



Brand Guidelines

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01 Introduction

KGeN. The Kratos generation.

We believe this is the era of the gamer. We are building the most powerful gamer reputation engine. The 'PoG' Engine. A gamer data chain, owned by gamers. More at www.kgen.io →

KGeN as Community Architect

KGeN bridges gamers together, fostering a unified community driven by shared passions and collaborative quests.

Reputation Vanguard

Beyond a platform, KGeN is a beacon of honour, spotlighting gamers' skills and achievements through it's own 'Proof of Gaming' engine.

Innovation Scout

KGeN leads the charge into new web3 gaming territories, embodying relentless innovation and the quest for empowering breakthroughs.

02 Brand Identity



**Join the
ultimate
gaming
revolution!**

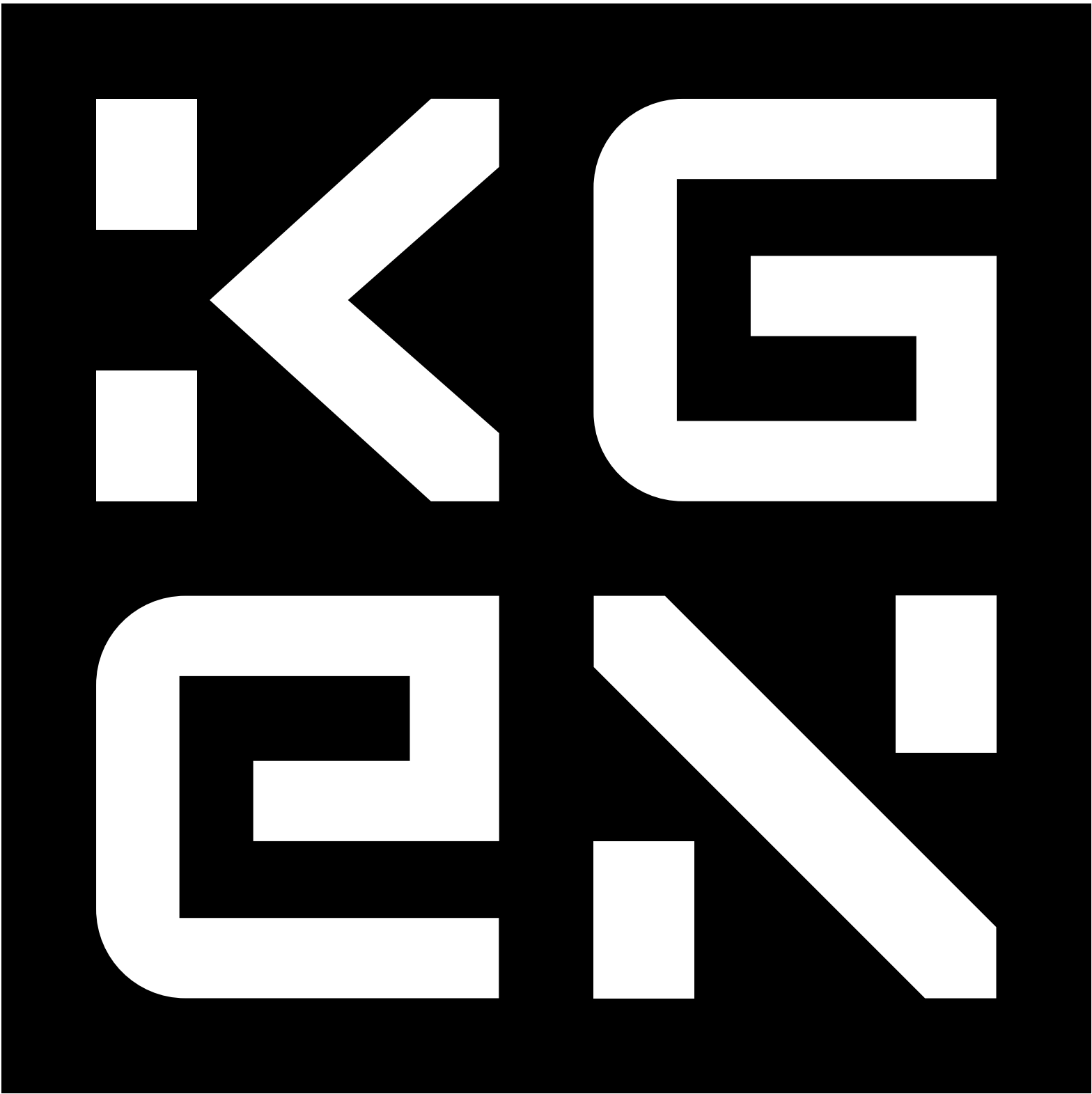
www.kgen.io

www.kgen.io

LOADING
SCREEN

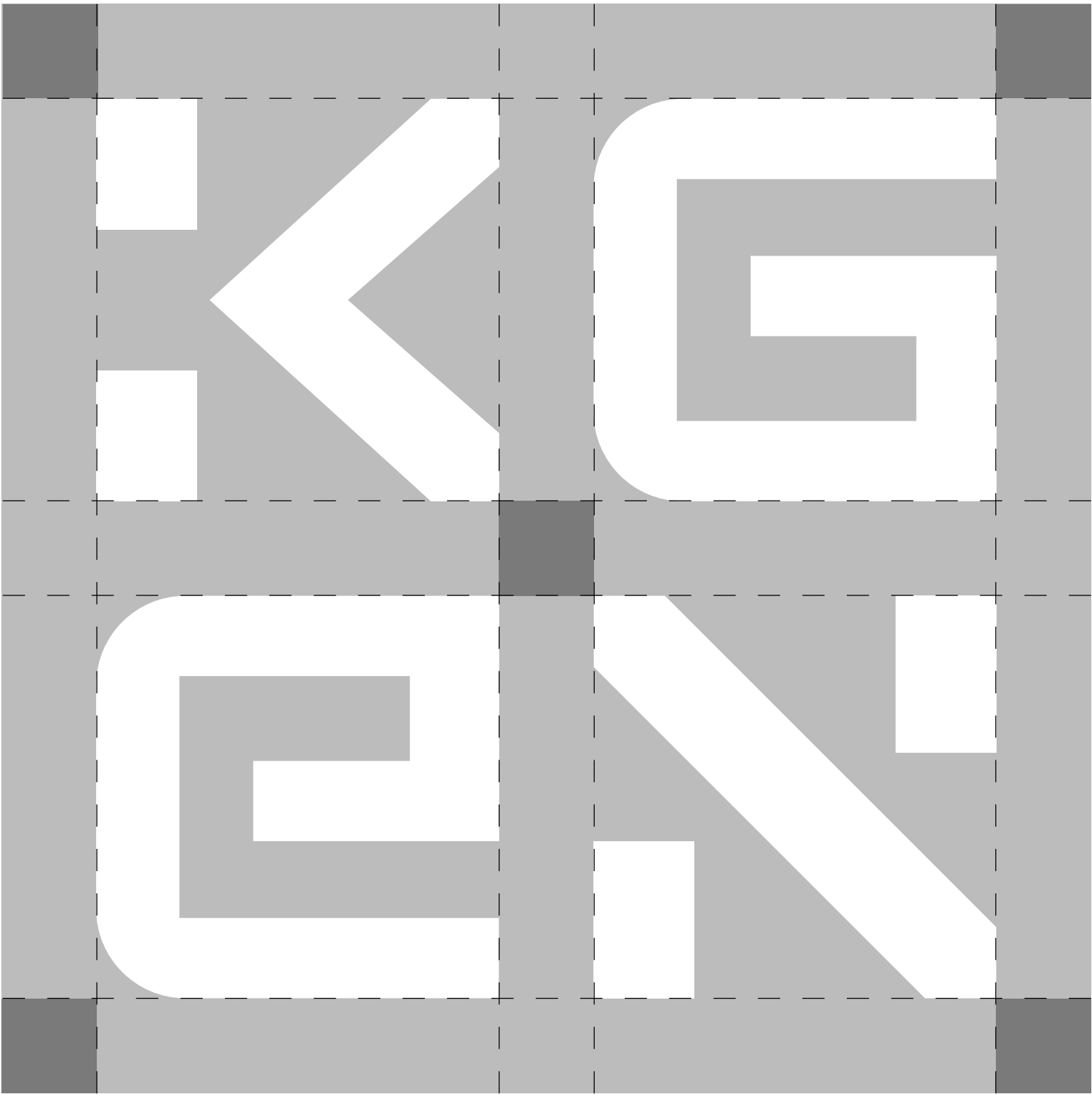
2.1 Brand Identity

