do not use the logo alone as an icon, etc. on social media or web services. Please refer to "Minimum Size" on p.5 and be sure to use the logo in conjunction with information describing who you are.

Do not use the logo text alone

Do not alter the aspect ratio

Do not italicize the logo text

Do not add effects such as shadows and 3D

Do not add text outlines

Do not alter the balance of elements

Do not use colors and gradations of color other than the designated ones

Do not create a new logo using a similar typeface or symbol

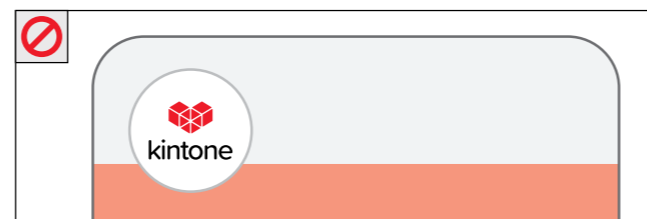Do not combine the logo with other logos

Do not change the typeface

Do not add elements within the clear space

Do not remove the colors from the logo, leaving only the outline

Do not use as profile pictures on social media.

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COLOR

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

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

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

The tertiary color paletter should be used minimally to accent the primary and secondary colors where more dimension is needed. They should not be used standalone or in large areas.

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

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

PRIMARY COLORS

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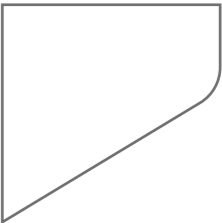CMYK: 0, 100, 95, 0
RGB: 239, 63, 36
HEX: #EF3F24

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

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

KIN Light Gray
PANTONE Cool Gray 1
CMYK: 4, 2, 2, 0
RGB: 242, 242, 242
HEX: #707070

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

SECONDARY COLORS

KIN Shamrock
PANTONE 7738 C
CMYK: 75, 9, 83, 0
RGB: 63, 168, 98
HEX: #3FA862

KIN Cerulean
PANTONE 306 C
CMYK: 70, 13, 0, 0
RGB: 0, 175, 236
HEX: #00AFEC

KIN Aloe
PANTONE 326 C
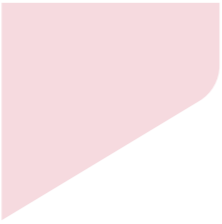CMYK: 77, 6, 39, 0
RGB: 0, 175, 170
HEX: #00AFAA

KIN Sunshine
PANTONE 129 C
CMYK: 0, 30, 100, 0
RGB: 255, 186, 0
HEX: #FFBA00

KIN Medium Red
PANTONE 485 C
CMYK: 0, 66, 58, 0
RGB: 255, 122, 100
HEX: #FF7A64

TERTIARY COLORS

KIN Light Red
PANTONE 705 C
CMYK: 2, 14, 9, 0
RGB: 247, 222, 218
HEX: #F7DEDA

KIN Medium Blue
PANTONE 278 C
CMYK: 39, 14, 0, 0
RGB: 145, 193, 243
HEX: #91C1F3

KIN Light Blue
PANTONE 4-1 C
CMYK: 8, 1, 0, 0
RGB: 230, 243, 253
HEX: #E6F3FD

KIN Light Yellow
PANTONE 4-1 C
CMYK: 0, 2, 23, 0
RGB: 255, 245, 204
HEX: #FFF5CC

KIN Light Green
PANTONE 573 C
CMYK: 20, 0, 14, 0
RGB: 200, 241, 227
HEX: #C8F1E3

TYPOGRAPHY

Proxima Nova is the font used in the Kintone visual system. Fonts – and how we use them – make a visual impact just like the Kintone logo and color palettes do.

Always use this designated font family when creating Kintone communications to maintain visual brand consistency. For other applications, such as presentations and word processing, use Open Sans or Arial. These are standard fonts widely available across platforms. In instances where Proxima Nova is unavailable, Arial or Open Sans may be used for internal-facing communications. However, advertising and marketing communications must always use Proxima Nova.

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

PROXIMA NOVA CHARACTER SET

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

Proxima Nova Black
The quick brown fox jumps over a lazy dog.

Proxima Nova Extrabold
The quick brown fox jumps over a lazy dog.

Proxima Nova Bold
The quick brown fox jumps over a lazy dog.

