



KIN Brand Guidelines

This is how we tell our story,
together.

CONFIDENTIAL

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04.12.10 Version 2

Feedback? Questions? Email [Paul Patinios](#)

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Updates marked in orange

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We're now, we're brave, we're youth, we're free. We're tender brilliant life.
We hide nothing, share everything, keep secrets. Let it all hang out.
We're open to surprise, to suggestion, to change. We're open to you.
We're closer to our closest, the ones we love most. We disappear, reappear.
Innocent, guilty, open hearted, completely wise. We're forever.

We're together. We're KIN.

A photograph of two young women smiling and huddled together under a grey blanket. The woman on the left is smiling with her eyes closed, and the woman on the right is laughing with her mouth open. They are both wearing the same grey hoodie. The background is dark and out of focus.

WE WERE BORN TO BE TOGETHER.

We're more than a phone.

We're an idea that's born from the way a new generation is connecting and sharing. We're creating new tools for them to navigate their ever-changing social world. We're here to bring people closer to what they love.



WE ARE WHO WE ARE.

We're guys, we're girls.

We're youth just trying to make
it happen in amazing ways.

We're discovering, sharing,
daring, skeptical, forgiving....

A young man with glasses and a young woman with long dark hair are sitting together, laughing heartily while playing a video game. The man is wearing a grey shirt and the woman is wearing a black leather jacket over a dark t-shirt. They are both holding a black and white video game controller. In the foreground, there is a glass of water with a black straw. The background is a warm, textured wall.

WE LIVE TRULY, MADLY, DEEPLY.

Life happens without a candy coating.

KIN is brave enough to engage with our real lives, warts and all. Happy accidents, imperfections, embarrassments. Real, human and uncensored. It's full of surprises and never repeats itself.



This is who we are.
And this is how we tell our story...

KIN IS ABOUT EXPLORING AND SHARING YOUR PASSIONS WITH THE PEOPLE YOU LOVE.

KIN is a new kind of phone, it also changes the way we think about mobile phones. First of all, our phones feel great to use. And they're people friendly. The way you use a KIN phone mimics how you want to communicate in real life. It's a brand that helps you bring together everyone and everything you love. But KIN is more than a mobile phone. It captures and supports a life of social, youthful vitality. In an era of change and possibility, KIN captures a spirit of social and personal discovery, of becoming, of freedom.

TELL IT LIKE IT IS. SPEAK ALEX'S LANGUAGE. TAKE A RISK.

These are our brand guidelines. They're a set of principles, tools and tips on sharing our story in ways that stay true to our ideals. When we work together in rhythm, everything we do will be consistent and pure. And, together we can change the conversation. This is how we'll do it.

BE HONEST UNEXPECTED AND INTIMATE.

In everything we do. Every time.

Three words that are easy to build on. They'll keep us on the path and inspire us in endlessly surprising ways.

Honest – It means just what you think. Be direct. Be true. Never over-polished, over-primped, over-fussed.

Unexpected – It's the opposite of what's expected. It's our turn to flip things over, laugh out loud, make a bold mark that stops them in their tracks.

Intimate – Make it personal. Make every touch count. Let's be sure that people really feel it.

BRAND PILLARS

KIN GETS ME.

KIN understands me, and my life so that what's important to me always comes first.

KIN is fun and simple, and communicates as naturally as I do.

Gets Me Features

KIN Loop

User interface

Message inbox

SNS integration

Hardware

KIN SHARES ME.

KIN helps me share what's important to me all together in one place. I can easily capture, copy and send all sorts of things to my friends.

Shares Me Features

KIN Spot

Capture and Share

KIN FREES ME.

Because everything on my phone gets automatically backed up online, I can get to all my stuff anytime, anywhere there's a computer. KIN has all the storage I'll ever need so there's no limit to what I can keep.

Frees Me Features

KIN Studio

SEE YOU WHEN I SEE YOU.

Looks Matter. It's how you'll recognize me in the crowd. This is our brand identity. Our logo, style and the visual elements that are core to the way we express ourselves. It's direct, flexible and never complicated. Stay true to what's here so everyone knows exactly who they're talking to.

NEED TO KNOW BASIS.

We use the brand elements simply to connect KIN to the never-ending conversation Alex has with friends.

The KIN logo marks the brand experience that brings it all together.

The partner signature promises a level of quality that Alex can trust.

Photos and Type are expressions of life's meaningful moments.

The spot is our symbol for Sharing and the essence of our product experience

Used together properly they help us speak our minds and share our stories - dynamically yet in unison.

PIN THIS PAGE
SOMEWHERE!



KIN LOGO



COLOR PALETTE



PARTNER SIGNATURE

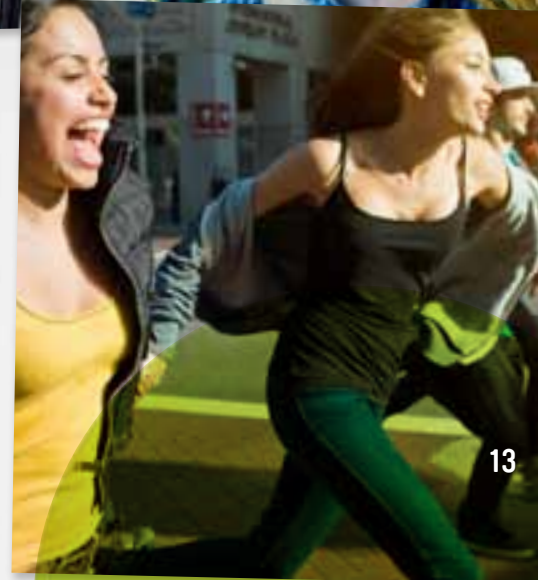
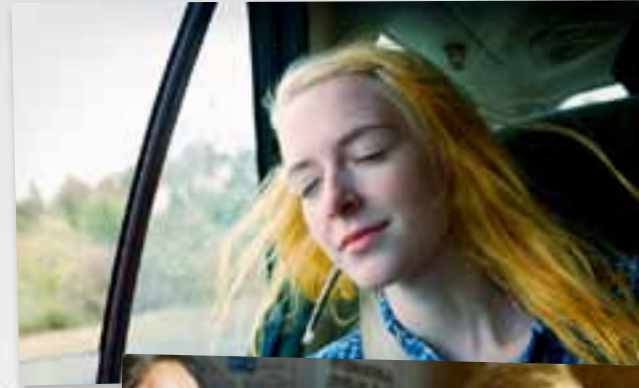
I LOVE
THE WAY
WE TALK.

There is no social life.

There's just life.

TYPOGRAPHY

PHOTOGRAPHY



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PAPER BACKGROUNDS

SPOT

ALL IN THE FAMILY.

Our logo sits at the center of our brand identity. It's our name and our mark. It looks like a word and a symbol at the same time. It's simple and strong—you can read it and recognize it from a mile away.

The key to its strength will be in its clarity and consistency. Like the brand itself, it's open, accessible, fuss free and true to its purpose.

← ALWAYS CAPS

Use the KIN logo on every communication prominently and integrated into the artwork. Don't stick it in the corner all by itself.



KEEP IT SIMPLE.

Always use the logo away from other logos. Use it predominantly in Carbon. On darker backgrounds we knock it out to Ceramic white. Keep it clear, readable, and prominent. It's the core of our communications.

The logo needs clearspace around all sides that is equal to a K's width. Make sure nothing crosses into this area.

A trademark is almost always required at the end of the logo. We have provided different assets for different sizes to make sure the trademark is always readable.

