Brand System Quick Guide

Welcome

We've developed this quick guide to outline the precautions using Kwai's brand elements – including word and design marks, creative tools, and design elements associated with Kwai.
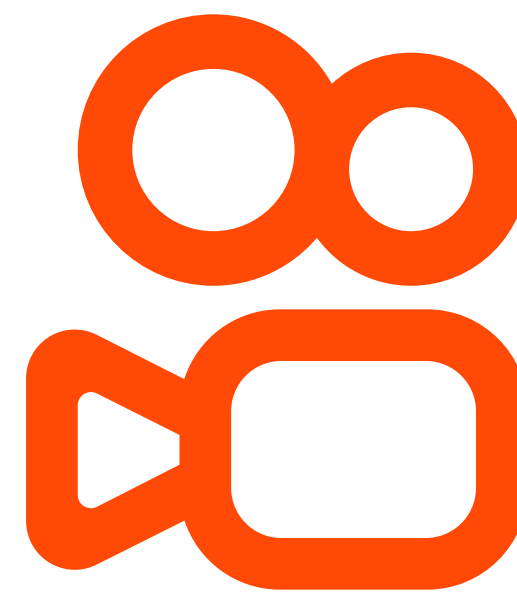
Logo

Logo Elements

Kwai's logo consists of two elements: the graphical logo and text logo. The relative size and position of its elements are fixed, and the text logo cannot be used alone.

The Kwai logo can only be directly copied and used from the final specification document, instead of redrawing or combining without authorization. Various electronic format files of this specification are universally used on Mac or PC.

Symbol

LogoType

Horizontal Lockup

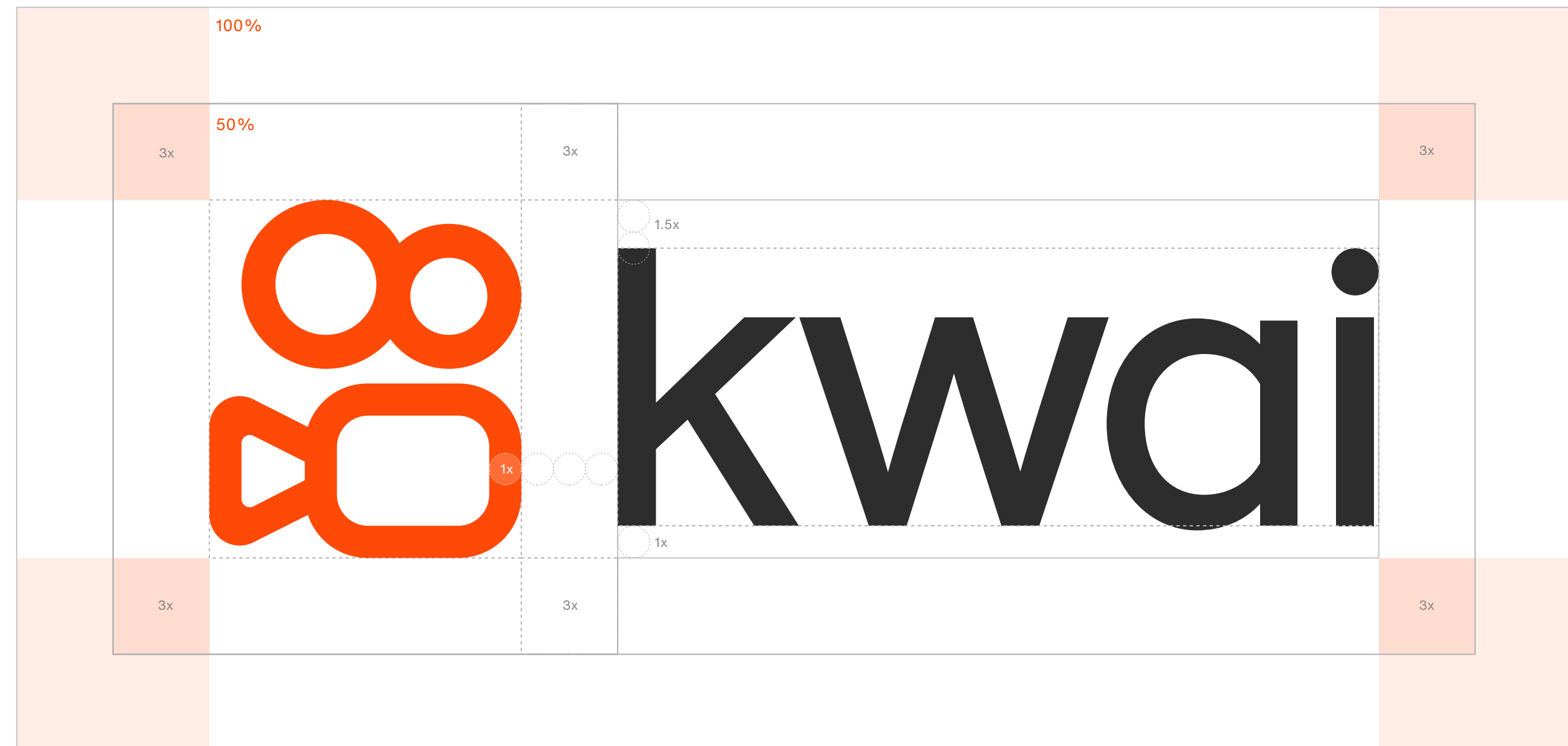Logo should be white on darker backgrounds and Kwai orange on lighter backgrounds.