Proxima Nova Semibold
The quick brown fox jumps over a lazy dog.

Proxima Nova Medium
The quick brown fox jumps over a lazy dog.

Proxima Nova Regular
The quick brown fox jumps over a lazy dog.

Proxima Nova Light
The quick brown fox jumps over a lazy dog.

Proxima Nova Thin
The quick brown fox jumps over a lazy dog.

PROXIMA NOVA CHARACTER SET

HEADLINE GOES HERE

TRAPEZOID

The strength of our visual style lies in its distinct personality. What unites all our communications is the appearance of a consistent element derived from our brand symbol. This graphic element, a trapezoid, may be used for copy and image placement. The trapezoid may be cropped and the bottom angle may be extended to add room for copy placement.

Refer to the Visual Examples page to see suggested usage.

YOUR MESSAGE
GOES
ON THE SHAPE

CONFETTI

Confetti is used sparingly around various parts of our website, digital, and print materials. They should be used to naturally fill negative space where the busy confetti visual will accent the main element on the page.

One thing to note: confetti can be quite visually busy, so it should be used with care. It should not distract or take attention away from the main element of a given asset (such as key messaging or visuals).

Also take care not to let the confetti become a backdrop for any text. This can make the text difficult to read and negatively impact our audience's learning journey.
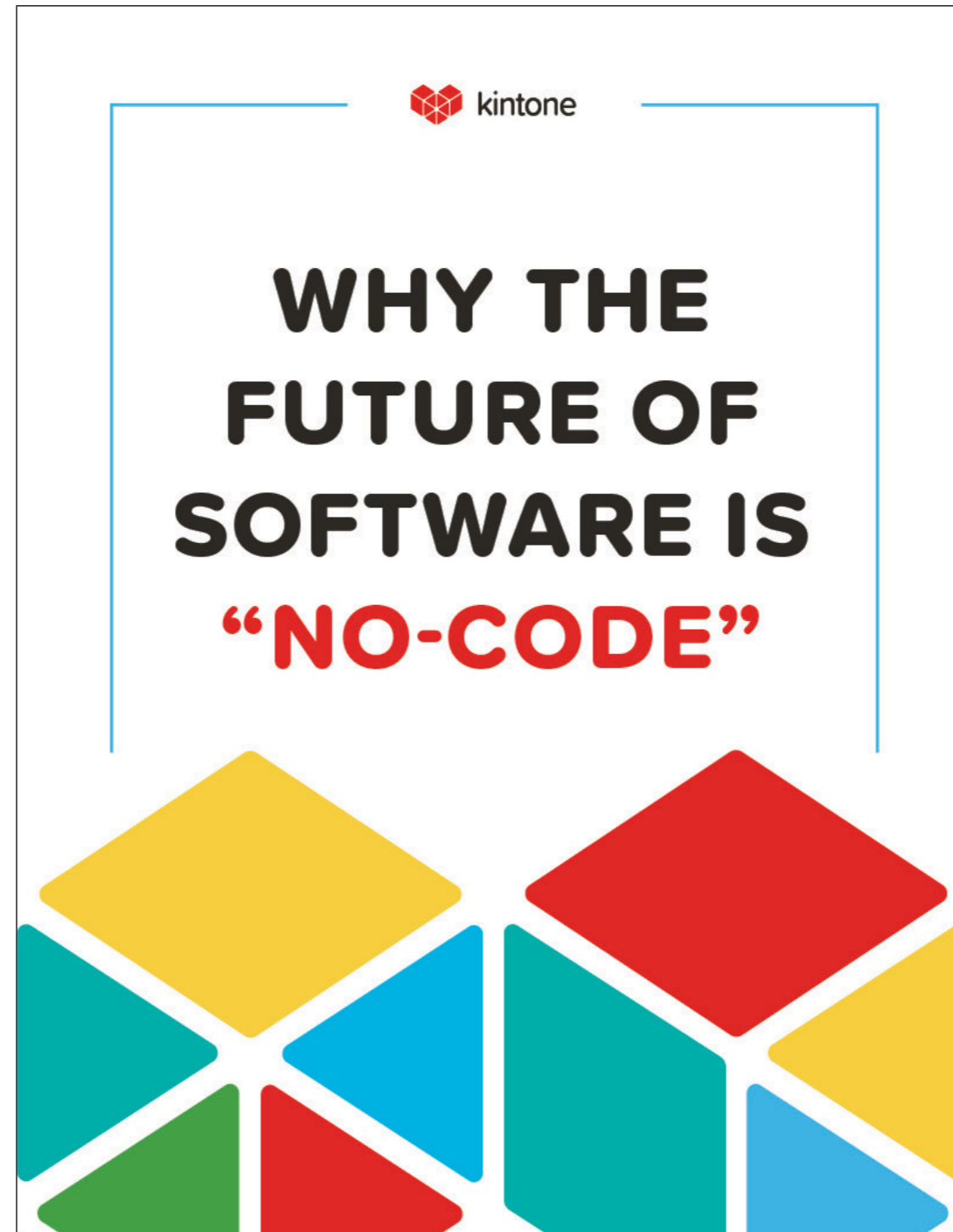
CONFETTI