The trademark may be removed if it cannot be rendered well on the substrate or if the logo is being applied to a small object that has limited space.

COLOR USAGE

CARBON ON PAPER
PREFERRED



CERAMIC ON DARKER TONES



CERAMIC ON PHOTOS



THE BOX
ISN'T PART
OF THE LOGO

LOGO CLEARSPACE



SEE THE DETAILS

WE'RE IN THIS TOGETHER.

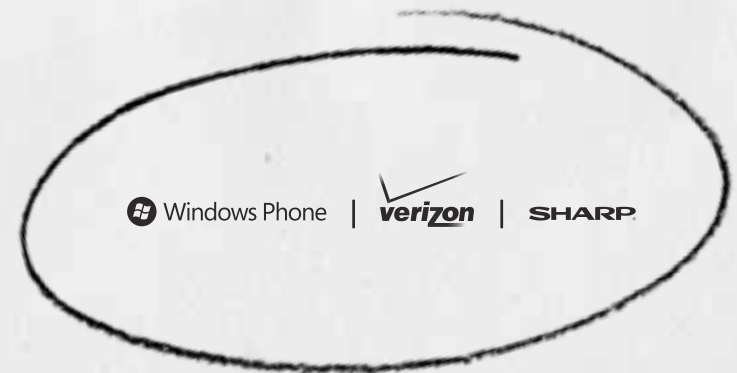
Our partner signature is a guarantee of quality backed by the companies delivering the experience. Keep it small but readable.

We use it as a sign-off on any communication that relates to all three partners. This includes most things you might make, but excludes viral marketing, apparel, and giveaways. There are also separate guidelines for internal Microsoft communications in the appendix.

While we let the KIN logo get close to Alex, we prefer that the partner signature locks up to the bottom corners or edge and always stays lower than the KIN logo.



THE LOGO
SHOULD ALWAYS
"READ" FIRST



SEE THE DETAILS

SMALL BUT SIGNIFICANT.

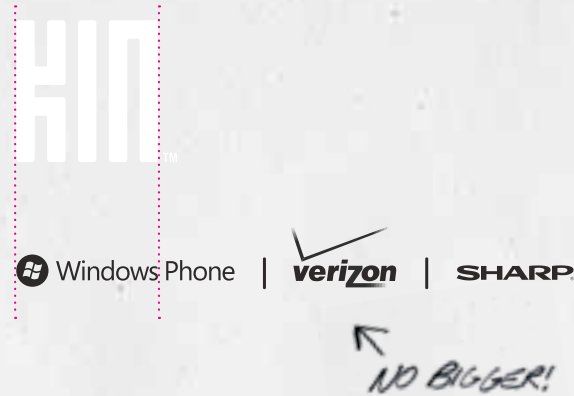
Whenever possible, we use the KIN logo at least as wide as the flag circle and “Windows” together. This is important to increase the emotional connection to the KIN brand while maintaining the guarantee of quality from the partners.

The partner lock-up is always a single color with the preference of carbon on paper.

Keep all elements at least one Windows flag away from above and below the lock-up. Use two Windows flags from either side.

All marketing materials must include our legal trademark information. Be sure it's inconspicuous but legible.

MAXIMUM SIZE RELATIONSHIP



COLOR USAGE

CARBON ON PAPER
PREFERRED



CERAMIC ON DARKER TONES



LOGO CLEARSPACE



LEGAL TRADEMARK

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New addition

SEE THE DETAILS

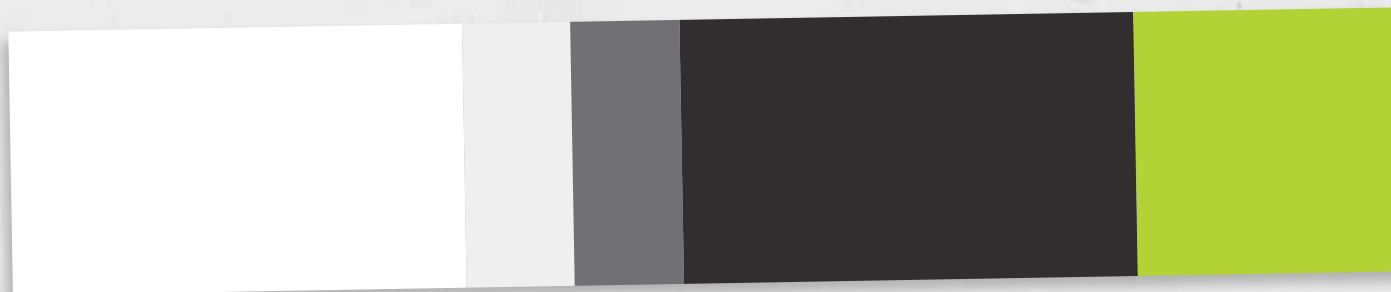
NIGHT AND DAY.

KIN is primarily a neutral brand that uses the lightest ceramic and darkest carbon as core colors.

Wasabi is the key pop color*. Use it primarily with the Spot graphic and for calls-to-action.

Product and UI palettes use a wider range of colors that can be found in the appendix.

BRAND COLOR PALETTE



CERAMIC

NCS NS 0501-Y15R

C:0 M:0 Y:0 K:3
R:252 G:252 B:251
#FCFCFB

New CMYK build

LIGHT GRAY

NCS S 2002-G
PMS COOL GRAY 1 U
C:0 M:0 Y:0 K:10
R:230 G:230 B:230
#E6E6E6

CEMENT

NCS S 5502-B
PMS COOL GRAY 11 U
C:0 M:0 Y:0 K:70
R:110 G:110 B:110
#6D6D6D

CARBON

NCS NS 8800 N
PMS BLACK 7 U
C:0 M:0 Y:0 K:95
R:48 G:46 B:47
#302E2F

New CMYK build

WASABI

NCS S 0565-G50Y
PMS 382 U
C:35 M:0 Y:100 K:0
R:203 G:224 B:76
#CBE04C

New PMS build

UI PALETTES

(RESTRICTED - SEE APPENDIX)



* Color may be augmented in Europe

THE SPOT LIVES ON.

The KIN Spot is an integral element in the UI that makes sharing your life dynamic and simple. We use a graphical dot to represent the Spot in communications where a magic moment happens.

Use only one spot graphic per visual pane. Only use a spot if it can be applied over a shareable moment in Alex's world. Spots aren't used as a spotlight for other elements or for wayfinding.

If you are using an Alex image full bleed as the canvas, do not use a Spot. You are already focused on a magic moment and don't need it.



SEE THE DETAILS

SPEAK UP.

Alex has a way of talking that is reinforced by the bold, simple fonts we use to show it.

For headlines, we use Brauer Bold. Subheads and body use Whitman for friendly readability. This font differentiates us from the machine-like fonts prevalent in the industry. Punctuation should be minimal. Calls-to-action also use Brauer.

HEADLINES

Brauer Bold
 Uppercase
 Leading=Size
 Left Justified

In tape:
 Leading 56/Size 50

New Tape Leading

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ?!.

SUB HEADLINES & EMPHASIS

Whitman Bold
 Sentence Case
 Leading 18/Size 13
 Left Justified

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
 PpQqRrSsTtUuVvWwXxYyZz1234567890

BODY COPY

Whitman Roman
 Sentence Case
 Leading 18/Size 13
 Left Justified

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
 PpQqRrSsTtUuVvWwXxYyZz1234567890

CALLS TO ACTION

Brauer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

[SEE THE DETAILS](#)

MAKE IT READ.

