BRAND GUIDE

KUNCAI

Corporate Design Manual 1.0

CONTENT

01 | THE KUNCAI BRAND

CLEAR.

We think straight ahead, know exactly what we're doing and keep our visions in sight.

We always provide first class quality, because our synthetic, ultra-pure materials are reliably consistent.

SMART.

We think innovatively and
work sustainably.

Our creative product ideas are
implemented with synthetics,
thus also saving resources.

VERSATILE.

We think and act globally, with consistent performance.

Our entire captivating, experience-focused product range is available worldwide.

WE BRING COLOR TO THE WORLD

02 | THE LOGO

WORLDWIDE

THE LOGO FAMILY
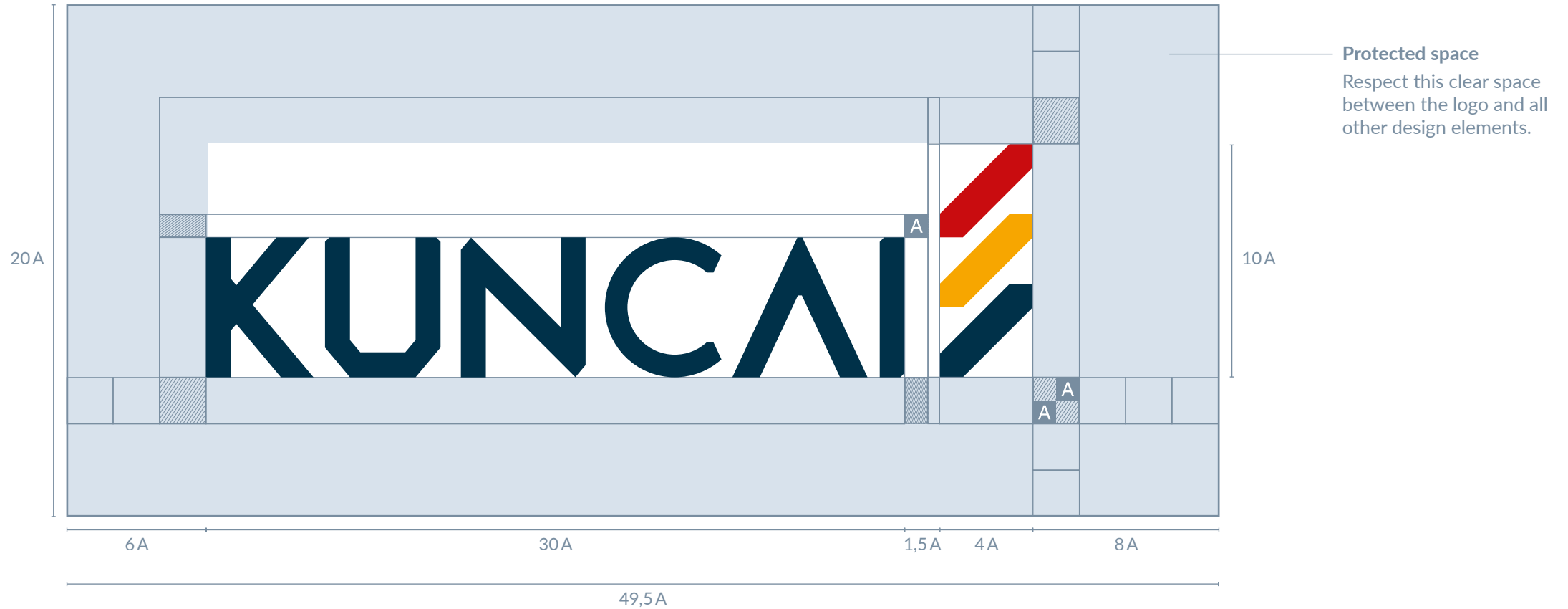
KUNCAI
AMERICAS, LLC

KUNCAI

KUNCAI
证券代码:603826

Use only for stationery!

KUNCAI

DIMENSIONS

Protected space
Respect this clear space between the logo and all other design elements.