COLOR BLOCKS

The color blocks are taken from the shapes in our logo; they are transformed to display a wide variety of colors and showcase elements of our branding in a more abstract fashion.

Color blocks can be used to brighten up a page or statement. They can also be used to showcase a variety of images alongside one another to create a thematic collage.
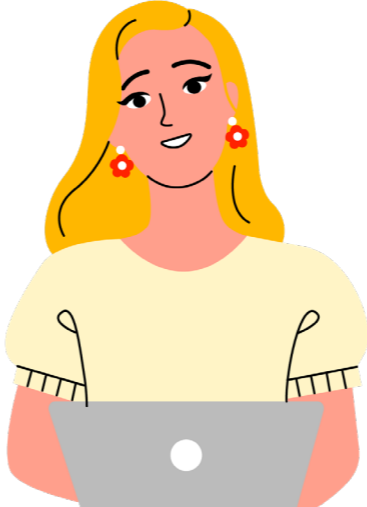
CHARACTERS

These characters are designed to do three things:

1. Clarify our purpose to our audience. Our human characters better communicate how our product serves diverse teams and businesses with a wide range of needs.

2. Distinguishing our brand identity. By using distinctive characters with their own personalities, roles, frustrations, and talents, we are building out a range of voices with which to express Kintone's values and attributes.

3. Letting us address multiple journeys. Each character's unique background lets us adapt our visuals to suit existing and new target personas without disrupting our overall visual consistency.
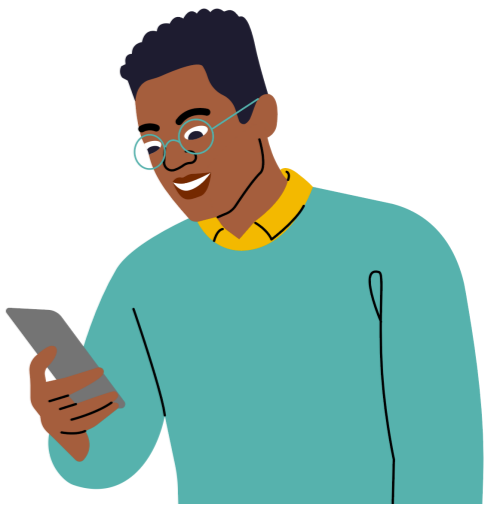

KT
Team Leader/Ops

LISA
HR/Administration

PAUL
Sales Manager

ERIC
Account Executive

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VOICE & TONE

In order to express our brand in a way that is unique to us, we have identified a set of characteristics that define our personality. Kintone is smart, knowledgeable, approachable, down to earth, collaborative, and optimistic. Think of that smart friend you grab a beer with when you want friendly real-world advice with a few laughs along the way.

Here are some helpful tips on maintaining our brand voice in your writing:

- **When in doubt, keep it simple.** Use words that the averge English speaker will be able to understand without running to a dictionary. Ex. "It was a clandestine affair" vs. "It was a secretive meeting" or "A no-code application builder" vs. "A platform that can be customized without knowing how to code."

- **Frame features in terms of benefits.** For example, it's better to say "*Keep your customers and their unique data organized* with our customizable database" rather than "use our customizable database to create neatly organized data in colorful rows." There are some exceptions to this, such as if you are talking specifically about the product on a technical or specs-oriented page, but it's a good general rule for marketing and sales copy.