Say something intuitive and rich, and say it with equally simple type. When Alex exclaims, the message needs to get across quickly and up front. When Alex explains, the volume gets turned down a notch to harmonize the headline and body copy.

Tape comes from the UI where it shows the most important or newest content on the page. We use tape for “Alex exclaims” headlines and important first lines. You may also use tape for calls-to-action.

Tape is not used when “Alex explains.” If it doesn’t sound like a conversation, don’t use tape.

ALEX EXCLAIMS

← WE CALL
THIS TAPE

**I’M LOST
WITHOUT
YOU.**

Come back to me.

Again and again.

ALEX EXPLAINS

**ALL YOUR
FRIENDS
ARE INSIDE.**

The littlest things get through,
making them bright.

See what your friends are doing
or see the news. It’s up to you
with KIN Loop.

FIND MORE

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SEE THE DETAILS

YOUR SOCIAL LIFE IS OVER.

There is no social life.

There's just life.

*TAPE REVERSES
OUT OF BLACK*

SAY GOODBYE TO YOUR SOCIAL LIFE.

We are analog creatures.

We make things with our hands. Not everything we do is perfect in its execution or finish. Our material philosophy celebrates our analog nature by utilizing raw and unfinished materials crafted in new and interesting ways.



SAY GOODBYE TO YOUR SOCIAL LIFE.

IT'S ALL THERE WAITING

Manage your life, in life size.

If you're not signed up for a plan that comes with the KIN Studio, call Verizon first.

Go to KIN.COM and sign in using your KIN account username and password:

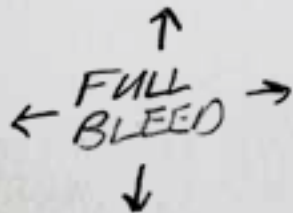
GO GET IT TIGER.

SEE THE DETAILS

TOUCHY FEELY.

Unfinished, uncoated paper is a material that we use extensively in the brand to create an authentic canvas for the artwork. We even simulate it when we can't print on the real thing. Flood all backgrounds with it so long as it can be rendered realistically.

Paper can also be used to create menus, containers, modals and disruptors. Keep it simple, add a consistent drop shadow and make sure the copy doesn't rotate.



LOOK AT ME.

Os rehendit vel et quoditiost, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae.

ONE

Os rehendit vel et quoditiost, que cum volorem et quate veroreribus cuscid ulpa.

\$\$\$

CONTAINERS
When you need to create modular information, use paper to contain them.

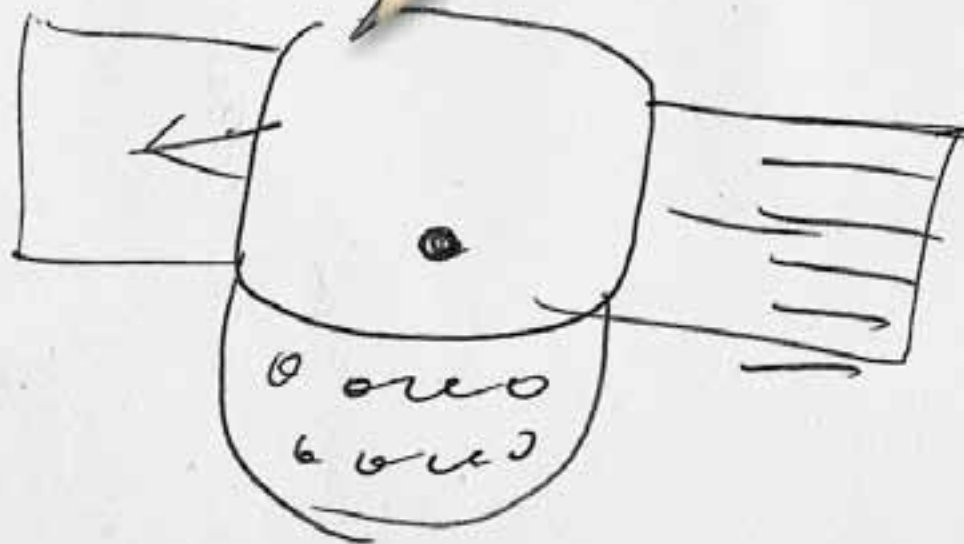
DISRUPTORS
When you want someone to clearly see something, use paper to call it out.

SEE THE DETAILS

DRAW YOUR WORLD.

When Alex explains a feature, we use informal hand-drawn elements on the background paper to describe the features. Keep it simple and iconic. Details are best left to the copy.

Each drawing should feel like Alex drew it just for the viewer.



BATTERY
LATCH (PRESS)



POWER
BUTTON

+
-
volume

✖

||||

BACK
BUTTON

STRINGS



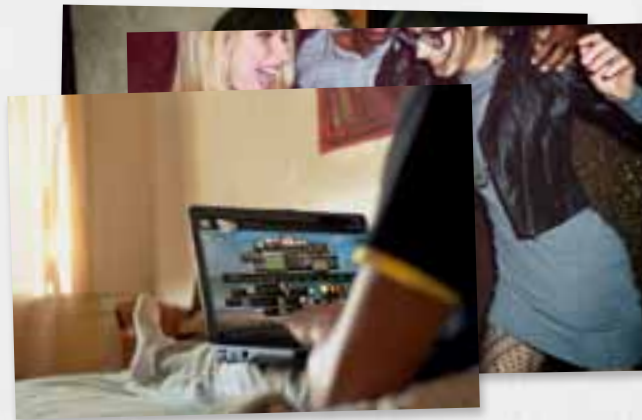
LIFE'S ABOUT MOMENTS.

Photography is about capturing one instance, while we are about every second. Collage multiple photos together to tell richer stories.

Like every other element, photography should be treated as a physical object. Shadows should remain as consistent and authentic as possible.

Strings connect stories. Stories between people, concepts, time and activities. Keep them connected.

STACKS



Stacks add depth, but focus on one key moment.

CLUSTERS



Clusters collect unrelated moments into an identity. Use them like a tackboard with layers.

SHOW IT BIG.

Sometimes you just want to share one great moment.

When you can, reverse your typography right on top of the photo. When it won't work without shenanigans, tip in a piece of paper like this page.



LAYER IT UP.

Before using this as a guide, first decide which elements are critical to the communication. Keep it simple. Not everything needs every element. Use everything like it's precious.

Knowing what layers first, second and third is critical to making consistent communication across the brand:

Lowest layer: Paper floods

Then sketches and handwriting

Then photo collages

And then Spot

Add the Copy

And add a phone hero if needed

Finally, the brand logo and signature are the icing.

YOUR SOCIAL LIFE IS OVER

There is no social life.
There's just life.