20A

10A

6A   30A   1,5A   4A   8A

49,5A

SIZES AND POSITIONING

Minimum size

KUNCAI
|← 14 mm →|

KUNCAI
AMERICAS, LLC
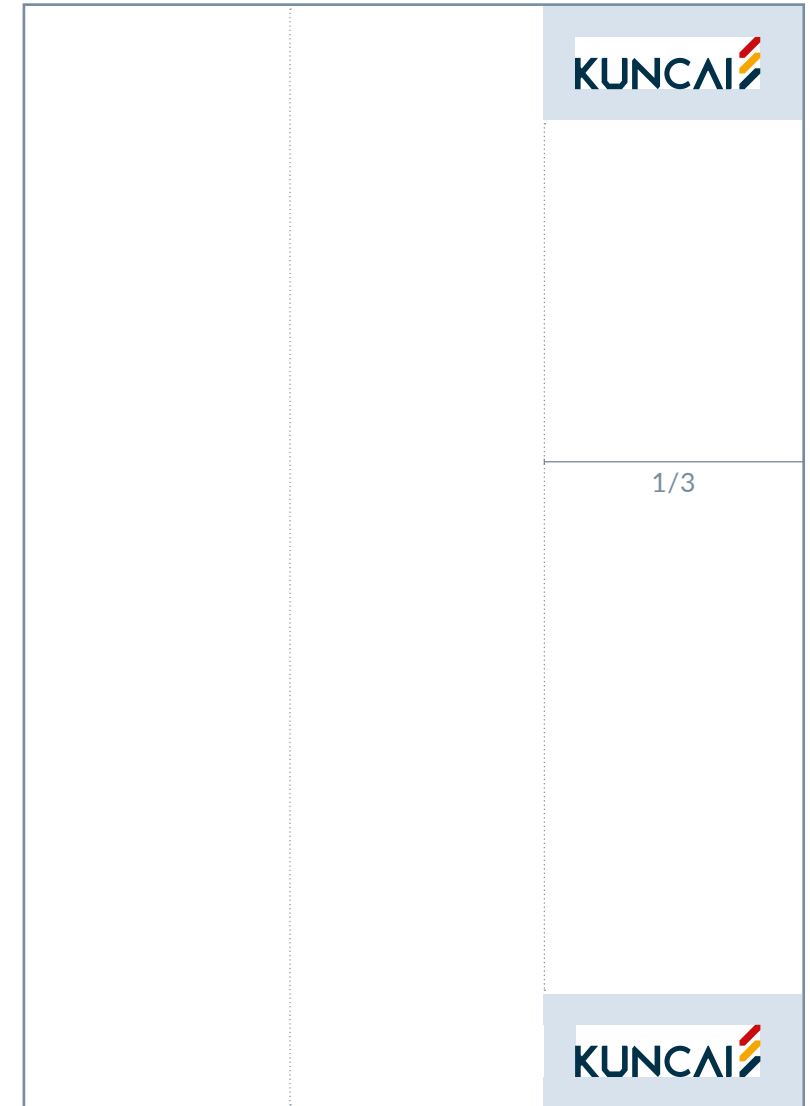
Size for A4 and similar formats

KUNCAI

|← 50 mm →|

KUNCAI
AMERICAS, LLC

All other formats

Please scale the logo proportionally as the format gets larger.

Make sure that the width of the logo including its protected space is always 1/3 of the small side of the format.

KUNCAI

1/3

KUNCAI

COLORS

DEFINITION OF COLORS

Kuncai Red
CMYK
000 | 100 | 100 | 015

RGB
186 | 034 | 041

Pantone
485 C
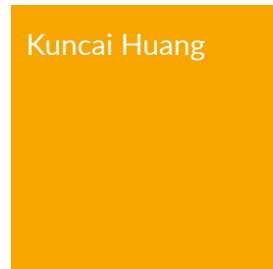
Kuncai Huang
CMYK
000 | 040 | 100 | 000

RGB
238 | 159 | 045

Pantone
130 C

Kuncai Blue
CMYK
090 | 020 | 000 | 080

RGB
000 | 042 | 061

Pantone
303 C

COLORS

Color usage on different backgrounds

Preferred version on white and lighter backgrounds

Version on darker backgrounds

Exception!
Monochrome versions

Exception! Only these combinations are permitted.
Single-color versions

DON'TS

Do not change the colors

Ensure clear visibility

Do not separate elements

DON'TS

Do not rotate the logo

Do not distort the logo

Do not reposition elements

03 | COLORS

PRIMARY COLORS

Primary colors are used for highlighting and basic elements. They are preferred to use for corporate image level documents. You can also use gradients as shown below.

| Kuncai Blue	Kuncai Red	Kuncai Huang		Gray 1	Gray 2	Gray 3	Gray 4
CMYK 090 | 020 | 000 | 080	**CMYK** 000 | 100 | 100 | 015	**CMYK** 000 | 040 | 100 | 000		**CMYK** 060 | 055 | 050 | 000	**CMYK** 060 | 040 | 030 | 000	**CMYK** 035 | 020 | 020 | 000	**CMYK** 018 | 008 | 005 | 000
RGB 000 | 042 | 061	**RGB** 186 | 034 | 041	**RGB** 238 | 159 | 045		**RGB** 126 | 116 | 119	**RGB** 120 | 141 | 160	**RGB** 179 | 191 | 197	**RGB** 216 | 226 | 236
Pantone 303 C	**Pantone** 485 C	**Pantone** 130 C		**Pantone** 437 C	**Pantone** 5425 C	**Pantone** 7542 C	**Pantone** 656 C

Gradients
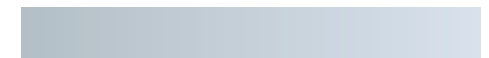
SECONDARY COLORS

Secondary colors are used for highlighting texts and graphics.

You can use full-tone colors or the gradients shown.

Dark Purple	Light Purple	Dark Blue	Light Blue	Turquoise	Dark Green	Light Green	Yellow
CMYK 075 | 095 | 000 | 030	**CMYK** 025 | 060 | 000 | 000	**CMYK** 100 | 085 | 015 | 000	**CMYK** 090 | 050 | 000 | 000	**CMYK** 070 | 000 | 030 | 000	**CMYK** 090 | 040 | 070 | 030	**CMYK** 040 | 000 | 065 | 000	**CMYK** 000 | 010 | 090 | 000
RGB 080 | 034 | 106	**RGB** 197 | 126 | 180	**RGB** 034 | 060 | 131	**RGB** 000 | 110 | 183	**RGB** 047 | 183 | 188	**RGB** 000 | 093 | 077	**RGB** 172 | 207 | 120	**RGB** 255 | 222 | 016
Pantone 2627 C	**Pantone** 514 C	**Pantone** 288 C	**Pantone** 660 C	**Pantone** 7472 C	**Pantone** 343 C	**Pantone** 366 C	**Pantone** 803 C

Gradients

SECONDARY COLORS
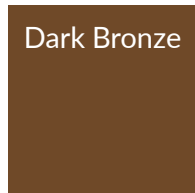
| Dark Bronze | Light Bronze | Dark Copper | Light Copper | Dark Red | Light Red | Dark Orange | Light Orange |