- **Stay away from idioms.** Idioms are one of the most difficult part of any language to learn, can be very localized, and many of our potential customers may not be native-level English speakers who understand them. Rather than create unnecessary confusion, it is better to avoid idioms to make our language as accessible as possible.

- **Use positive language.** Compare "Excel is downright dysfunctional compared to Kintone thanks to its limited features" vs. "Kintone offers several advantages to business users compared to Excel."

- **Starting with a verb can help add an element of energy to a sentence.** Short snippets of copy used on the website, ads, and other areas where we want someone to take action (such as signing up) are a great place for this. Ex. "*Jumpstart* your journey to a better data management experience with Kintone" vs. "Data management can be a better experience with Kintone."

GLOSSARY

Here are some words and phrases we commonly use to describe the benefits and features of the Kintone platform.

PRIMARY KINTONE TERMS

- Space: a dedicated workspace for your team/ department to organize your data, tasks, and communication
- Apps: a customizable database / a collection of data, tasks, or files (ex. a customer database or team to-do list)
- Threads: an area to share information on specific topics or projects with your team
- Announcements: the main portal that shows a customized view of important info for a specific team or department
- In-record chat: a comment panel that lets you communicate with your team alongside the data you're discussing

PILLAR #1: CUSTOMIZABILITY / NO-CODE

- customizable platform
- custom fit for your team
- create/build/design your own workflows
- custom database apps, custom apps to track
- no coding required
- no-code platform
- drag-and-drop interface

- drag-and-drop your way to custom workflows/ database apps
- build custom database apps to track your business
- build a custom solution for your business
- build custom business applications

PILLAR #2: CENTRALIZATION

- all-in-one workplace platform
- organize/manage your data, workflows, and communication all in one central place
- a home base for your team
- a dedicated space for your team/department
- a dedicated workspace
- on one platform instead of across 20
- get quick access to the information/data your team needs
- track your data more easily

PILLAR #3: ORGANIZED COMMUNICATION

- no more hunting through old emails and chat messages to refer back to past conversations
- communicate alongside the data you're discussing
- easily refer to past discussions
- organize communication by topic or project
- each data record comes with a comment panel, letting you communicate alongside your data
- unify your data and communication for easy collaboration

PILLAR #4: TRANSPARENCY / WORKFLOWS

- clear visibility into your workflows
- real-time view of your business/projects/data
- clear workflows to track every step
- step-by-step workflows to track your processes
- get a big-picture view of your work
- track/organize all the details of your work
- detailed process management
- give your workflows structure and visibility
- take the manual effort our of tracking your work

FEATURE: CUSTOM NOTIFICATIONS

- set up automated notifications and reminders
- keep your team on top of tasks and deadlines
- custom notifications and reminders to automate your workflows and task handoffs
- automated reminders to give your team a gentle nudge about upcoming deadlines
- notifications let everyone know when it's their turn to work on something

FEATURE: DETAILED PERMISSIONS

- detailed permissions controls / granular permissions allow you to manage who can see what in Kintone
- set detailed permissions / manage permissions to secure sensitive information
- keep private information secure by controlling who has access to sensitive data.

- permissions can be set on the team, department, or individual level so that even when working on the same record, sensitive information is protected and can only be seen by authorized team members

FEATURE: QUICK REPORTING
- set up custom filters and graphs for your data
- see your data in charts, graphs, and filtered lists with just a few clicks
- save recurring reports for quick access later on
- set up custom filters to see the information that's most important to your team
- whether it's deadlines, assigned to, status, or more, you can filter your data into a variety of graphs and lists

FEATURE: RELATED RECORDS / LOOKUP FIELDS
- related records and lookup fields let you connect multiple apps / display data from multiple apps in one place
- related records let you retrieve and display data from other apps into an app record
- consolidate all related data and display it on one screen