KIN™

Body Copy

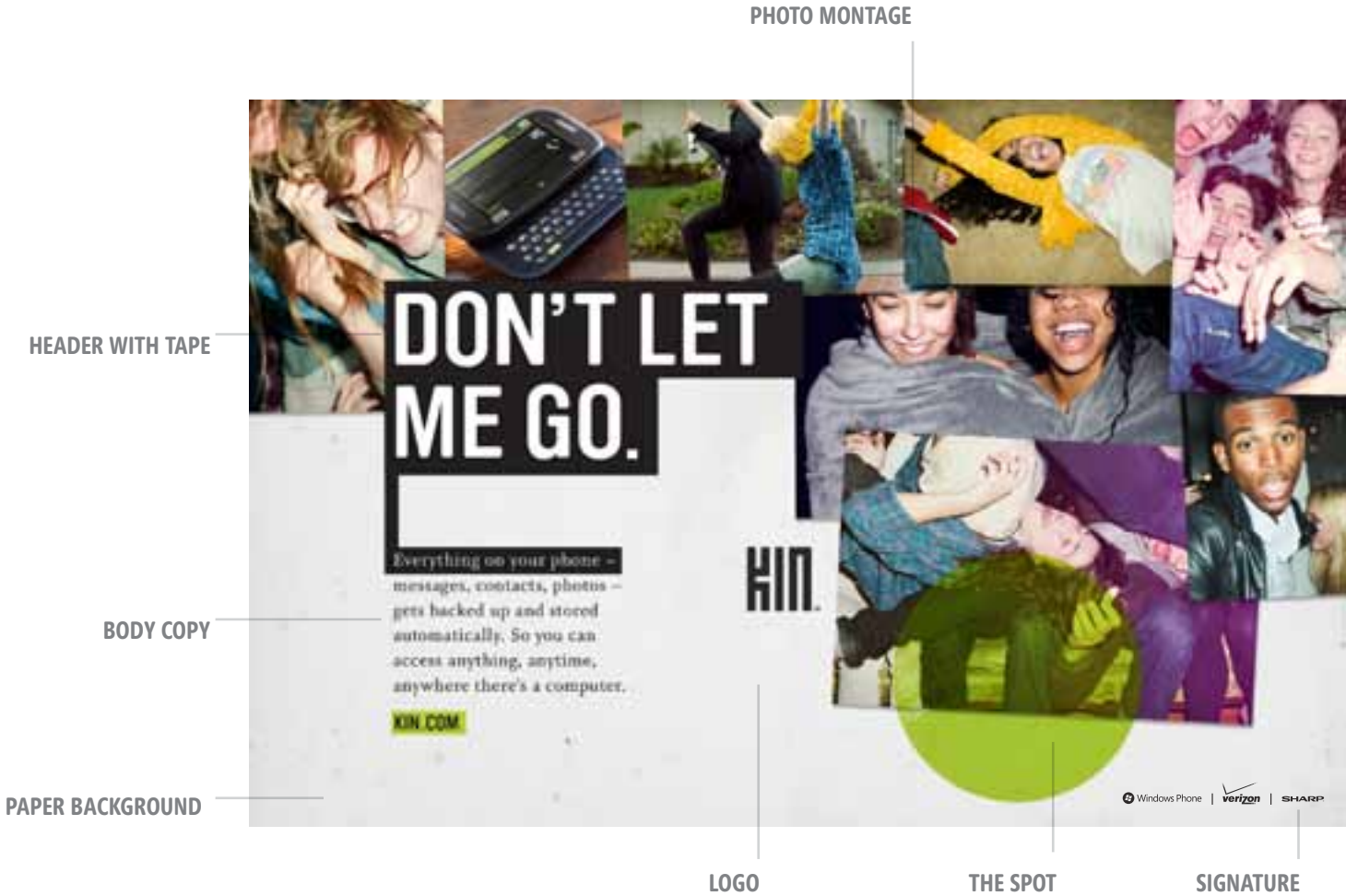
Copy should orient with the paper as if printed on it and cut out

Os rehendit vel et quoditiost, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae. Itatemp orrumquis millit ad evendunda volorient et ea velesci alis molorem accusdae eum atia inisserumquo omni reicim que omnimendit volut ut alibus doluptur aboribusam nos si ad mos ea dolorec tureper emperero es doluptat.

**I'LL SHOW
YOU MINE.**

SHOWCASE

ADVERTISEMENT



SHOWCASE

BILLBOARD

HEADER WITH TAPE

PHOTO HERO



LOGO

SIGNATURE

SHOWCASE
IN-STORE



A young man and woman are sitting on a blue couch in a room with a large window in the background. The woman, on the left, has long brown hair and is wearing a light-colored sweater. The man, on the right, has curly dark hair and is wearing a light-colored long-sleeved shirt and jeans. They are both smiling and gesturing with their hands as if in a lively conversation. The man's hands are raised and open, while the woman's hands are also gesturing. The overall atmosphere is warm and casual.

**LET'S
TALK.**

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Alex is the voice of KIN - and is heard in all our consumer communications, everywhere.

Knowing the tone and personality of Alex – up, down, and sideways – is what will differentiate our communications.

But telling you what to say would be totally un-Alex of us. So instead, here's some help with how to say it. Learn the rules; say it the same. Then take it, run with it, and blow it away.

TONE

Having a clearly defined, consistent approach to our brand's tone of voice will help us lay a strong foundation for a recognizable and unique verbal identity that works in harmony with our visual identity. It is as important, if not more, than any other element of the brand. Our tone of voice springs directly from the KIN brand idea: **Truly, Madly, Deeply.**

**TELL IT LIKE IT IS.
SPEAK ALEX'S LANGUAGE.
TAKE A RISK.**

If you put yourself in the shoes of Alex – and try to speak with her/his voice, you'll pretty much be in the right place.

tone

ONE VOICE, TWO STYLES:

Alex's voice - clearly defined, and consistent - works in harmony with our visual identity. It's as important, if not more so, than any other element of our brand – because it can be a key differentiator.

Our tone of voice springs directly from the KIN brand idea: Truly, Madly, Deeply.

Functional and emotional

While emotionally-led communications will help us stand out, provoke and compel, we will often have to express more specific functional information as well. Therefore, this document addresses two different types of writing and communications – emotional and functional. Both types of communication convey our brand idea. They simply have different jobs to do and appear in different applications.

Please refer to the exhibits section at end of this document to see how we use our language.

TONE

Emotional:

ALEX EXCLAIMS

You know what it's like when you've just had the best night of your life with the best people and you're bursting to tell someone about it? Or something really heavy's happened and you've got to let someone know how you feel? That's our emotional language. Alex's voice – uncensored, unfiltered, raw.

Functional:

ALEX EXPLAINS

This tone of voice is more as if you imagine Alex as your slightly older cousin, here to explain how things work. It's unfussy, helpful language that helps you make decisions without talking down to you... like a user review from a friend.

TONE

ALEX EXCLAIMS

- Our primary voice – sets the tone and spirit of the brand
- Declaration / confession of a feeling
- Defines the audience
- Always in the first or second person

Tell it like it is

- Candid
- About real life
- Real language

Take a risk

- Pure vulnerability
- Disarmingly honest
- Emotional declarations

Speak alex's language

- Covers the spectrum of emotions
- Admissions of unexpected feelings
- Responses to unexpected moments

37

ALEX EXPLAINS

- Our secondary voice
- Helps users understand our brand / products
- Describes our offer – e.g., what it does, how to buy, how to use.

Tell it like it is

- Simple
- Straightforward
- No jargon or fine print

Take a risk

- Balanced
- User review style copy
- Unexpectedly frank

Speak alex's language

- Personal
- Helpful
- Benefit-led

tone

WHAT IT SHOULDN'T BE

No salesy marketing chat

No small print

No talking down

No voice of Microsoft, KIN or Sharp

No over-promising

No bullshit

No 'hi kids'

No techno babble

No hype

MESSAGING

ALEX EXCLAIMS

Imagine Alex is making a really honest confession or declaration of how he/she feels.