CMYK
035 | 060 | 080 | 050

RGB
111 | 73 | 039

Pantone
8583
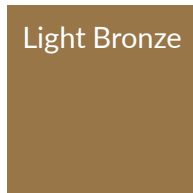
CMYK
040 | 050 | 075 | 015

RGB
152 | 117 | 072

Pantone
873

CMYK
030 | 085 | 070 | 050

RGB
111 | 058 | 059

Pantone
8563

CMYK
025 | 060 | 065 | 025

RGB
162 | 100 | 075

Pantone
8023
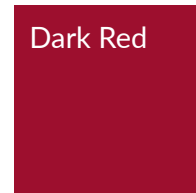
CMYK
025 | 090 | 070 | 050

RGB
157 | 015 | 046

Pantone
7427
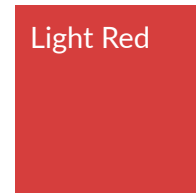
CMYK
000 | 085 | 070 | 015

RGB
215 | 062 | 061

Pantone
180
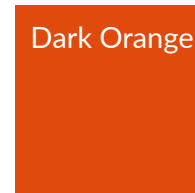
CMYK
000 | 080 | 100 | 005

RGB
224 | 076 | 013

Pantone
1665
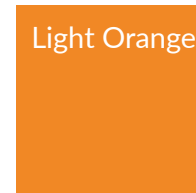
CMYK
000 | 055 | 90 | 000
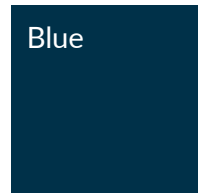
RGB
242 | 137 | 038

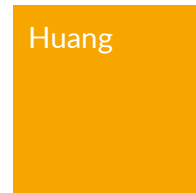**Pantone**
158

Gradients

EFFECT COLORS

Effect colors are always used in combination with the corresponding full-tone color.

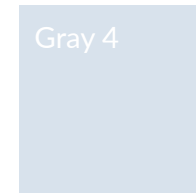You can use an effect color on a single-colored Picment, a single-colored background or on bigger headlines.

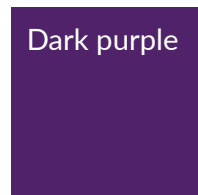| Blue	Red	Huang	Gray 1	Gray 2	Gray 3	Gray 4
KC835-R5	KC850-M5	KC8303	KC8000	KC 820-W	KC825-W	KC9810D
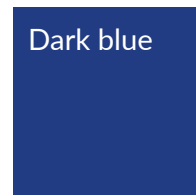
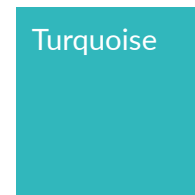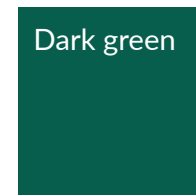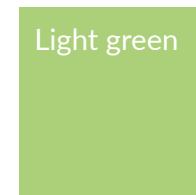| Dark purple	Light purple	Dark blue	Light blue	Turquoise	Dark green	Light green	Yellow
KC835-R3	KC835-R2	KC815-R5	KC8525	KC925-R5	KC815-R7	KC815-R8	KC83305

KUNCAI

04 | TYPOGRAPHY

THE MODERN GLOBALIST

We use the Lato font for all kind of texts.

It is a universally usable font (Googlefont) with a modern, straight style, and it's easy to read.

Lato Light

Lato Light Italic

Lato Regular

Lato Regular Italic

Lato Bold

Lato Bold Italic

Lato Black

Lato Black Italic

Abc ef

234

*,?#."

GH JK

FOR HIGH-LIGHTING

We use the Signika font to highlight special words.

It is a universally usable font (Googlefont) with a modern, straight style, and it's easy to read.

Signika Light
Signika Regular
Signika Semibold
Signika Bold

Abc ef
234
*,?#." "
GH JK

IN ASIA

We use the Noto font for Asian languages.

It is a universally usable font (Googlefont) and has the same style as the Lato font.

Noto Sans CJK TC Demilight
Noto Sans CJK TC Regular
Noto Sans CJK TC Bold
Noto Sans CJK TC Black

默克　集

為生命

*, ?#."

科　技成

REPLACEMENT

EXEPTION!

We use Verdana **ONLY** where
the other fonts can't be used.

It's a universally usable font that comes
pre-installed on computer systems.
It has a modern and straight style and
is easy to read.

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

Abc ef
234
*,?#."
GH JK

BE CREATIVE!

COLORS

For regular texts we use the darker colors Kuncai Blue, Gray1 and Gray2.

For headlines and highlighting feel free to use all the corporate colors and gradients defined in Chapter 3 "Colors" to create awesome designs!

STYLE

Always make sure your text is legible.

Feel free to use our corporate fonts for headlines in upper case letters as well.

Never use more than 3 different font styles on a page.

KUNCAI

05 | DESIGN ELEMENTS

PICMENTS

SHAPES OF SYNTHETIC MATERIALS

Viewed under a microscope, Kuncai's synthetic materials surprise and fascinate with a huge variety of clean structures and shapes.