The KGeN identity is derived from geometric forms and pixel art precision, echoing the brand's role as a modern architect in the gaming community. The clean lines and stacked square letterforms, reminiscent of a QR code, create a unique visual symbol for the brand.



2.1 Brand Identity

Each letter is shaped like a square, allowing them to stack like building blocks. Precise spacing is meticulously calibrated to enhance legibility.



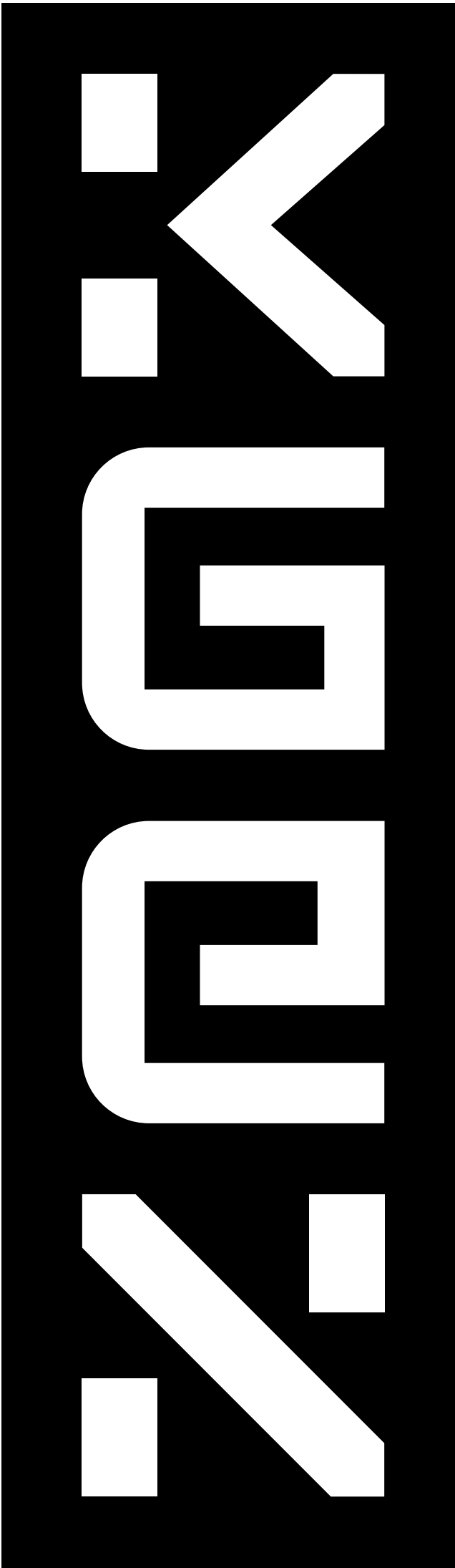
2.2 Logo Variations

While the primary logo forms a cohesive square by aligning four individual squares, the design also supports horizontal and vertical stacking, allowing versatility to the brand's visual identity system.

Secondary Identity



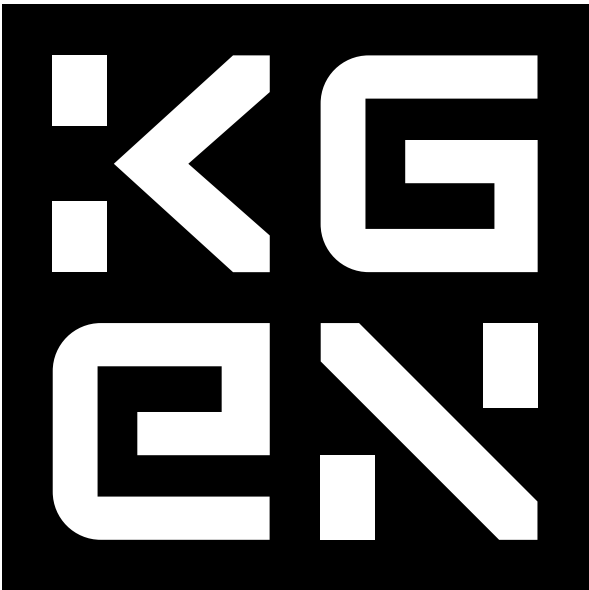
Tertiary Identity



2.2 Logo Variations

The identity can be used both ways, working with or without the frame that encapsulates the four letterforms. For solid backgrounds, either logo version is suitable. However, when overlaying an image or video, ensure the logo includes its defining frame for optimal clarity.