The horizontal lockup option is our primary and preferred option for most applications.

Clear Space

To ensure that the Kwai brand logo can be clearly identified in all applications, a certain safe and inviolable area must be reserved around the logo. This area is equivalent to the minimum distance between the logo and other design elements or text content when it is used. To ensure the integrity and readability of the logo, the size of this area must strictly comply with the specification.

When the logo size is scaled and used, the size of the safe area scales proportionally. In general, 100% safe area should be maintained, or when 100% safe area is not available, 50% safe area is the minimum limit situation.

Vertical Lockup

The vertical lockup option is our secondary option and best used in tight or vertically oriented applications such as portrait oriented business cards, social icons, 9x16 vertical video, etc.

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Slogan

Our brand slogan is **Make Everyone Shine**.

Slogan combination in the form of a fixed style, the height of the slogan letters is 1x, and the spacing between the logo and the slogan is also 1x.

Aqui Geral Brilha	**Brillamos Todos**	**Herkes Star Gibi Parlasın**	**ساحتك للتألق**
Portuguese	Spanish	Turkish	Arabic

App Logo

As the corporate logo of Kwai App, the icon occupies an important position in brand identity. It helps to establish brand identity while conveying brand credibility and stability.

The right side lists the different sizes of icon usage specifications in the app store for mobile terminal. When using the icon, the background color and the logo can not change or be reversed.
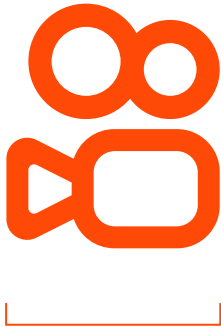
256px

178px

89px

Minimum Size

The Kwai logo has no fixed size, and its proportional relationship should be determined by the available space, beauty, function and visibility.

And there is no preset maximum size for the Kwai logo. The logo limit printing size width is 15mm. It is recommended that the printing size width is not less than 20mm in general.

In the case of screen display, the maximum application size and width of the horizontal version of the logo is 48px, and it is recommended that the screen display size and width should not be less than 55px in general.

Minimum printing size

Minimum printing size: 5mm	Minimum printing size: 7mm	Minimum printing size: 15mm
Recommended printing size≥8mm	Recommended printing size≥10mm	Recommended printing size≥20mm

Minimum screen display size

Application width <12px	≥12px	≥22px	≥48px
8px	12px	20px 22px	12px 48px
In the scenes with application width<12px. Any combination of logo is prohibited.	In the scenes with application width≥12px. Graphic logo can be used.	In the scenes with application width≥22px. Only vertical logo can be used.	In the scenes with application width≥48px. Normally use, and the horizontal version of the logo is preferred.
	Recommended graphic logo size width≥15px	Recommended vertical logo size and width≥25px	Recommended horizontal logo size and width≥55px

Main Brand
Joint Logo

Add the secondary brand name after the Kwai logo to form a combined logo with Kwai.