For the visual appearance of the Kuncai brand we have developed 7 basic shapes out of the great number of shapes called "Picments" which are used as frames for images and colored surfaces.
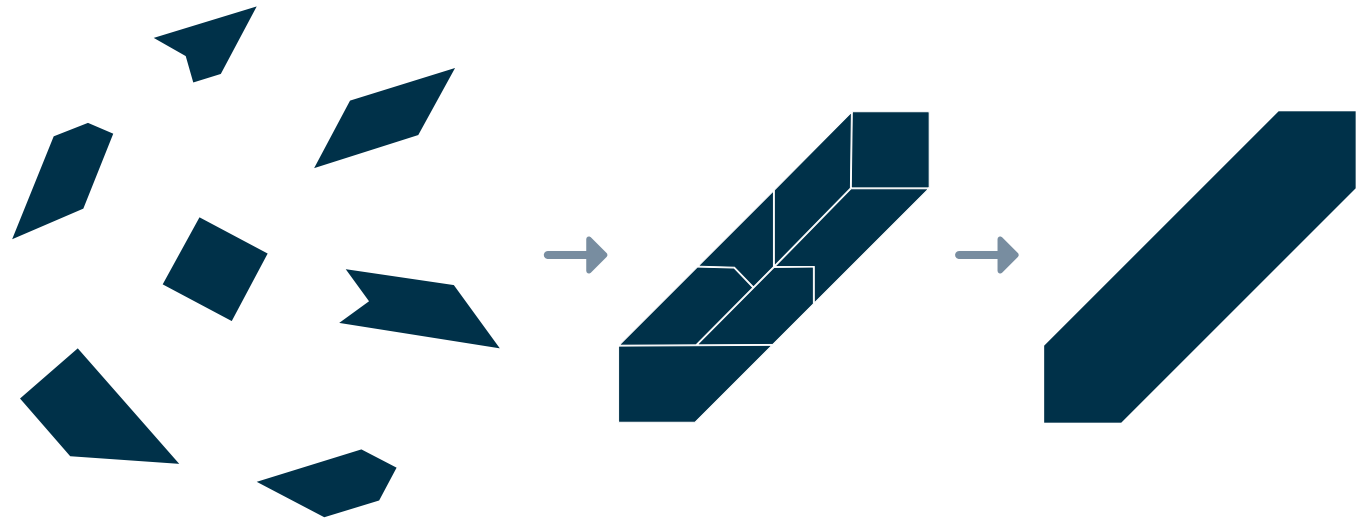
From synthetic materials arise synthetic shapes
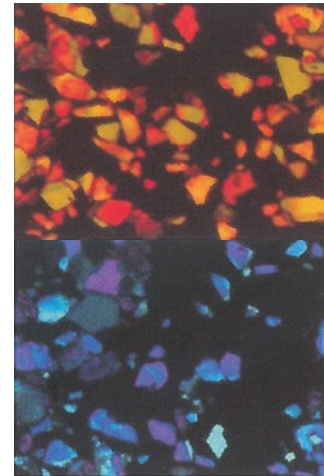
PICMENTS

THE TANGRAM PRINCIPLE

The 7 shapes together result in one original shape that corresponds to an element in the logo.

PICMENTS

THE TANGRAM PRINCIPLE

The shapes can then be randomly reassembled to new shapes like in the traditional game "Tangram".

Each individual shape can be used by itself or combined with one or more shapes placed next to each other randomly. Sections can also be used.

Make sure that one side of the shape is always cut by an edge on titles, posters and advertisements.

Your shape should fill at least 1/3 of the format.

Examples
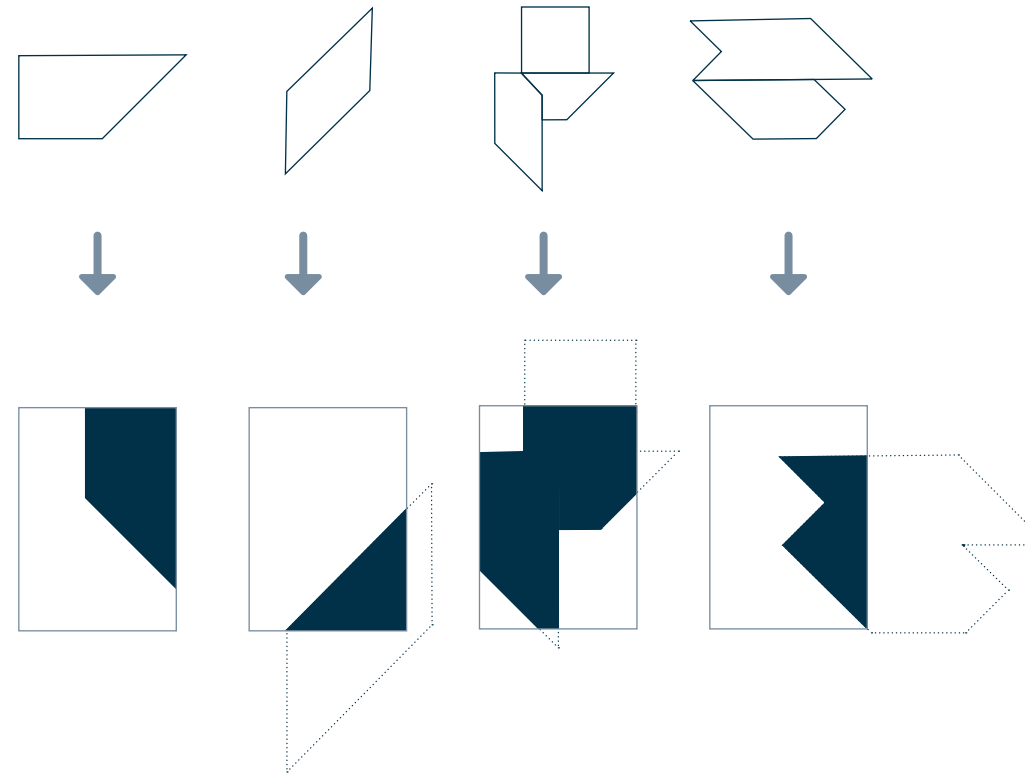
PICMENTS

COLORING

You can use all corporate colors and gradients for coloring the Picments.