Primary A



Primary B



Secondary A



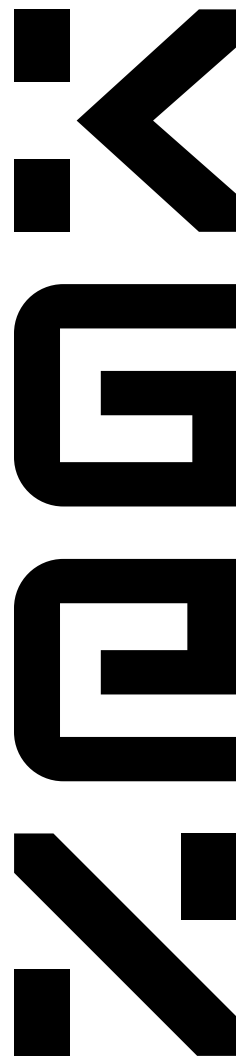
Secondary B



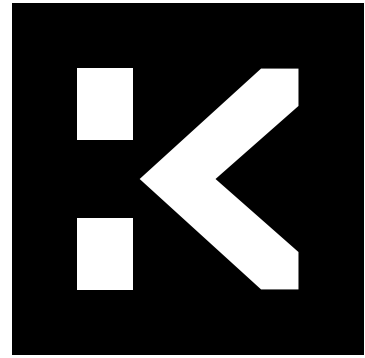
Tertiary A



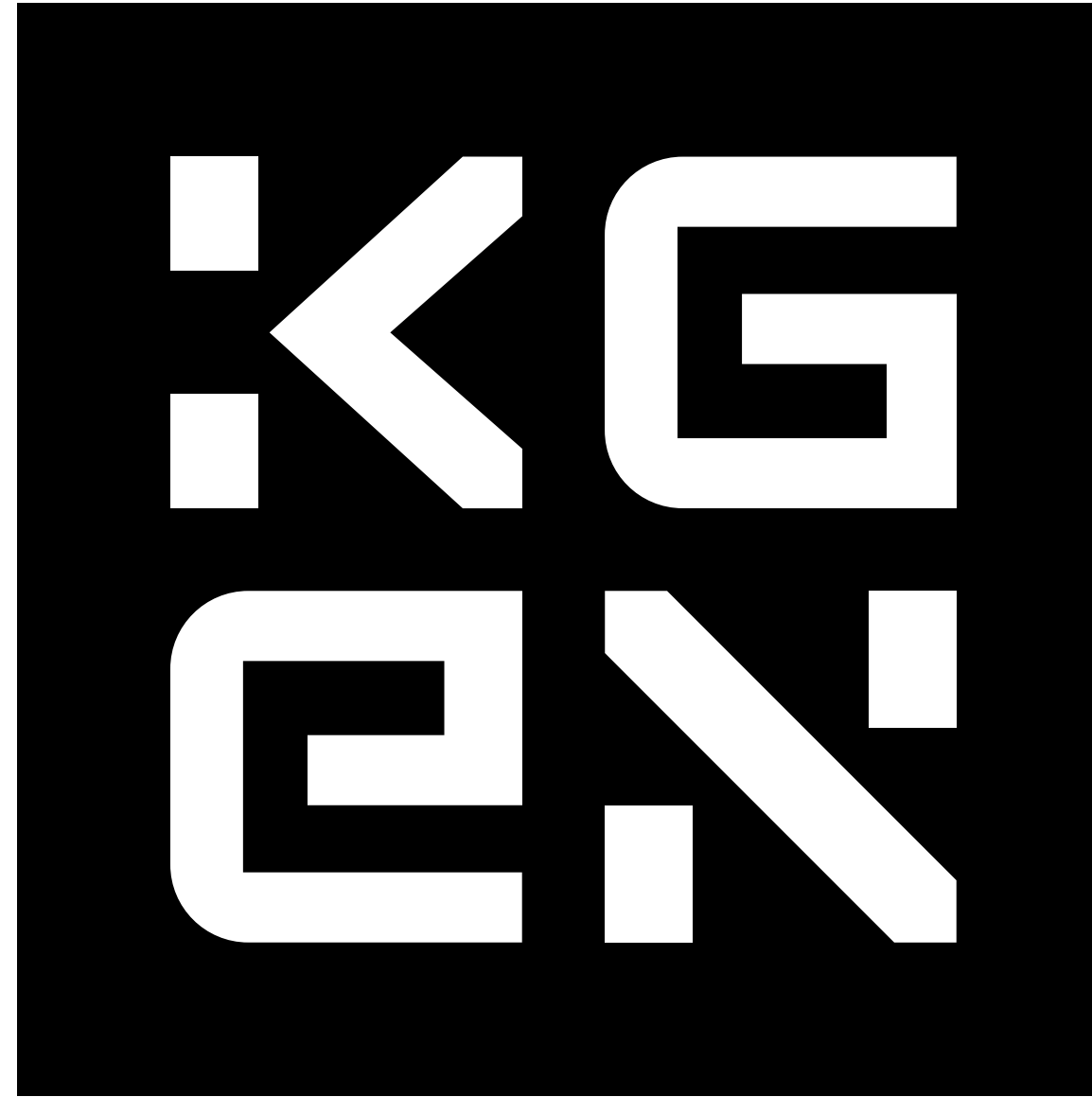
Tertiary B



2.3 Favicon



For use cases below 32 pixel, brand should use the favicon version of the logo.



