

2023
**BRAND
GUIDELINES**





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 Michelle Adams at michelle@kintone.com.

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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.

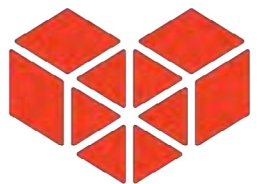
LOGO VARIATIONS



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

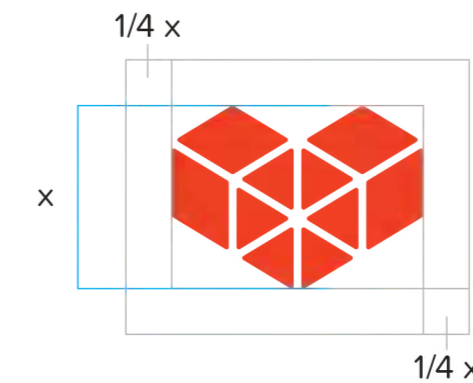
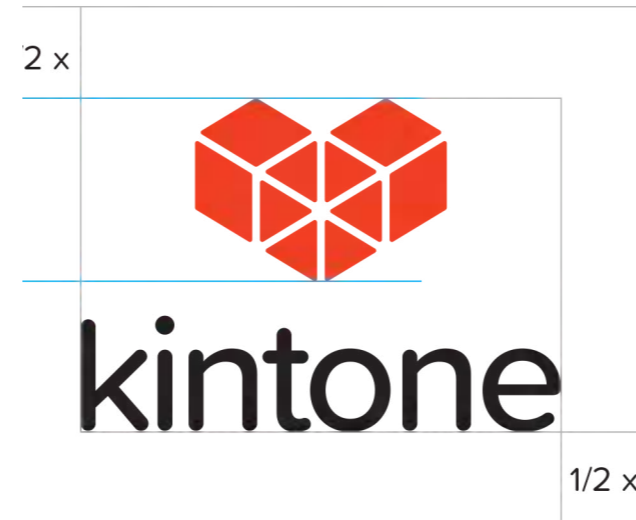
It is important to maintain a minimum amount of space between the logo and other text and graphics to ensure the logo's visibility and impact. Give the logo some room to breathe. The clear space is defined as half the height of the symbol. Always maintain a clear space equal to or greater than 1/2 x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

SPACE



MIN SIZE



Print minimum: .5"
Digital minimum: 83 pixels



Print minimum: .8468"
Digital minimum: 140 pixels



Print minimum: .25"
Digital minimum: 32 pixels



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



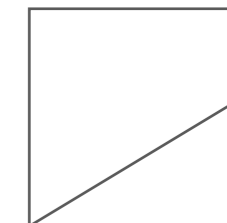
BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



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



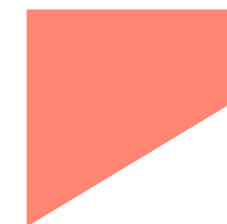
KIN Cerulean
PANTONE 306 C
CMYK: 70, 13, 0, 0
RGB: 0, 175, 236
HEX: #00AFEC



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

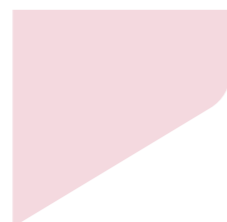


KIN Sunshine
PANTONE 129 C
CMYK: 0, 30, 100, 0
RGB: 255, 186, 0
HEX: #FFBA00



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





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.





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.