Effect colors can be used on a single-colored Picment.

You can also put the Amorphene graphic or pictures with Amorphenes inside your shape.
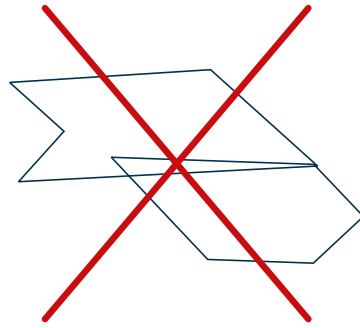
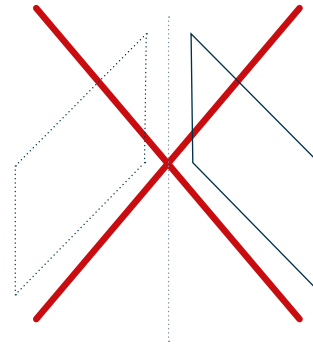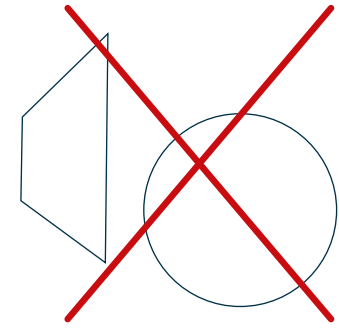Examples (more examples see chapter 7 and 8)

DON'TS

100% 200%
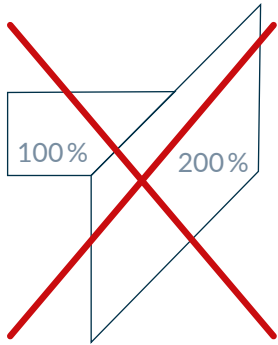
Do not scale differently

Do not rotate differently.

Keep shapes aligned to one another and the format edges.

Do not mirror shapes

Do not add own shapes

AMORPHENES

VISUALIZED FASCINATION

Amorphenes are the fascinating visualization of the glittering, brilliantly-colored structures of the synthetic materials.

AMORPHENES

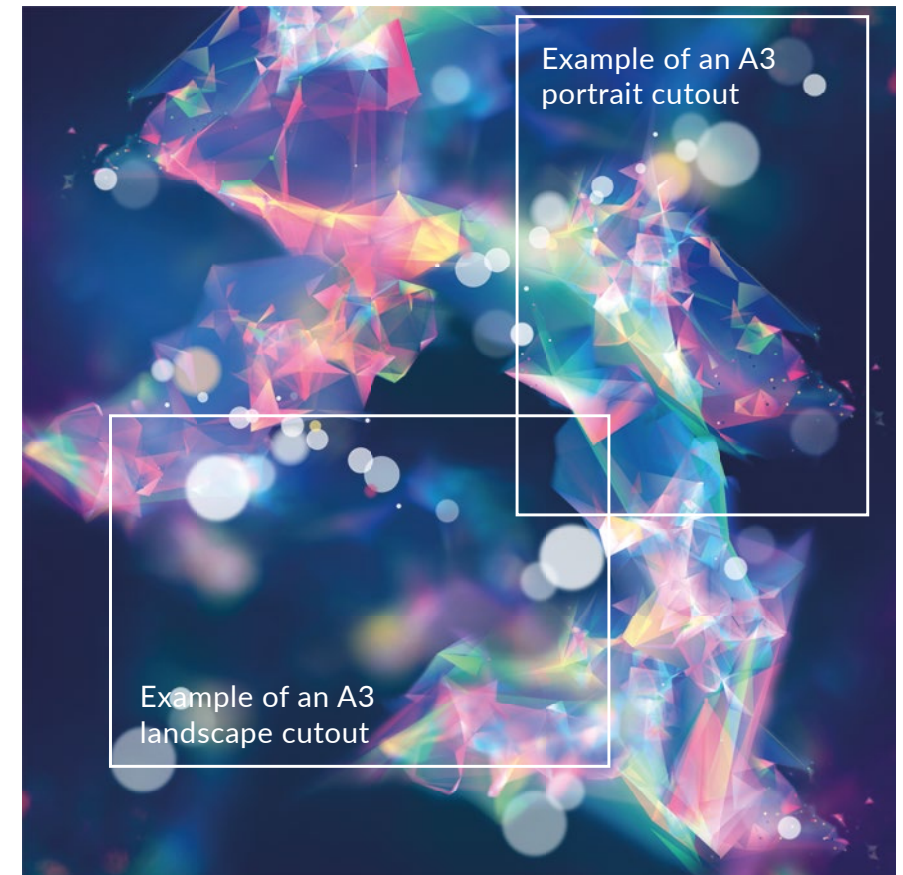## THE MASTER GRAPHIC

There is a master graphic from which sections can be cut out.

The graphic can be moved and rotated as desired.