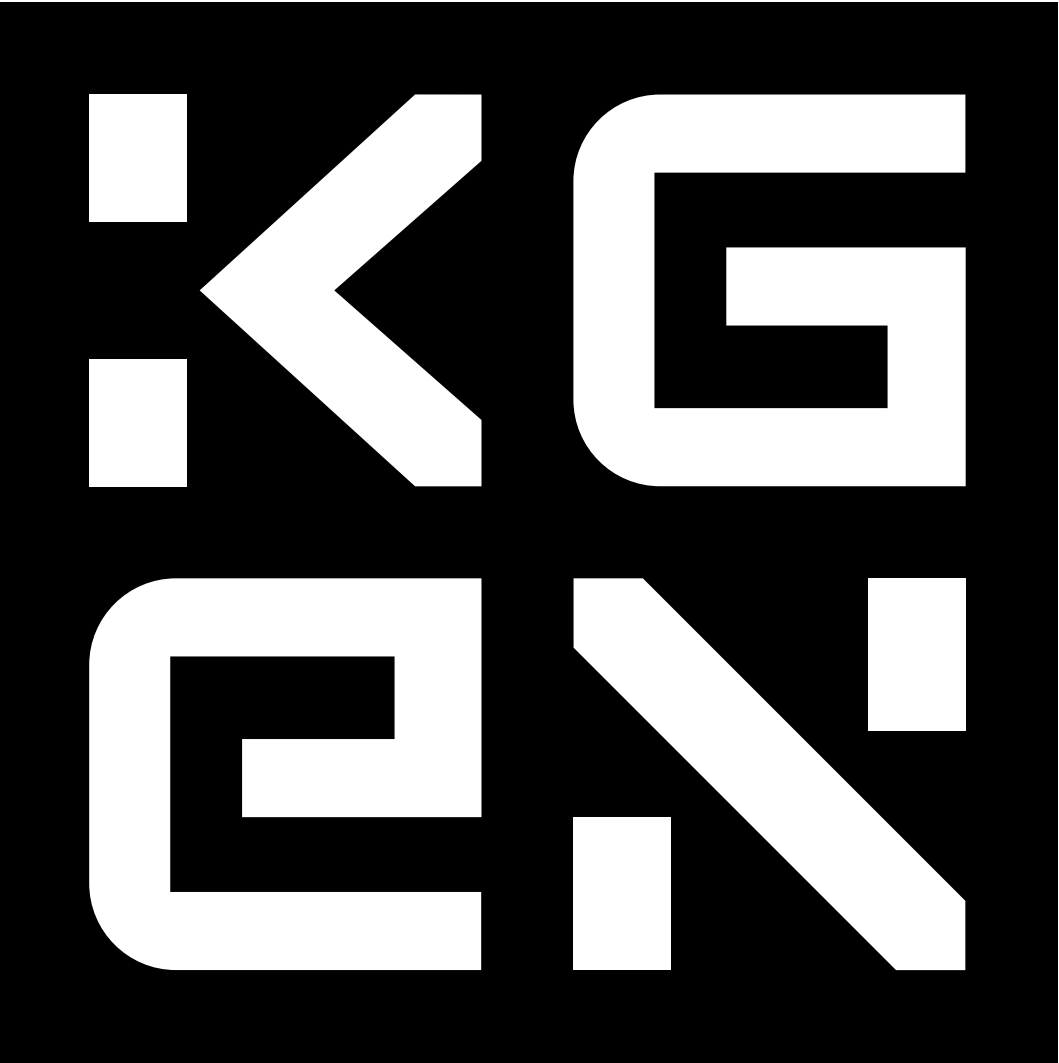
For thumbnails and display pictures, the logo should maintain the respective size and spacings as shown in square or circle frame.

2.4 Minimum Sizes

To preserve the legibility of the logo, it is essential to adhere to the minimum size guidelines. The logo should never be scaled down to a point where its impact and clarity are compromised.

We have created micro versions of the logos to be used in cases where the logo has to be applied in small sizes.

Micro Logos



150 px

In use cases at 150 pixels or more, use the main versions of the logos.