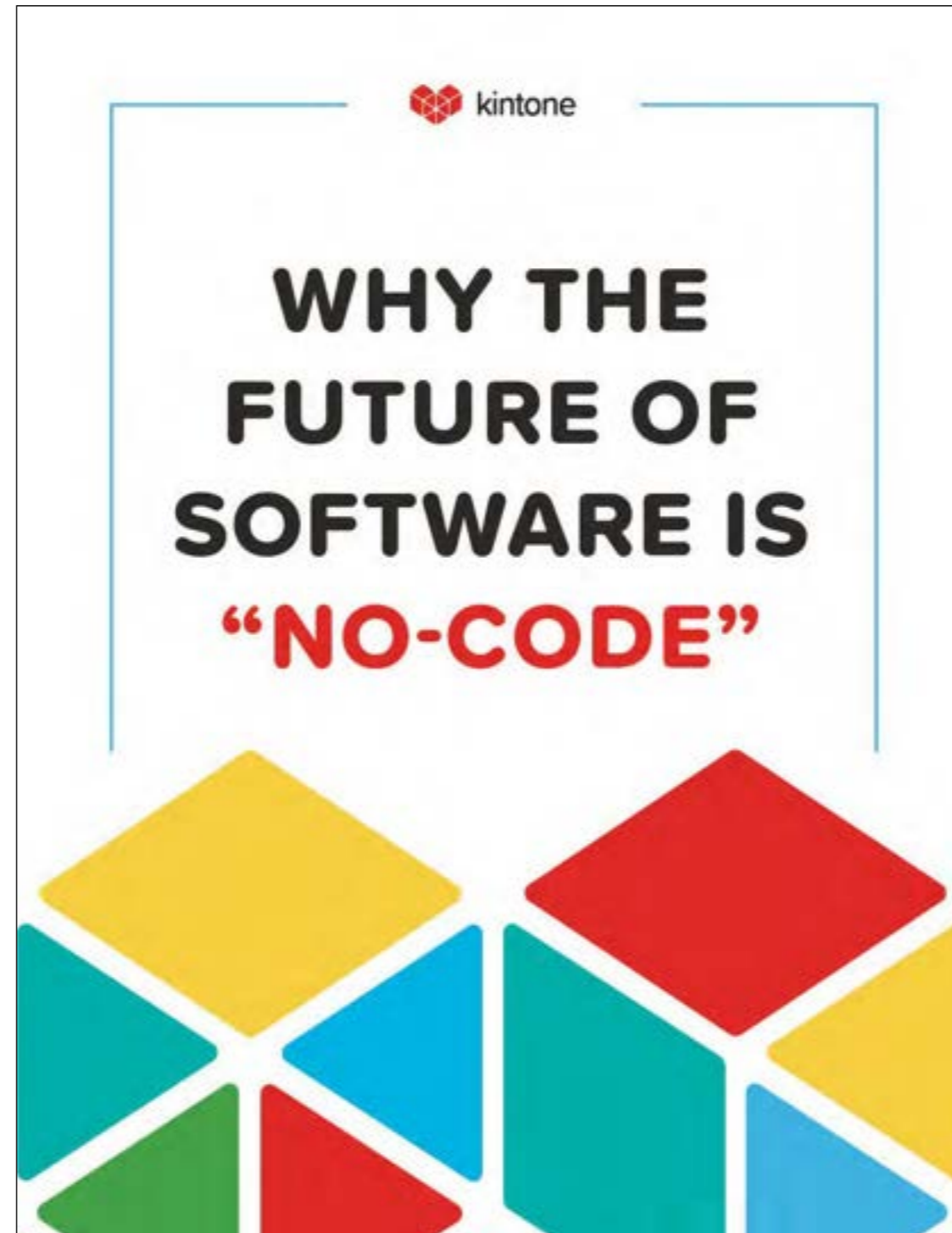




COLOR BLOCKS

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

The animated characters replace the anthropomorphic animals we once used for the brand. Please do not use the animals; if you see these animals on any Kintone branding, please screenshot and report it to Michelle Adams at michelle@kintone.com.

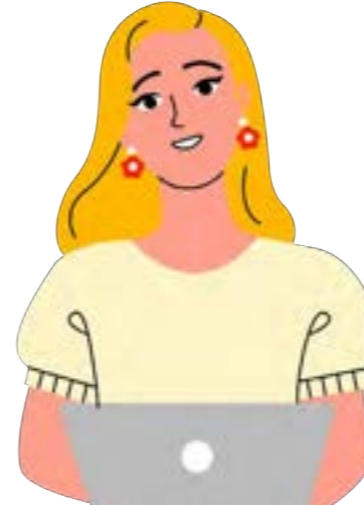
These new characters are designed to do three things:

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.

You can access our character files in the [Marketing Content Library](#).