If a photo is blended with the graphic, it must meet the following requirements:

- At least 25 % of the image must be darker areas
- Not too finely structured, so that the graphic is recognizable
- The starting size of the photo must be A3.
  The photo is inserted into the Photoshop file on the designated layer
- You can use full images or cutouts

➡ For examples, see Chapter 6 "Imagery"

Examples of sections

Example of an A3 portrait cutout

Example of an A3 landscape cutout
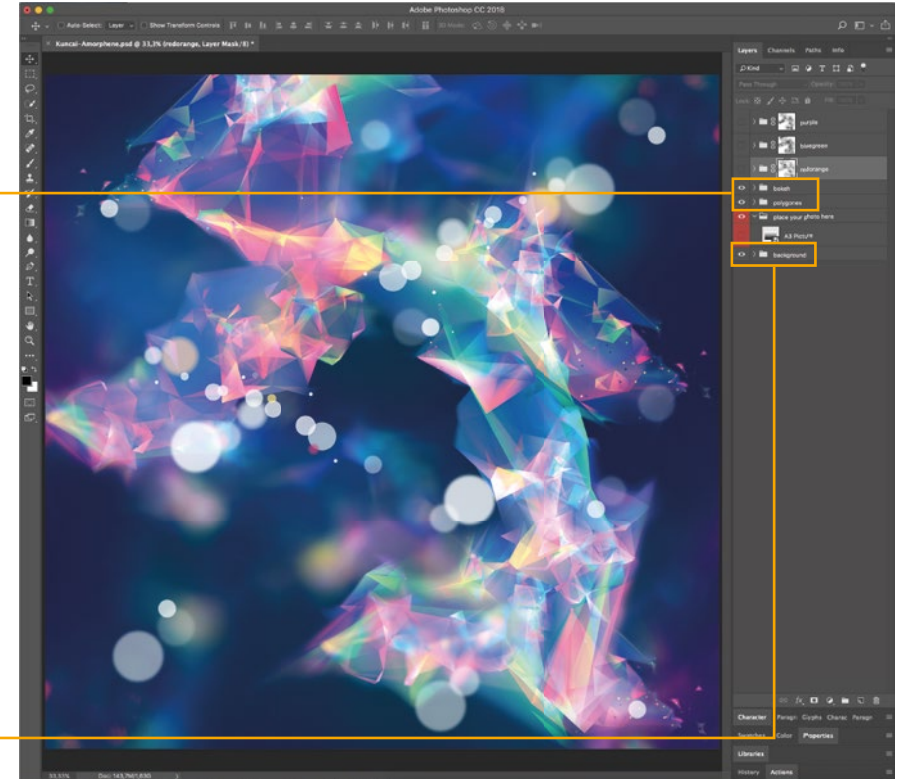
AMORPHENES

View in Photoshop

USING THE MASTER GRAPHIC

The master graphic is a Photoshop file with several layers. The "Polygons" and "Bokeh" layers can be freely moved and rotated so that the graphic is placed on the photo in the best way.

All layers are set to "Screen." To boost the effect, if needed the layer "Polygons" can be duplicated and set to "Soft Light" or "Color Burn."
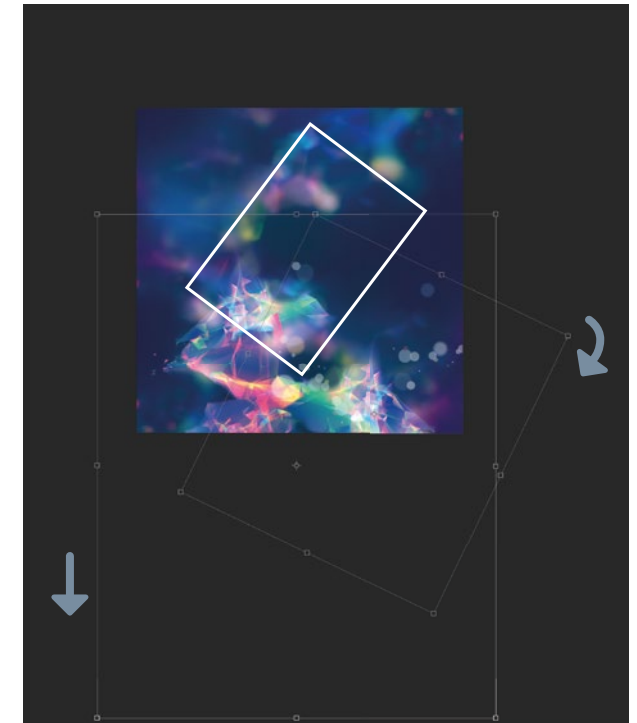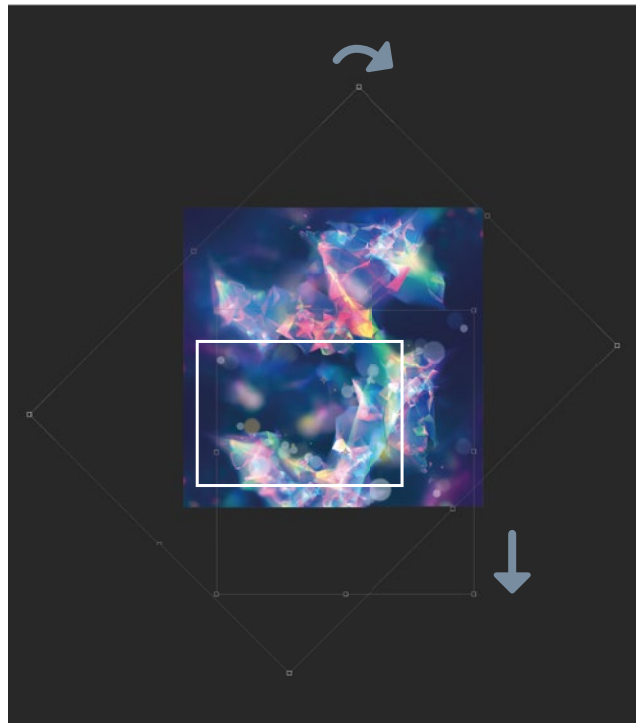
The lowest layer serves as a background if no photo is used.