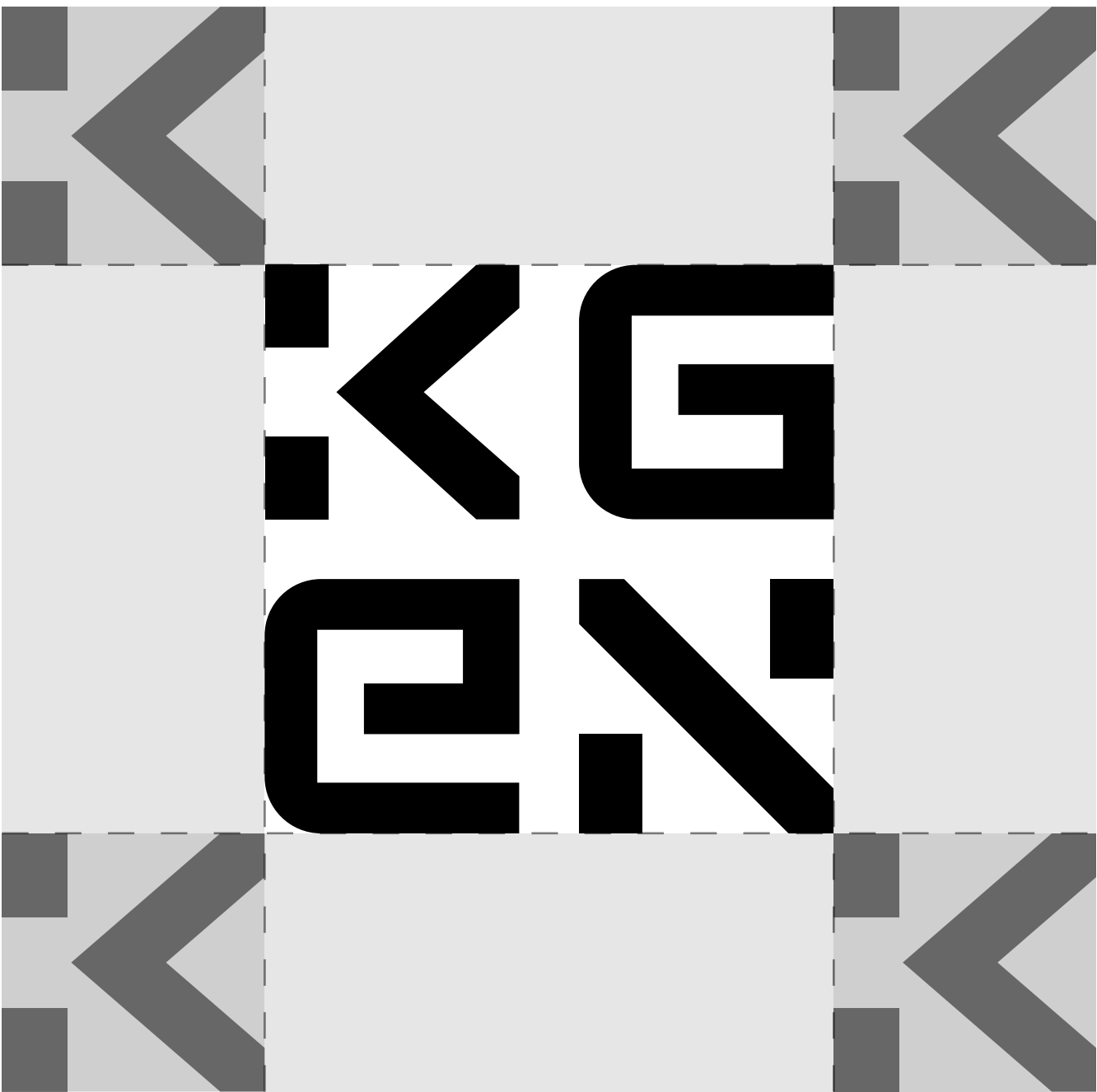
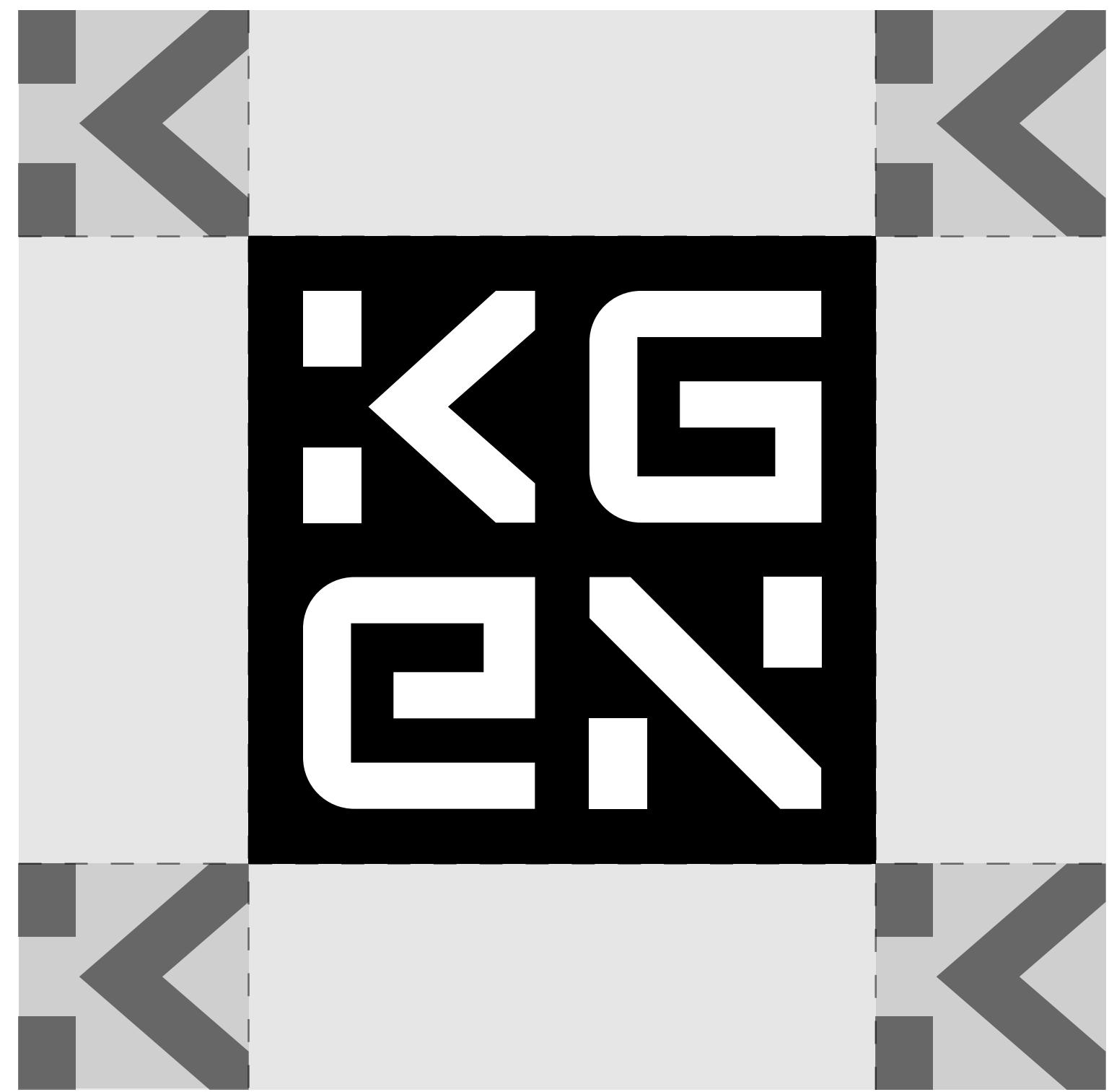
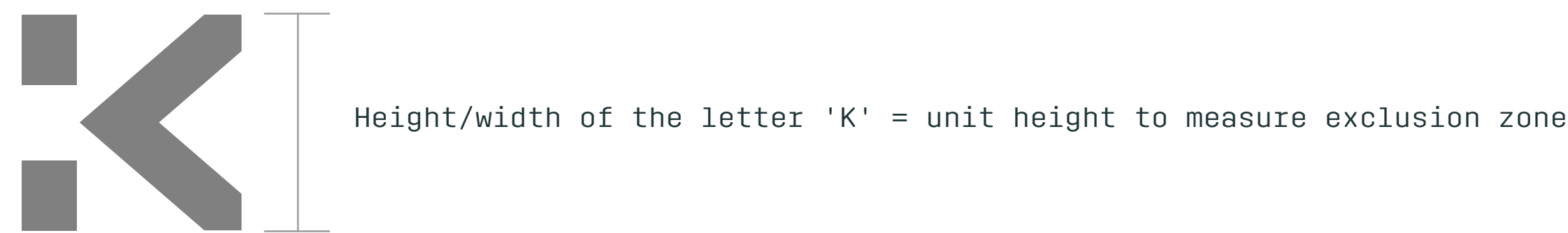
< 150 px

In use cases of less than 150 pixels, use the micro versions of the logo.