KT
Team Leader/Ops



LISA
HR/Administration



PAUL
Sales Manager



ERIC
Account Executive



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 average 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 out 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

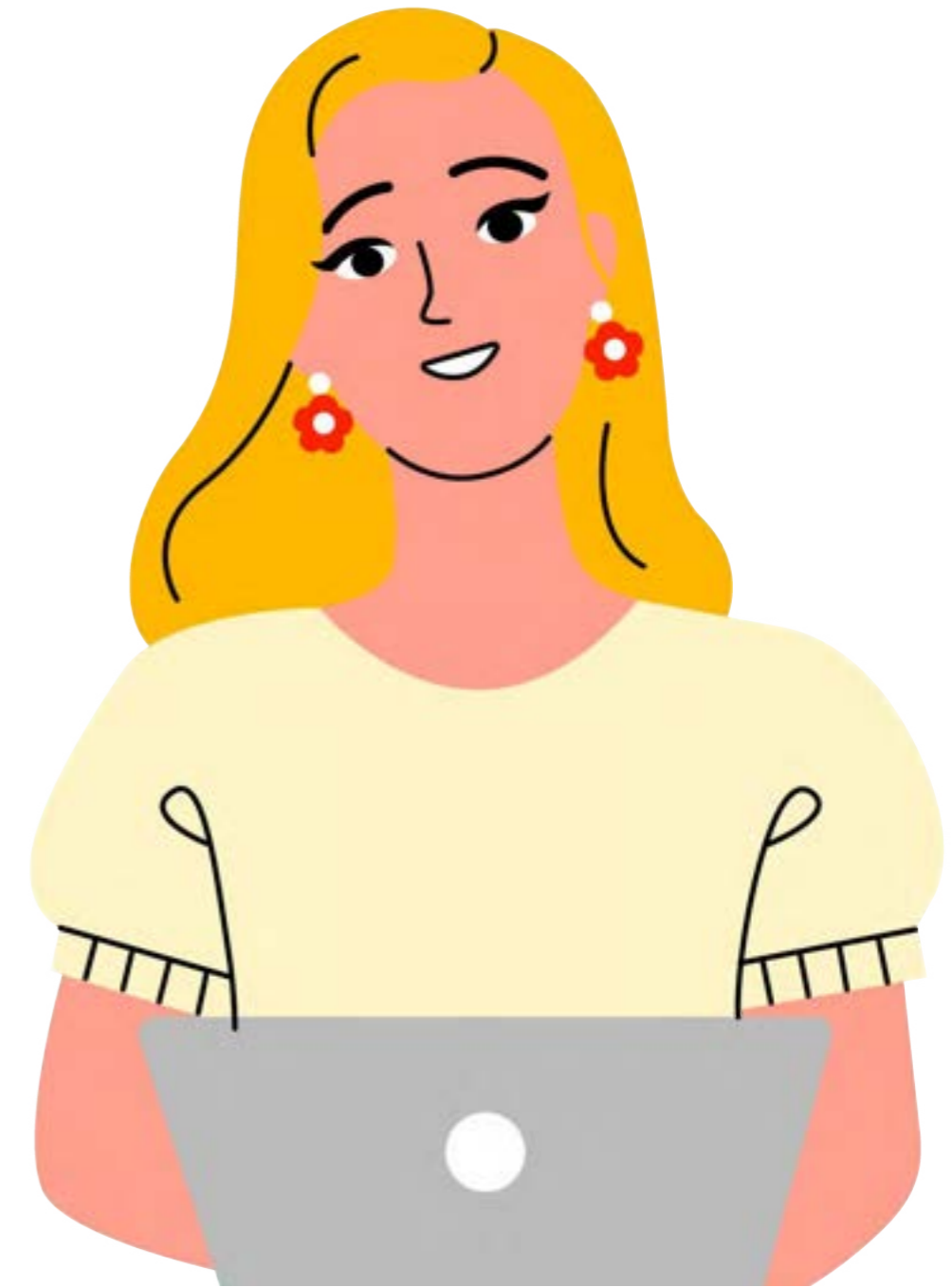
FEATURE: RELATED RECORDS / LOOKUP FIELDS

- 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 2023

Kintone is a customizable digital workplace platform that lets you manage your data, tasks, and communication in one central place.

Over 25,000 customers use Kintone's no-code platform with more than 2 million database and workflow applications custom built for their businesses. Kintone is provided by Cybozu Inc., a Tokyo-based public company founded in 1997. For more information, please visit kintone.com.





www.kintone.com

Have questions?
Contact michelle@kintone.com