The secondary brand name must use Helvetica Now for Kwai font and should be kept in lower case. And the first letter needs to be lowercase, consistent with the first-class brand.

Third level brand needs to use Helvetica Now for Kwai font, and the first letter needs to be capitalized.

Secondary

Third level

Minimum screen display size

23px

90px

Minimum size
In the screen display, in order to ensure the recognizability of the third-level logo, the minimum size and width of the main logo ≥90px.

Recommended minimum size
In the screen display, in order to ensure the recognizability of the third-level logo, the recommended size and width of the main logo ≥ 100px.

Partnership Lockup

Aligning partnership logos should follow clear space rules. The separating line between logos can be created either by the vertical line glyph in the Helvetica Now for Kwai at the same size as the logo.

Cooperative brand logo typesetting must not exceed the limited range, as shown on the right.

No higher than

No lower than

Restrictions

To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided.
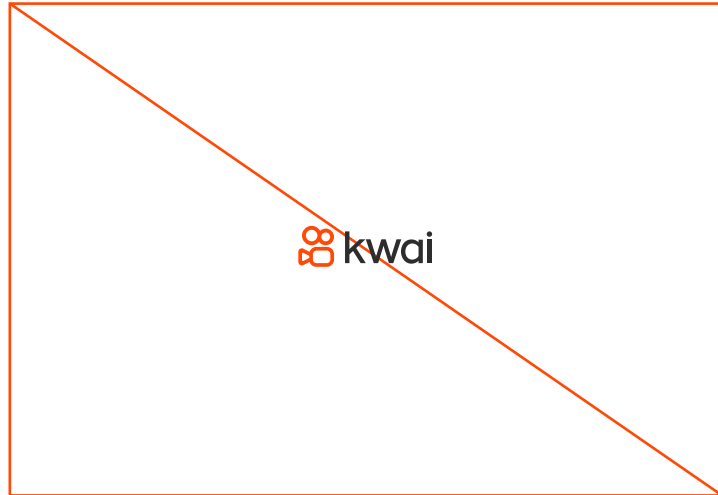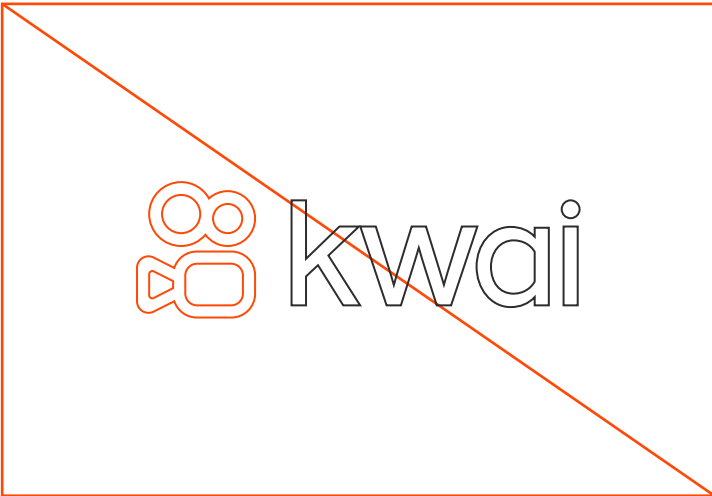
Don't rotate the logo.

Don't tilt the sign.

Don't compress the logo.

Do not exceed the minimum use size.

Don't outline the logo.

Don't add a drop shadow to the logo.

Don't compress the Don't use the logo in a low quality..

Don't change proportions.

Don't alter the color.

Don't mirror signs.

Don't change the logotype.

Don't change the proportion of the logo elements.