2.5 Exclusion Zone

The Exclusion zone is the minimum safe distance to be maintained while arranging any text or graphics near the logo. The Exclusion zone ensures the legibility and impact of the logo by isolating it from competing elements.

For KGeN, the exclusion zone is equal to the height of the 'K' in the logotype.



2.6 Logo Usage & Placement

- Maintain minimum safe space while placing the logo at any corner of the frame. This margin can be increased as per the overall design of the specific asset.
- Maintain minimum size of the logo at every use scenario. Scale of the logo should be increased accordingly as per the other elements in the composition.



2.6 Logo Usage & Placement

Logo can also be placed in the centre of the graphic aligned to the top/bottom edge of the graphic. In this case, the logo should touch the top/bottom edge.



2.7 Logo Usage & Placement

01. Logos stacked horizontally:

- Always use the logo with square frame when the logo paired with any third-party logo.
- Height of the letters inside the square will be equal to the height of the third-party logo.
- Maintain the exclusion zone space (size of letter 'K') in between the logos.

01



02. Logos stacked vertically:

- Always use the logo with square frame when the logo paired with any third-party logo.
- Height of the letters inside the square will be equal to the height of the third-party logo.
- Maintain the exclusion zone space (size of letter 'K') in between the logos.

02

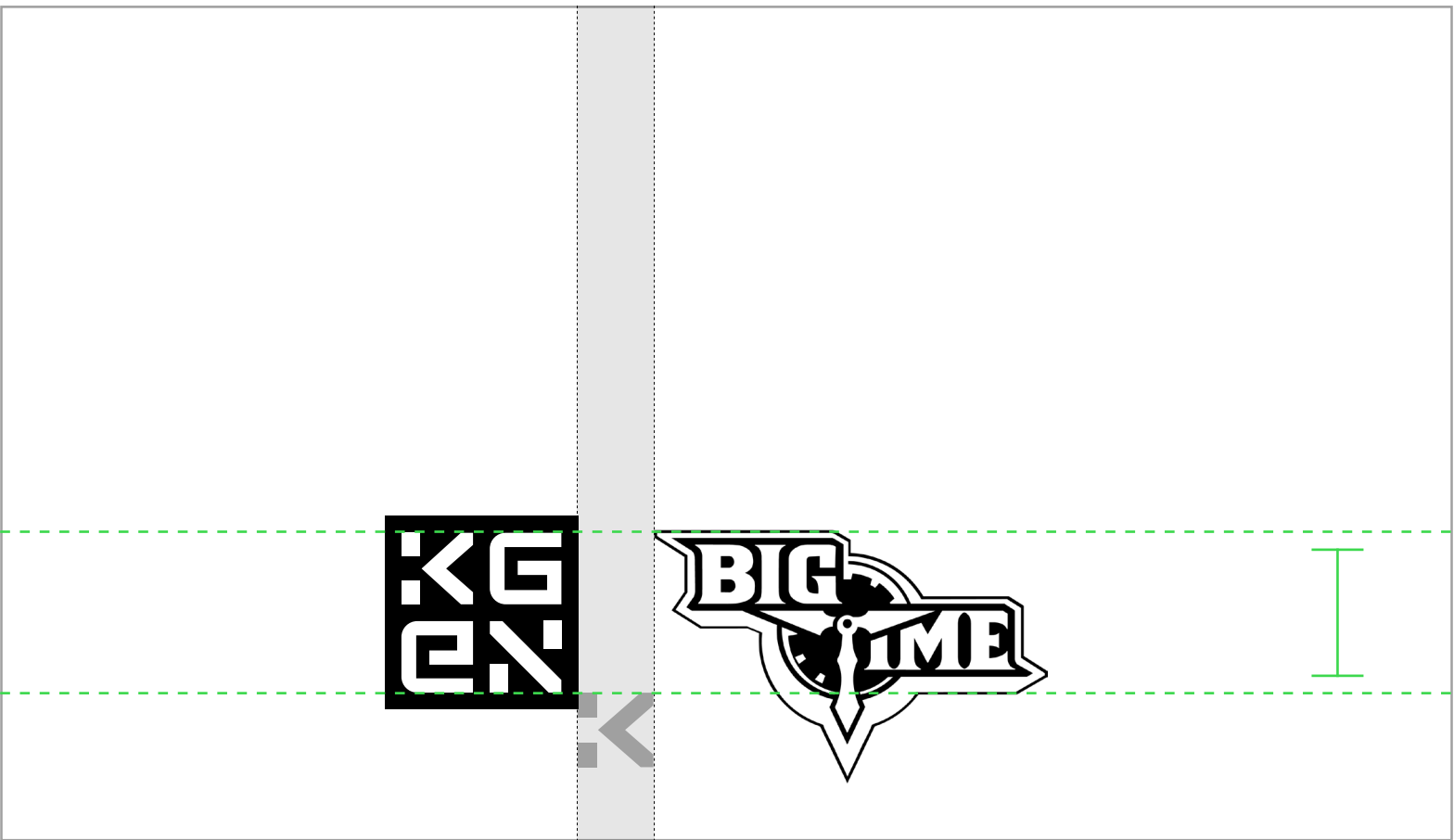
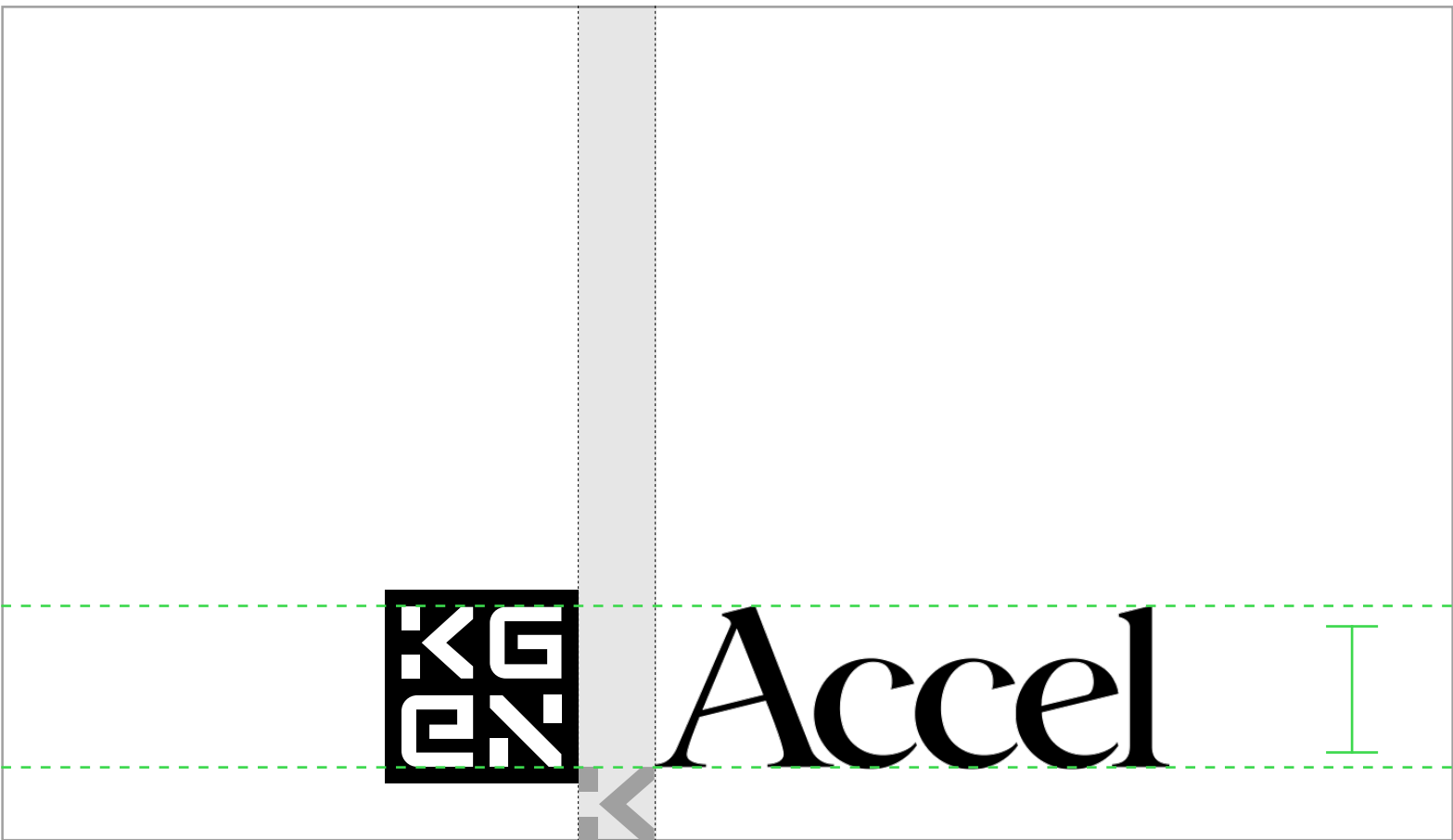