- Offer an emotional connection / benefit.
- Speak in the first person voice of Alex
- Make emotionally brave statements.
- Be raw and expressive

ALEX EXPLAINS

Imagine Alex is talking to a friend

- Keep it short and sweet (don't over-write it)
- Use colloquial language (no jargon)
- Use 2nd person wherever possible eg: If you want to take a picture
- Use the active voice eg: You can't do that
- Use contractions eg: cannot to: can't
- Use sentence case – it's easier on the eye and feels gentler

BRAND MESSAGING

Sometimes,

you need a phone that will make a call or send a text or take a photograph. And for that, most phones will do the job. But not all communications are the same. And for that matter, neither are all phones.

Sometimes,

you need a phone that will make a phone call and send a text and take a photograph and capture a piece of video and send it to all the people you love, all at the same time.

Sometimes,

you need a phone that reflects what's important to you and how you live and who you are.

We made KIN for those people.

We observed how you communicate in real life. Then we designed KIN to communicate as naturally as you do, so that KIN is everything you love, everyone you want, all together in one place.

BRAND MESSAGING

**KIN IS ABOUT
EXPLORING
AND SHARING
YOUR PASSIONS
WITH THE PEOPLE
YOU LOVE.**

BRAND PILLARS

KIN keeps up with everything that's going on in your life - and gets your message out to the people who matter the most. It's unbelievably easy to share your latest photos, videos, messages, websites, and even where you are. Plus, there's a brilliant camera that takes and shares amazing pictures even in dim light. KIN has more storage than you'll ever need, so almost everything on your phone is on your computer at your own secure website.

KIN GETS ME.

User interface
Message inbox
SNS integration
KIN Loop
Hardware

KIN understands me, and my life so that what's important to me always comes first.

KIN is fun and simple, and communicates as naturally as I do.

KIN SHARES ME.

KIN Spot
Capture and Share

KIN helps me share what's important to me all together in one place. I can easily capture, copy and send all sorts of things to my friends.

KIN FREES ME.

KIN Studio

Because everything on my phone gets automatically backed up online, I can get to all my stuff anytime, anywhere there's a computer. KIN has all the storage I'll ever need so there's no limit to what I can keep.

HERO FEATURES – CONSUMER FACING

KIN SPOT

Share almost anything – photos, status updates, web pages – to almost anyone. Since the KIN Spot is always on your screen, it's unbelievably easy to drop stuff into the Spot, and send by text, email, or social network update.

KIN LOOP

Your favorite people and the things you love - on your home screen, in real time. You tell KIN who and what is important, and it delivers the latest updates from your favorite places. Keep in the loop with anything that's important.

KIN STUDIO

Everything you create – messages, contacts, photos, videos – gets backed up automatically to your own secure website. So you can revisit the good times in the order they happened anywhere there's a computer. And with all the storage you'll need, there's almost no limit on what you can keep. And you can share it, just like when you are on your phone.

FAVORITES

Put your friends first by elevating more than 50 of them to your Favorites. They'll appear on your home screen and their social networking status updates, posts and photo shares will be sent straight to the KIN Loop – so you'll always see them just as they come in. If someone is a closer friend, their updates become more likely to appear frequently on the Loop. And it isn't just friends. You can favorite photos, websites, news sources and feeds to see even more important updates.

CAMERA

Take amazing photos, even in low light. One click upload makes it easy to share your pictures, and because they're backed up automatically to the Studio, you can look at them online, in full size, whenever you want. You will never run out of space or lose a memory.

ADDITIONAL FEATURES – CONSUMER FACING

SNS Integration

Your social networks are always on, always up to date, always here. With KIN, there are no apps to load – your social networks are part of your phone.

User Interface

KIN is designed around your people and the things you love – a magazine about your life. Designed to communicate as naturally as you do, sharing is fluid and easy.

The Phone

Choosing between the KIN ONE and KIN TWO couldn't be simpler. If you like a compact phone that's tailored for one-handed messaging, choose the ONE. Get the TWO if you prefer a larger screen, maximum storage, best-in-class camera and stereo speakers.

Search

Enter a search term and kick off a search on the web, on your phone, and in your local area, via GPS. Both the web and GPS are powered by Bing. When the search returns a phone number or web link, tap to use it. Or drag your search results into the KIN Spot to share with your friends.

Feed Reader

Subscribe to feeds for regular updates on news, blogs, weather, sports and entertainment. You're able to open links within a feed story, see tables, text and embedded pictures. Mark them as Favorites, and they'll appear on KIN Loop on your home screen as soon as they come in. And by dragging them into the Spot, it's easy to share feeds with friends.

Email

Email is simple. You can access multiple accounts, stay signed in for all your consumer email, work email, and add any POP/IMAP service as well. Each email account has its own screen so it's easy to navigate.

Browser

With KIN, browsing the Internet is easy. You can pan, scan and zoom in and out using touch gestures. KIN allows you to easily share web pages, or clips, by dragging them to the Spot to upload or attach to a message.

Music & More

Zune gives you the freedom to listen to what you want, when you want. Enjoy and manage your music and videos either on your phone or PC. With Zune Pass, you'll get on-demand access to a massive music service. You will be able to stream and download unlimited tracks directly to your phone or PC any time you want.

BENEFITS – CONSUMER FACING

COMMUNICATES AS NATURALLY AS YOU.

Communicating with KIN feels like communicating in real life. It's intuitive, easy, and fun.

You can share, upload and communicate almost anything with features like one-click upload, and KIN Spot, which lets you send almost anything, to almost anyone.

ALWAYS UP TO DATE.

Super easy, efficient and convenient to stay updated with the people and things you love.

You tell KIN who you want and what you love, and you'll get updates delivered right to your home screen, in real time.

You're always in the loop, staying up to date with, or contributing to, whatever's going on from your favorite websites and social networking sites.

CAPTURE AND SHARE YOUR WORLD.

With KIN, it's easy and fun to share photos, video, messages, and web clips.

The camera takes great photos in low light, or video if you prefer, and one-click upload makes everything easy to share.

FREE YOURSELF.

KIN is always archiving your creations and conversations automatically so you can just focus on living life. And you are free to go back and relive great moments any time by using KIN Studio. It's like keeping a journal without thinking about it.

MESSAGING FEATURES EXAMPLES

CONNECTING KIN.

This is how we talk about our features. Each level helps us connect to Alex at different points toward ownership.

AWARENESS

you need to understand why you even care about KIN

SELLING

you know what KIN is so now you need a reason to buy in

TELLING

you are engaged and want to hear more

EXPERIENCE

you are sold and want to know how to connect

EXAMPLE COPY

I KNOW WHAT I WANT.

KIN.COM

I DON'T WANT TO SHARE WITH YOU.

Share almost anything with almost anyone – photos, status updates, web pages, people. Or not. KIN.COM

YOU AMAZE ME.

A phone that lets you text, call, email, and find a piece of music and take a photograph, and then send to all the people you love, all at the same time.

Amazingly easy to share, pretty much anything, with anyone. Upload and send photos, pictures, even feed stories, to your favorite people, all at the same time.

4 LEVELS OF ENGAGEMENT – CONSUMER FACING

KIN SPOT

AWARENESS

**I KNOW WHAT
I WANT.**

KIN.COM

SELLING

**I DON'T
WANT TO
SHARE YOU.**

Share almost anything with almost anyone – photos, status updates, web pages, locations. Or not.

KIN.COM

TELLING

**WHAT'S
GOING ON?**

A phone that lets you text, call, email, and take a photograph, and then send to all the people you love, all at the same time.

EXPERIENCE

Amazingly easy to share, pretty much anything, with anyone. Upload and send photos, pictures, even feed stories, to your favorite people, all at the same time.

4 LEVELS OF ENGAGEMENT – CONSUMER FACING

KIN LOOP

AWARENESS

**I WANT
IT ALL.**

KIN.COM

SELLING

DELIVER ME.

