Brand sheet

LOGO KIT V1 · KIZENWORLDS.COM

01 · THE MARK

Logo versions

HORIZONTAL · DARK

STACKED · DARK

ICON · DARK

ONE-COLOUR · DARK

HORIZONTAL · LIGHT

STACKED · LIGHT

ICON · LIGHT

ONE-COLOUR · LIGHT

02 · CLEAR SPACE AND SIZE

Give it room



X = the width of the I. Keep X clear on every side.

Minimum width: horizontal 0.75 in / 96 px, stacked 0.5 in / 64 px, icon 0.25 in / 16 px.

03 · DO

Use the mark as supplied

- **Use the supplied files.** Never redraw or retype the logo.
- **Kizen Red on black or light.** It is the default on both.
- **One-colour when red is not available:** black on light, white on dark.
- **Scale in proportion**, above the minimum width.
- **Print from the CMYK PDFs**, screens from SVG or PNG.

04 · DON'T

Leave the mark alone

NO STRETCHING

NO ROTATING

NO OTHER REDS

NO BUSY BACKGROUNDS

NO EFFECTS OR SHADOWS

NEVER "KAIZEN"

05 · TYPE

Outfit and DM Sans

You control the story.

DM Sans for body copy, captions and UI, regular and medium.

HEADLINES: OUTFIT SEMIBOLD 600, SENTENCE CASE, -0.022EM · BODY: DM SANS 400

06 · COLOUR

Kizen Red

HEX	#F20032
RGB	242 0 50
CMYK	C0 M100 Y80 K0
Pantone	PANTONE 1788 C

Cooler alternate: 185 C

Print: request a Pantone match or a printed proof. Plain CMYK prints duller than screen.

Join the waitlist

No small white text on #F20032. Buttons and small text use #C10028.

DARK RED
#C10028
RGB 193 0 40
C0 M100 Y79 K24
PMS 200 C (nearest)
3.30:1 on black · 6.37:1 on white

BLACK
#000000
RGB 0 0 0
C60 M40 Y40 K100
PMS Black C
1.00:1 on black · 21.00:1 on white

CREAM
#F6F0EB
RGB 246 240 235
C2 M4 Y6 K0
18.58:1 on black · 1.13:1 on white

07 · MOTIFS

Akai Ito and Core

AKAI ITO

The red thread. 1 thin line that connects things. Draw it, never fill it.

CORE

The orb. A white-hot point inside a red halo.