AMORPHENES

Examples for layer rotation

AMORPHENES

Adjusting the coloration in Photoshop (e.g. red)

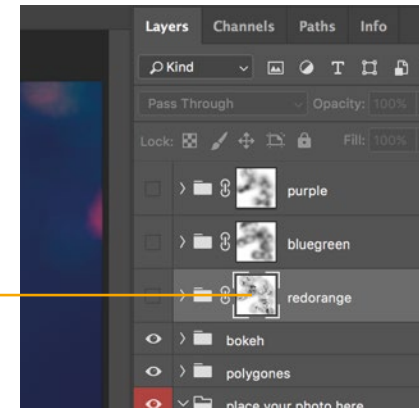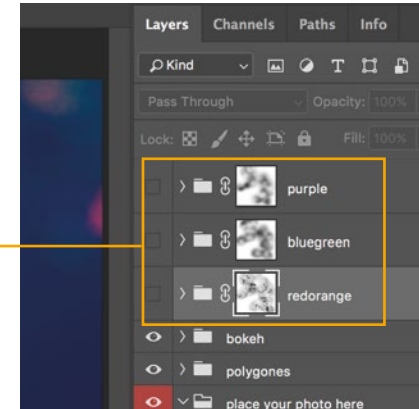## ADJUSTING THE MASTER GRAPHIC

In order to better match the colors of the photo motive with the master graphic, one of three predefined color layers can be chosen. A custom color layer may be created if needed.

The layer mask of the chosen color layer must be adjusted manually in order to correspond to the photo motive.

06 | IMAGERY

IMAGE LEVEL

THE BIG SHOW OF THE AMORPHENES

At the image level, pictures symbolize the fascination of the glittering, brilliant-colored structures of the synthetic materials.

Amorphene graphics

PRODUCT LEVEL

AMORPHENES AND LIFE-STYLE

At the product level, pictures show the materials in our everyday life.

At higher presentation levels, like web intro pages, brochure covers, posters, etc., authentic lifestyle pictures featuring real people are used.

On following pages, like web sub-pages, brochure inside pages, etc., emotional images are used to symbolize the characteristics of the materials.

Photos with people and Amorphene graphics

Allegoric photos with Amorphene graphics (no people)

APPLICATION LEVEL

AMORPHENES AND STILL LIFES

At the product level close-ups and pictures without people are used by preference (**exception:** cosmetics).

They show materials in use.

The reference to the image level and product level remains through the use of digitally implemented Amorphene graphics.

Photos of materials with Amorphene graphics

DOS AND DON'TS

Corporate image level

- Use only Amorphene graphics
- You can use sections from the master graphic
- You can color the Amorphene graphic if needed

Product level

- Use photos with people combined with the Amorphene graphic
  or
  use allegoric photos with the Amorphene graphic
- Use colorful, modern life-style pictures
- The photo has to have at least 25 % image areas that are darker
- The photo must not be too finely structured, so that the Amorphene graphic is recognizable
- The starting size of the photo must be A3. The photo is inserted into the Photoshop file in the designated layer
- You can use full images or cutouts

Application level

- Use colorful close-ups that show materials in use with the Amorphene graphic
- No people – except for cosmetics
- The photo has to have at least 25 % image areas that are darker
- The photo must not be too finally structured, so that the Amorphene graphic is recognizable
- The starting size of the photo must be A3. The photo is inserted into the Photoshop file in the designated layer
- You can use full images or cutouts

KUNCAI

07 | EXAMPLES

IMAGE DOCUMENTS

For image documents, e. g. corporate brochures, use only the Amorphene graphic as background or inside a Picment.

For titles, "Kuncai Blue" is the preferred color for graphic elements.

You can use an effect color on a single-colored Picment, a single-colored background or on bigger headlines.

Examples of brochure covers

PRODUCT DOCUMENTS

For product documents, e. g. brochure covers, use always a photo with the Amorphene graphic for background or inside a Picment.

You can use an effect color on a single-colored Picment, a single-colored background or on bigger headlines.

APPLICATION DOCUMENTS

For application documents, e. g. brochure covers, always use a photo with the Amorphene graphic for background or inside a Picment.

You can use an effect color on a single-colored Picment, a single-colored background or on bigger headlines.

Examples of brochure covers

08 | SPECIFICATIONS

THE DOCUMENT SIZE

ONE STANDARD SIZE FOR ALL PRINTED MEDIA

In order to ensure a unified appearance across countries, all brochures (image, product, application) are created in a standardized page format and can thus be easily adapted, produced and shipped worldwide.