Your friends, the things
you love, on your home
screen. Delivered in real
time. KIN.COM

TELLING

**ALL ABOUT
YOU, ALL
THE TIME.**

No matter your latest craze,
KIN can deliver whatever
you want right to your home
screen, in real time, no apps
required.

EXPERIENCE

You get to decide who
and what's important,
and KIN delivers the
latest updates from
your friends and favorite
places on the web.

4 LEVELS OF ENGAGEMENT – CONSUMER FACING

KIN STUDIO

AWARENESS

**I'M LOST
WITHOUT YOU.**

KIN.COM

SELLING

**DON'T LET
ME GO.**

Everything you create – messages, contacts, photos, videos – gets backed up and stored automatically. So you can access anything, anytime, anywhere there's a computer.
KIN.COM

TELLING

**I WANT YOU
UP CLOSE.**

Everything you create on your phone is also on your computer. Messages, contacts and photos stored for as long as you want.

EXPERIENCE

Anywhere there's a computer, you can access your phone online. Everything you create – messages, contacts, photos, videos – gets backed up automatically. And there's all the storage you'll need, so no need to limit what you keep.

4 LEVELS OF ENGAGEMENT – CONSUMER FACING

FAVORITES

AWARENESS

**MY FRIENDS
COME FIRST.**

KIN.COM

SELLING

**I LOVE MY
FRIENDS.**

Make up to 50 friends your
best friends.
KIN.COM

TELLING

WHAT'S UP?

Put your friends first by adding up to 50 of them to your Favorites. That way, you'll always see what's up when it's up. Find out more...

EXPERIENCE

Add your friends to your Favorites and their updates, posts and photo shares will appear on your home screen as they come in. Better friends with some people? Then they will automatically show up more often.

50

4 LEVELS OF ENGAGEMENT – CONSUMER FACING

CAMERA

AWARENESS

**YOU'VE GOT
TO SEE THIS.**

KIN.COM

SELLING

**YOU'VE GOT
TO SEE THIS.**

Amazing images and video, even in low light, and one-click upload. KIN.COM

TELLING

**DO YOU SEE
WHAT I SEE?**

Sometimes it feels like you're the only one who sees things the way you do. Sometimes you need to see it to believe it. Either way, you can take brilliant photos and videos in any light with the KIN camera. Take as many as you want, without ever running out of space.

EXPERIENCE

Takes brilliant photos and videos, even in dim light. One-click upload makes pictures easy to share. And since they're all stored automatically, you can look at them online, in full-size, whenever you want.

THINGS TO REMEMBER

THE WORD KIN AND PRODUCT NAMES

KIN is always ALL CAPS. Never KIN.

KIN ONE and **KIN TWO** are the correct names for the products.

USING THE URL IN COPY

Use **KIN.COM** all caps. You don't need the www.

If it's inside another URL, use **brand.com/KIN**

TALKING ABOUT THE BIG FEATURES

Always use KIN before **KIN Loop**, **KIN Spot**, and **KIN Studio**.

You don't have use it in front of **Favorites** or **Camera**. The big features are always Capitalized.

HEADLINE PUNCTUATION

End all headlines with punctuation. Everything is an exclamation in tape, but avoid using an exclamation point (!) unless it looks strange without it, like "Oh my gosh!".

And please never use multiple punctuations in a row, e.g. "Oh my gosh!!!".

USE NATURAL LANGUAGE AND NEVER TRY TOO HARD

Don't try to be youthful and cool. Helpful is enough.

REMEMBER WHEN WE...

TOUCHY FEELY.

In keeping with our mantra TRULY, MADLY, DEEPLY, our photo style delivers on several fronts by closely referencing tactile methods of image making.

Our photography delivers this tactility through a print aesthetic, referencing film attributes such as light, and texture to push surprise and authenticity.

Keeping our expressions varied in delivery, yet unified in an overall tactility will allow us to present a variety of subjects/ lighting schemes/ scenarios/ and moods while remaining unified through a single image philosophy.



THE TOP TEN MOMENTS

If you only had 10 shots to represent our brand, these are the ones. Showcasing the range of emotion (high energy, soulful/ contemplative moments) as well as cultural, age, and social diversity will help us depict the richness of Alex's social world.



REAL LIFE.

Alex's day is a combination of hanging out with friends, finding out what other friends are doing, and seeking out magic moments.

Magic moments are the peak experiences Alex wants to remember forever. We don't see the phone because it's the camera taking the photo.

Connections are the hang-out periods that lead up to magic moments. Sometimes we see the phone in use, but it isn't the focal point.

MAGIC MOMENTS



CONNECTIONS



LET ME SHOW YOU.

When Alex explains, we use In Situation photography to show actions and Direct and Simples to explain features.

Demos need to be in a natural setting, like Alex is sitting next to you showing you the ropes.

Direct and Simples sit on the surface of the paper background and interact with any objects underneath them. We do not use silhouettes for brand communications.

IN SITUATION



DIRECT AND SIMPLES



LET'S GET NITTY GRITTY.

58

LOGO ASSETS



Small Logo

Print

Use between
.25" and .5"

Screen

Use between
25px and 100px



Medium Logo

Print

Use between
.5" and 2"

Screen

Use between
100px and 150px



Large Logo

Print

Use over 2"

Screen

Use over 250px



Windows Phone



SHARP

Minimum Size

Print

Use over 1.5"

Screen

Use over 250px

[BACK TO THE OVERVIEW](#)



Spot

Use one where the people are coming together to share something. Don't use it to feature the product or services.



Spot Application

1. Place the spot on top and set it to 100% opacity and Multiply.

2. If the Spot is against a dark image, crop a second Spot into the photo frame and set it to 40% opacity and Hard Light.

3. The Spot should always match the product colorway.

BACK TO THE OVERVIEW

APPENDIX

SPOT NO-NOS



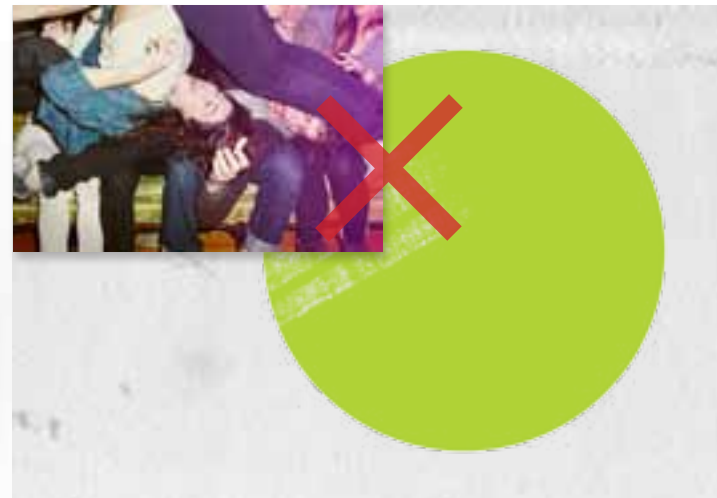
Don't let the multiply effect disappear in dark areas. Create a second cropped Spot and set it to 40% opacity on Hard Light



Don't use the spot without multiplying it into the paper. It should feel screen printed.