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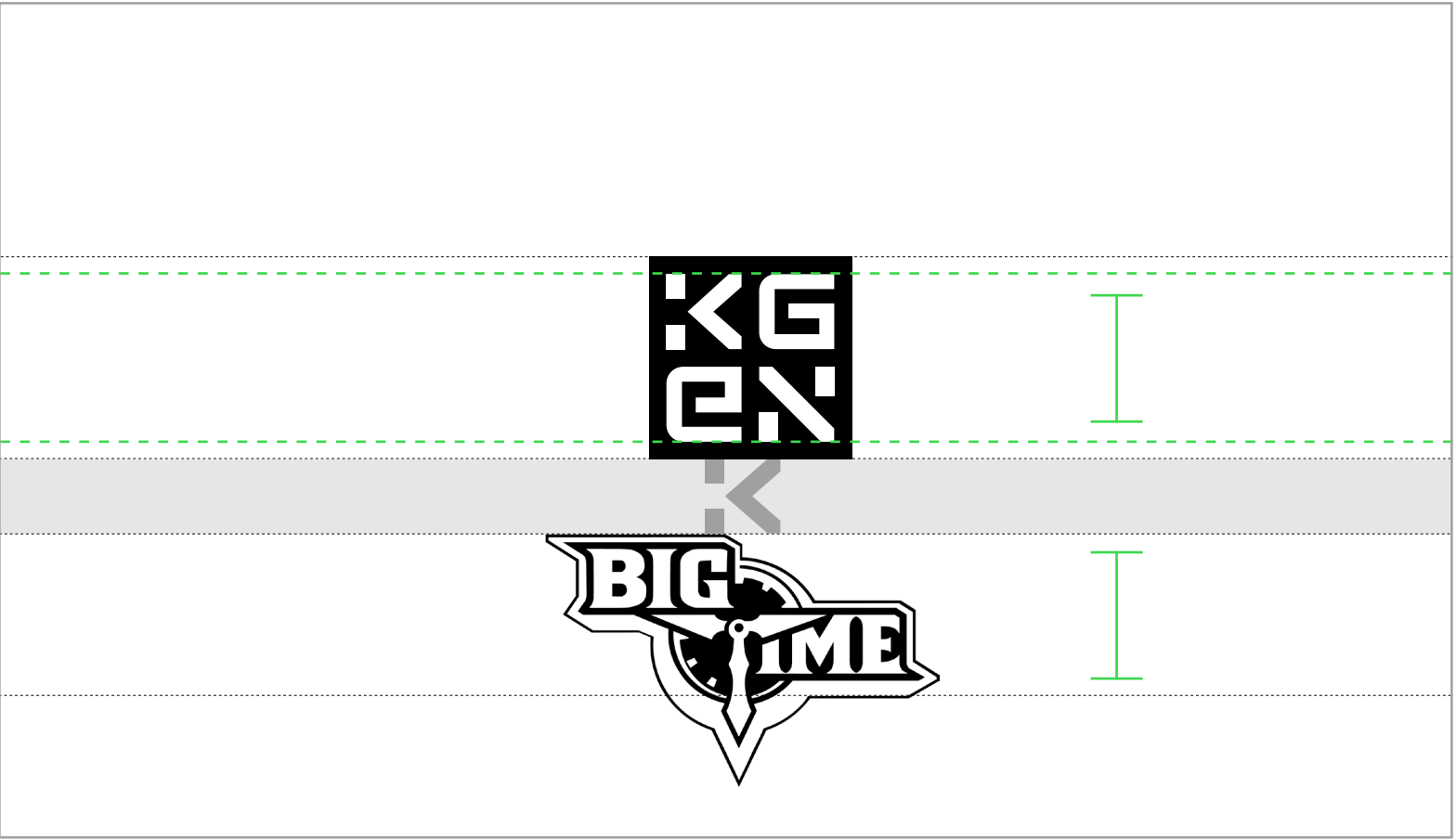
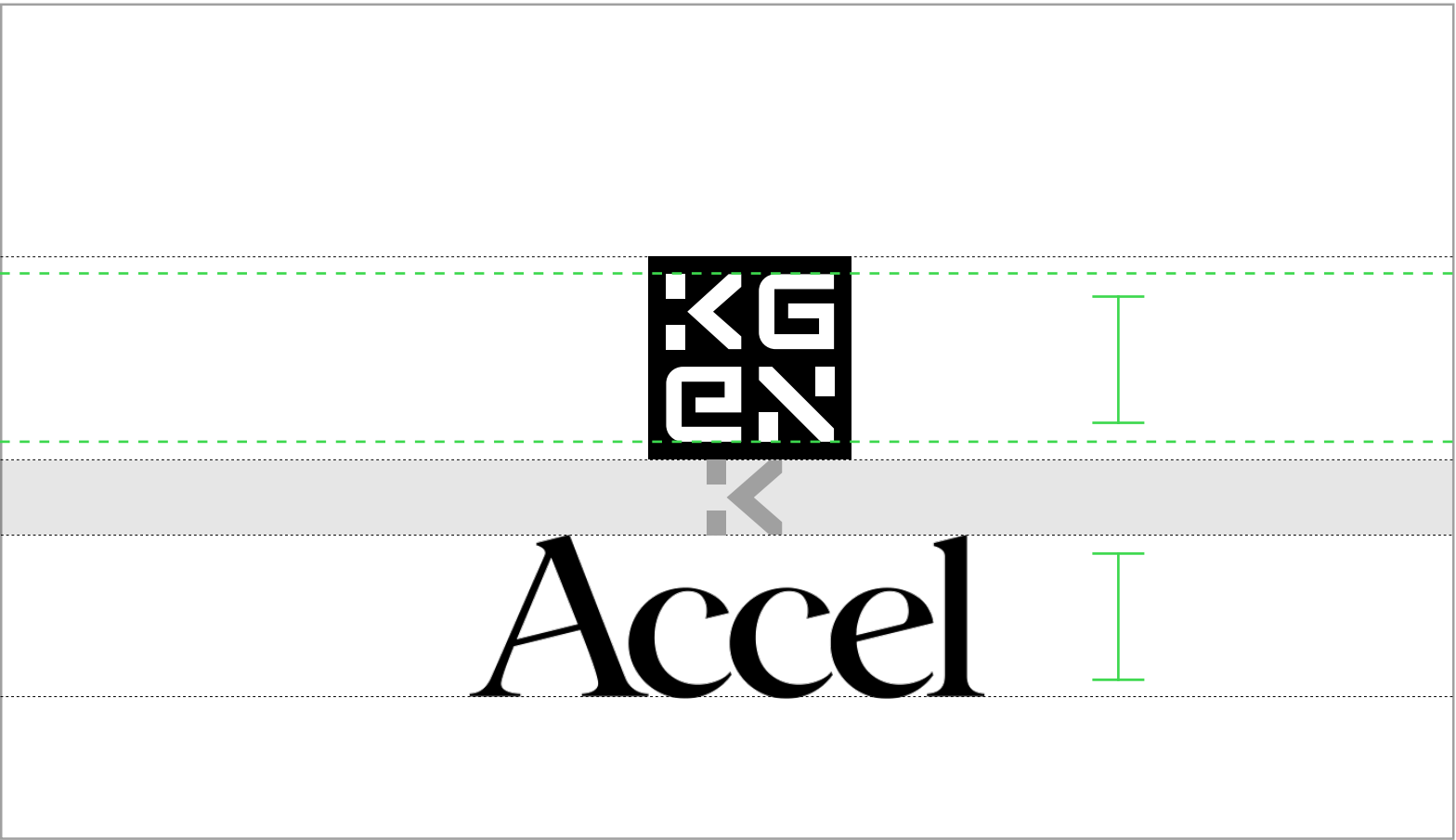
01