KINTONE BOILERPLATE 2025

Kintone, developed by Japan's leading groupware provider Cybozu, is a customizable digital workplace platform designed to meet the needs of organizations of all sizes. Trusted by over 37,000 companies globally, including more than 40% of Prime market companies listed on the Tokyo Stock Exchange (TSE).
With more than 2 million applications powered by Kintone, the company allows users to easily build, deploy and update their custom applications, all without requiring prior coding experience. With its versatility, Kintone supports a wide range of industries, boosting productivity at a fraction of the cost and without the need for large development teams.
Recognized as an award-winning platform, Kintone is often awarded accolades from leading software recommendation engines. Kintone streamlines processes, automates tasks, and fosters collaboration across teams. Kintone's presence extends across the Asia-Pacific region. Beyond Japan, we operate in Malaysia and Thailand, with consulting and product partners providing onboarding and customization services across Asia.
For more information, please visit www.kintone.com.
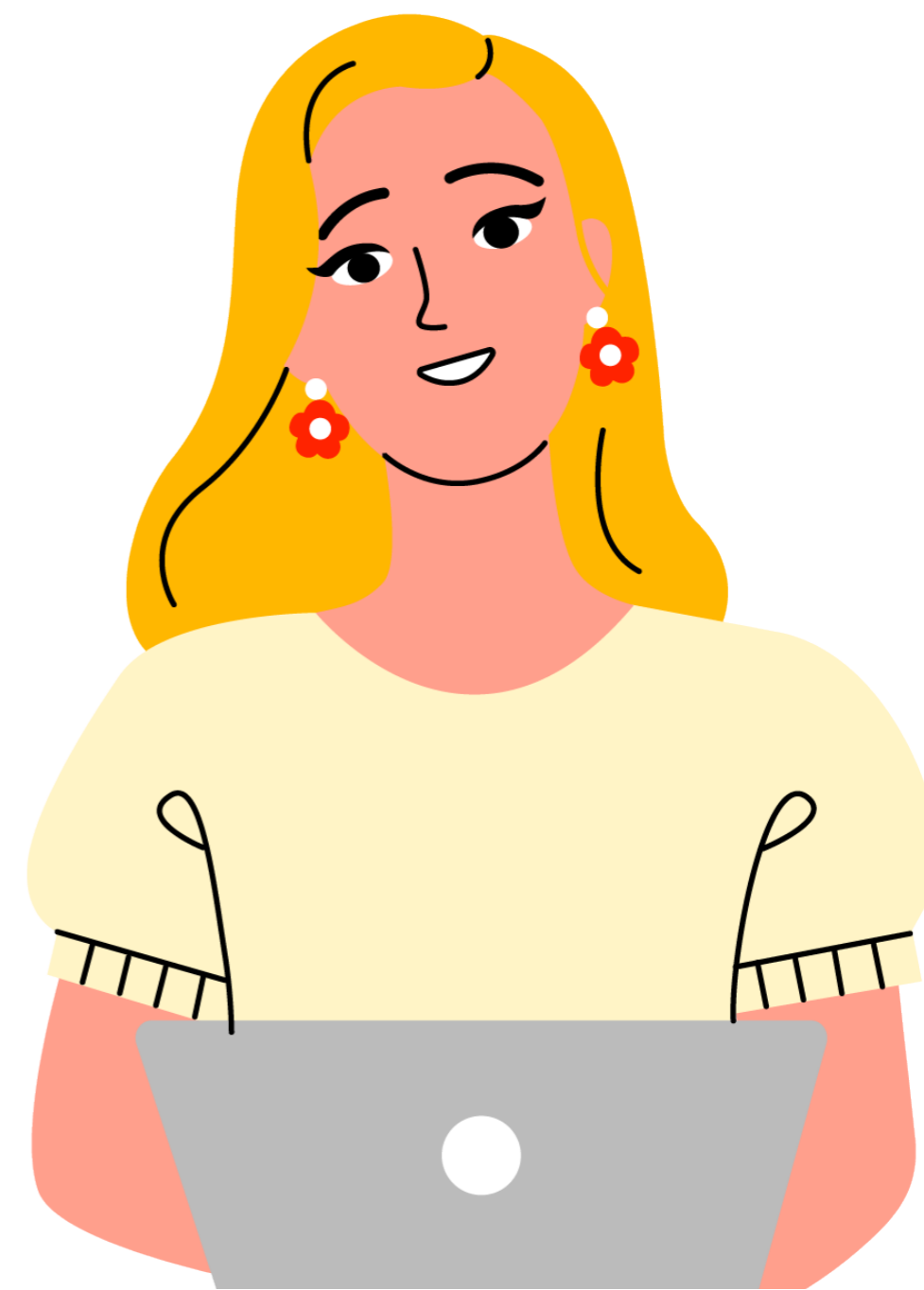
kintone

www.kintone.com

Have questions?
secondary-use@cybozu.co.jp