Don't use a different color from the phone



Only text and the phone can go over the dot

Print Fonts

Brauer Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ.!?	Headlines & Call-to-action	ALL CAPS Size = leading
Whitman Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz0123456789.!?	Subheadlines & Emphasis	Sentence case 13 size : 18 leading
Whitman Roman	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890.!?	Body Copy	Sentence case 13 size : 18 leading

UI Fonts

Segoe PMX	ABCDEFGHIJKLMNOPQRSTUVWXYZ.!?	Headlines & Call-to-action	ALL CAPS Leading = Size
Segoe Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890.!?	Body Copy	Sentence case 13 size : 18 leading

BACK TO THE OVERVIEW

SAY GOODBYE
TO YOUR
SOCIAL LIFE.

Headlines

Tape is rendered at different widths for each line of type. The tape should always hug the left edge of the type but leave some space in the right.

YOUR
SOCIAL LIFE
IS OVER.

← CONNECTOR
There is no social life.

There's just life.

Headlines + First Line

Connecting the headline to the first line with tape is appropriate when the two are linked to create an idea. Use a thin piece of tape as a carriage return between the two.

... plan that comes with the KIN Studio, call Verizon first. Go to KIN.COM and sign in using your KIN account

THE KIN STUDIO

Calls to Action

Tape may be used for calls to action and may use color that is coordinated with the product.

BAD TYPE



Don't center the type inside the tape.
Always make it snug to the left edge



Don't rag the tape to the left or rotate
the tape



Don't justify the tape



Don't center type



Don't use Whitman in place of Brauer

IT'S ALL THERE WAITING

Manage your life, in life size.

If you're not signed up for a plan that comes
with the KIN Studio, call Verizon first.

Go to KIN.COM and sign in using your
KIN account username and password.

Don't use tape on subheads without using
it in headlines

IT'S ALL THERE WAITING

MANAGE YOUR LIFE, IN LIFE SIZE.

IF YOU'RE NOT SIGNED UP FOR A PLAN
THAT COMES WITH THE KIN STUDIO, CALL
VERIZON FIRST. GO TO KIN.COM
AND SIGN IN USING YOUR KIN ACCOUNT
USERNAME AND PASSWORD.

Don't use uppercase body,
no matter how pretty

BACK TO THE OVERVIEW

PAPER ASSETS



Papers

These are the supplied versions of paper that can be used interchangeably. You are encouraged to make you own versions.

PLACING LAYERED ELEMENTS



Element rotation

Constrain all rotation to within 2° of square to make sure nothing becomes too haphazard. It should feel like someone carefully hand-constructed the scene.

Print drop shadows

All drop shadows should feel as realistic as possible as if the paper was laid on a table with natural light coming from the upper right corner.



Screen drop shadows

To keep all drop shadows consistent across programs that remain on screen, match to these specifications in Adobe Photoshop:

Blend mode: multiply
Color: R0 G0 B0
Angle: 115°
Distance: 2px
Spread: 0%
Size: 5px
Quality: default

PLACEMENT PROBLEMS



Don't use drop shadows in unnatural directions or distances

Don't rotate elements past 2°

Don't show the edge of the paper without a drop shadow



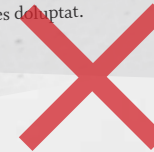
Don't rotate the phone images past 2°

Body Copy

Copy should orient with the paper as if printed on it and cut out

Os rehendit vel et quoditost, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae. Itatemp orrumquis millit ad evendunda volorient et ea velesci alis molorem accusdae eum atia inisserumquo omni reicim que omnimendit volut ut alibus doluptur aboribusam nos si ad mos ea dolorec tureper emperero es doluptat.

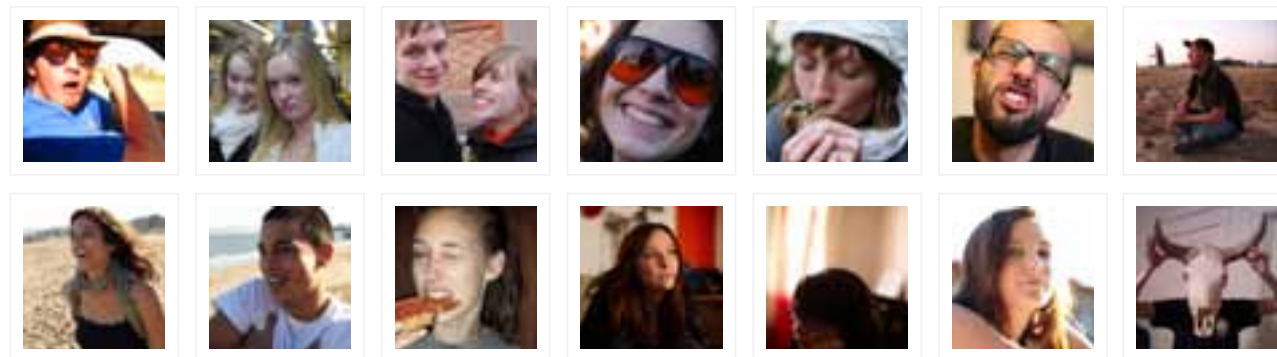
Don't rotate the copy and make sure the paper doesn't rotate to the point that it's clearly misaligned with the copy


[BACK TO THE OVERVIEW](#)

INTERFACE ELEMENTS

Interface elements are used to explain functions on the phone.

Do not use them for brand-level communications.



Avatars

Use avatars when talking about friends the person is connecting with.



The Bubble

The bubble is a friend notification. It is not for us to talk to our customers.



Icons

Icons are simple devices to help people understand a technology.



Third party logos

Use binary versions of all social media and third party icons to unify with the KIN brand.

PHOTOGRAPHY



Magic Moments

Peak moments in the lives of Alex and their friends.

- Energy first
- Product is not required
- Intimate
- Unexpected
- Real connections



Connections

Lifestyle with a hint of product. When product appears it's in support of the moment.

- 70% lifestyle/ 30% product
- Macro view of product
- Don't get too precious
- Product secondary to moment
- Product only a part of the scene



In Situations

Imagery of product being demoed by Alex to the viewer

- 100% product
- Tight focus on phone face
- UI Screens visible
- Thumbs and fingers are integral



Direct & Simple

Our KIN branded hero shot. When you just need the facts.

- Natural lighting
- Organic framing
- UI screens tell the story
- Real surfaces
- No Lexus ads



Families

Editorial shots for PR and media needs

- Natural lighting
- Organic framing
- Real surfaces
- Shot in dimension
- No Lexus ads

APPENDIX

USING THE TOP TEN

These are the cream of the crop and the photos that define us first. Use them whenever possible as the hero shareable moment.

YOUR SOCIAL LIFE IS OVER

There is no social life.
There's just life.



Body Copy

Copy should orient with the paper as if printed on it and cut out

Os rehendit vel et quoditios, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae. Itatemp orrumquis millit ad evendunda volorient et ea velesci alis molorem accusdae eum atia inisserumquo omni reicim que omnimendit volut ut alibus doluptur aboribusam nos si ad mos ea dolorec tureper emperero es doluptat.

TOP TEN ASSETS

L0076



U0702



U0767



M0616



N0079



2B0167



2H0449



D0581



E0650



J0248



APPENDIX

USING THE MAGIC MOMENTS

Magic Moments directly connect shareable moments to the brand by capturing real emotion and connection.

Always treat the images as if they were printed on paper and carefully placed on the brand paper background. Rotate them up to 2° to make them imperfect but tidy. Photos should be the first thing laid onto the artboard after the paper background and things should layer above them.

YOUR SOCIAL LIFE IS OVER

There is no social life.
There's just life.