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02



2.8 Logo Color Combinations

The following color pairs have been created from three primary colors in the palette. The logo should always be rendered in primary colors only for all key brand collaterals. This helps in establishing a consistent brand look across different mediums.

Main Combination



Secondary Combinations



2.9 Dos and Don'ts

The Logo should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document.



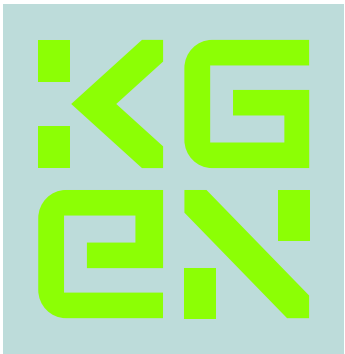
Do not stretch or warp the logo in any direction.



Do not apply gradient or pattern to the logo.



Do not rotate the logo in any direction.



Do not pair 2 colors with low contrast for the logo.



Do not overlap or touch the text to the logo. Always maintain exclusion zone mentioned above.



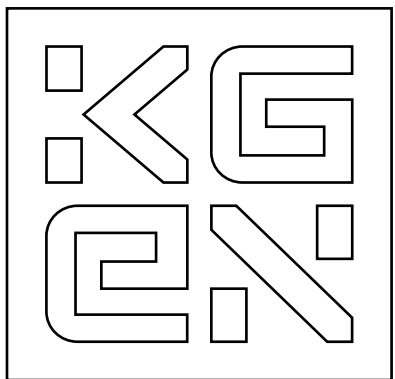
Do not apply more than 1 color within the logo.



Do not change the typeface of the logotype or otherwise recreate the logo with any other typeface.



Do not apply any color outside brand color palette to the logo.



Do not add outline/stroke to the logo, only use solid fill in the logo.