RGB : 255 73 6
CMYK : 0 85 100 0
HEX #FF4906
PANTONE Warm Red C

Color

Brand Colors

Our colors take advantage of the existing Kwai brand colors that hold brand equity. They are designed to reflect the youthful and contemporary energy of the Kwai brand.

Digital
Use RGB color values for all digital applications.

Print
Use Pantone color values when printing stationery or logo to ensure the correct branding color. Use CMYK color values for all other print applications.
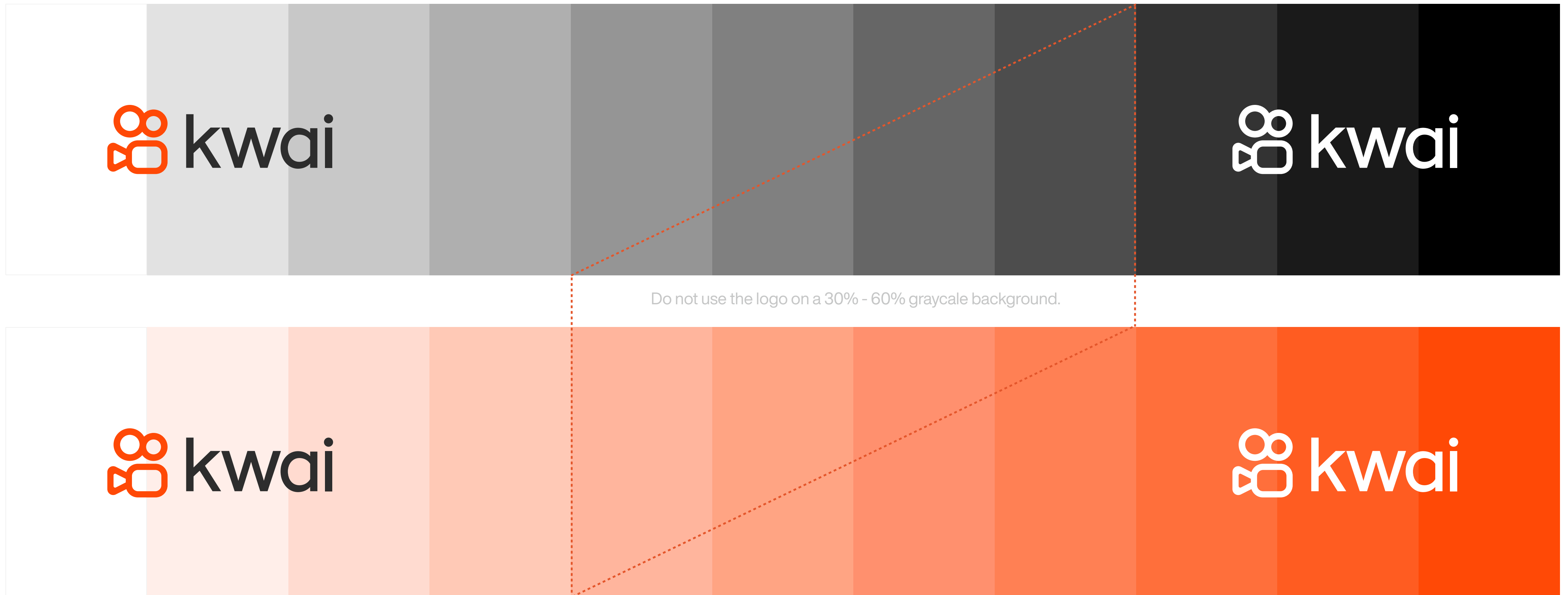
RGB : 255 255 255
CMYK : 0 0 0 0
HEX #FFFFFF

RGB : 45 45 45
CMYK : 80 75 73 50
HEX #2D2D2D
PANTONE Black6 C

Background Colors

Do not use the logo on a 30% - 60% graycale background.

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Background Colors

Use different colors as the background, and the display specification of the logo.

Yellow   kwai   Yellow Orange

Yellow Green   kwai   Green

Orange   kwai   Orange Red

Blue Green   kwai   Biue

Red   kwai   Red Purple

Blue Purple   kwai   Purple

Thank you.

kwai