Body Copy

Copy should orient with the paper as if printed on it and cut out

Os rehendit vel et quoditios, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae. Itatemp orrumquis millit ad evendunda volorient et ea velesci alis molorem accusdae eum atia inisserumquo omni reicim que omnimendit volut ut alibus doluptur aboribusam nos si ad mos ea dolorec tureper emperero es doluptat.



MAGIC MOMENTS ASSETS

BACK AT ED'S PAD

L0023



L0076



L0265



L0344



L0689



L0733



L0796



L0801



L0855



L0915



P0631



R0045



MAGIC MOMENTS ASSETS

HOUSE PARTY

2F0380



2F0503



2F0705



2F0712



2G0424



2G0559



2G0861



2G1098



2G1102



2L0434



MAGIC MOMENTS ASSETS

KILLING TIME IN THE SUBURBS

T0200



T0399



T1010



T1055



U00089



U0184



U0702



U0724



U0767



U0976



V0005



V0277



X0527



APPENDIX

MAGIC MOMENTS ASSETS

MEETING UP AT THE MISSION



MAGIC MOMENTS ASSETS

NIGHT OUT

2A0166



2B0167



2B0197



2B0459



2B0962



2C0024



2C0035



2C0072



2C0529



2C0543



2C0579



APPENDIX

MAGIC MOMENTS ASSETS

RAIN DANCING

2H0449



2H0795



2H0830



2J0068



2L0488



2L0600



APPENDIX

MAGIC MOMENTS ASSETS

RUNNING THE STREETS

A0495



B0118



B0255



B0268



L0B0337



D0173



D0538



D0581



D0810



E0650



E0763



APPENDIX

MAGIC MOMENTS ASSETS

SUNDAY MORNING IN BED

J0248



J0635



J0700



P0067



S0081



S0111



APPENDIX

USING CONNECTIONS

Connections support Magic Moment photography by showing the same people using the phone in the same environments.

Use them as you would Magic Moments except the Spot should not highlight Connection photography.

YOUR SOCIAL LIFE IS OVER

There is no social life.
There's just life.



Body Copy

Copy should orient with the paper as if printed on it and cut out

Os rehendit vel et quoditios, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae. Itatemp orrumquis millit ad evendunda volorient et ea velesci alis molorem accusdae eum atia inisserumquo omni reicim que omnimendit volut ut alibus doluptur aboribusam nos si ad mos ea dolorec tureper emperero es doluptat.



CONNECTIONS ASSETS

CAPTURING

2A0867



2B0591



2B0642



D0468



N0141



CONNECTIONS ASSETS

LISTENING

E0384



E0389



S0190



S0244



CONNECTIONS ASSETS

MESSAGING

D0910



H0581



J0836



N0364



T0129



CONNECTIONS ASSETS

SHARING

2C1083



A0706



J0486



L0389



N0078



CONNECTIONS ASSETS

TALKING

A0152



A0581



D0357



D0638



T0286



APPENDIX

USING IN SITUATION

In situation photos should be used any time you need to explain the functionality of the phone to a customer. Treat them like you would any other brand photography. Full screen and photo collage are appropriate.



APPENDIX

IN SITUATION ASSETS

ONE

Apps



Back 2



Back



Camera Video



Camera



Camera Video



Loop 2



Loop



Messages 2



Messages



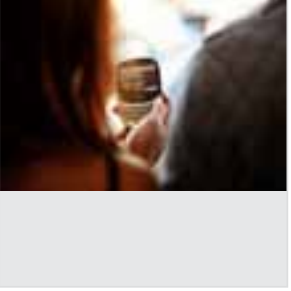
Music 2



Music



Phone



Settings



Spot



Web 2



Web



APPENDIX

IN SITUATION ASSETS

TWO

Apps



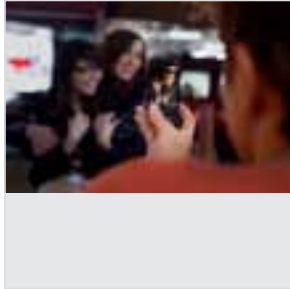
Back 2



Back



Camera



Camera Video



Favorites



Loop



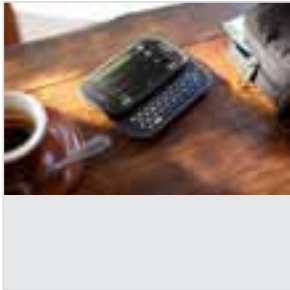
Loop Vertical



Messages 2



Messages



Music 2



Music



Phone



Settings



Spot



Spot Vertical 2



Spot Vertical



Web



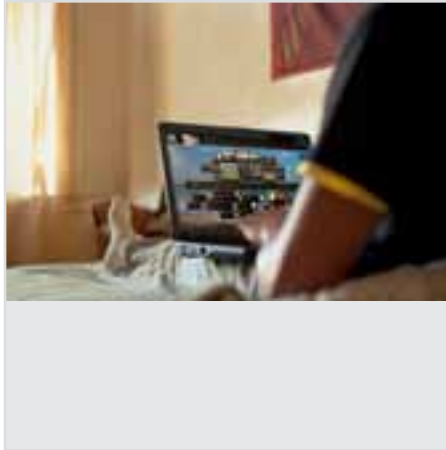
IN SITUATION ASSETS

STUDIO

Studio 1



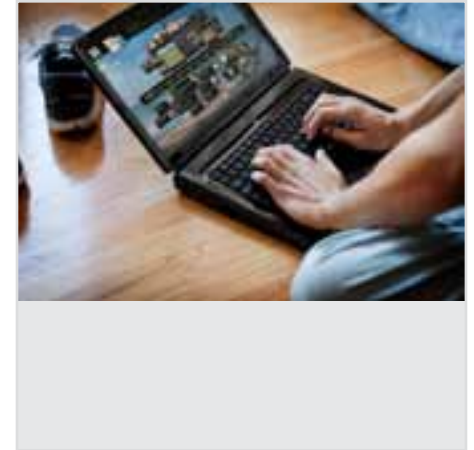
Studio 2



Studio 3



Studio 4



APPENDIX

USING DIRECT AND SIMPLE

Direct and Simple images always lay on top of all elements as a physical object in brand marketing initiatives. Tilting the phone up to 2° is recommended to make it feel natural without affecting the shadow believability.



Never just on white

YOUR SOCIAL LIFE IS OVER

There is no social life.
There's just life.



Body Copy

Copy should orient with the paper as if printed on it and cut out

Os rehendit vel et quoditios, que cum volorem et quate veroreribus cuscid ulpa nonsequ untiumqui odiciae nonem eicia velitas nos audis utet arum quodicaborum dollandae endae. Itatemp orrumquis millit ad evendunda volorient et ea velesci alis molorem accusdae eum atia inisserumquo omni reicim que omnimendit volut ut alibus doluptur aboribusam nos si ad mos ea dolorec tureper emperero es doluptat.

DIRECT AND SIMPLE ASSETS

CARBON ONE

Back Closed



Front Closed



Front Open



DIRECT AND SIMPLE ASSETS

CARBON TWO

Back Closed Vertical



Front Closed Horizontal



Front Closed Vertical



Front Open Horizontal



APPENDIX

USING FAMILIES

Family shots are used outside of brand marketing to display the devices beautifully in uncontrolled environments such as magazines, press releases and promotions.

Do not use them with graphic elements as the elements won't feel in perspective.



FAMILIES ASSETS

CARBON

ONE Front Open & Back Closed



ONE Front Open & Back Closed + Two Open



ONE Front Open + Two Open



TWO Front Open & Back Closed



TWO Front Open & Front Closed



This is how we tell our story,
together.