Width = 210 mm (corresponds to the DIN A4 format)

Hight = 279.4 mm (corresponds to the US letter format)

279.4

210
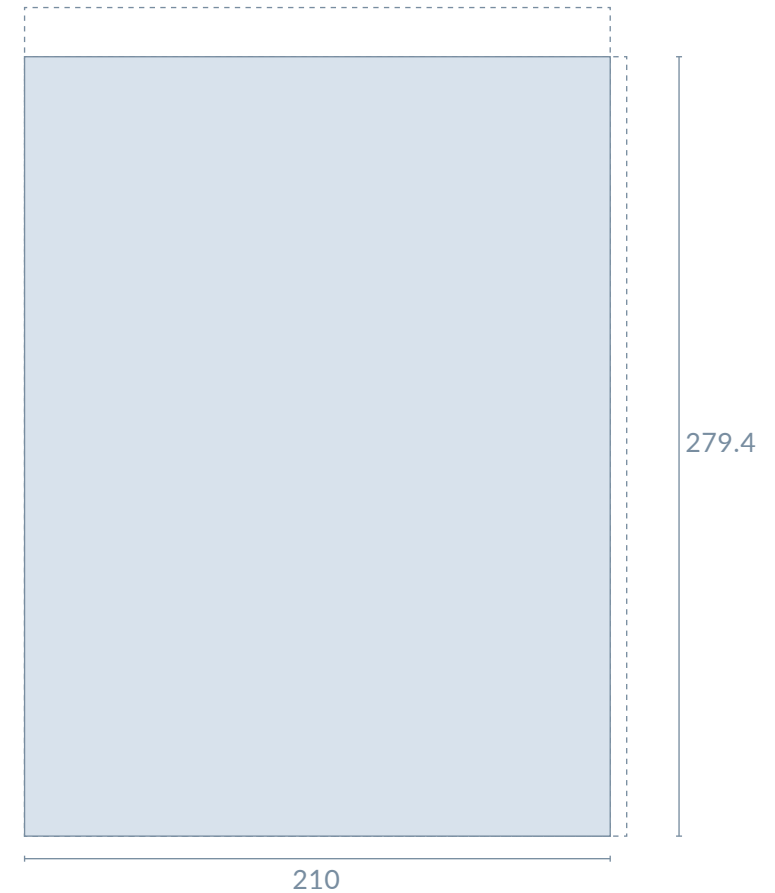
THE SIDE MARGINS

The whole layout system is derived from the logo proportions.

To create the side margins, the logo is placed at the upper right corner. Make sure that the width of the logo including its protected space is always 1/3 of the small side of the format.

Side margin:

A = Height of the logo including the protected space

  ≈ 31 mm at the KUNCAI page format

B = Equal to the spacing between right page edge and the "I" in KUNCAI

  ≈ 19 mm at the KUNCAI page format
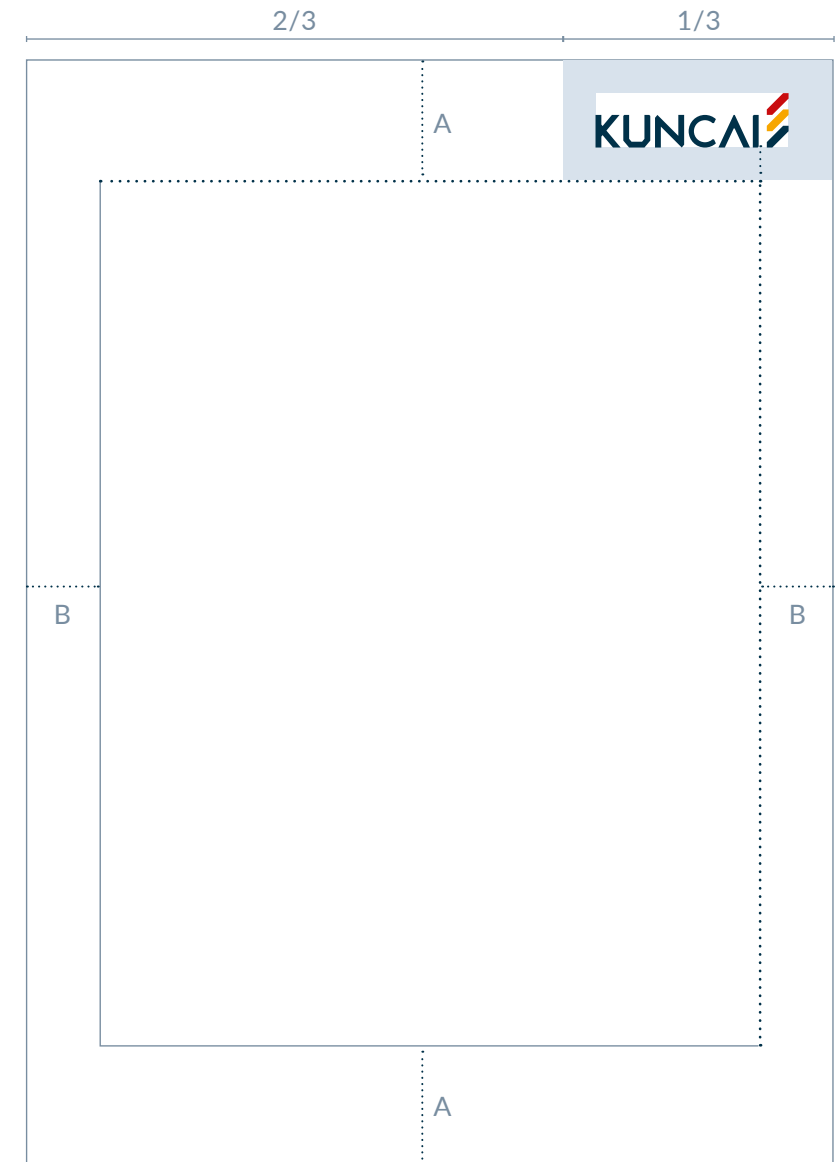
THE LAYOUT STRUCTURE

Representative for the layout structure of KUNCAI is the asymmetric segmentation. It helps to create hierarchies and to direct the view of the beholder.

Columns:

D = Width of the logo type

C = The space remaining within the page margins minus [column D+4 mm spacing] is equally divided by 2

Column spacing = 4 mm
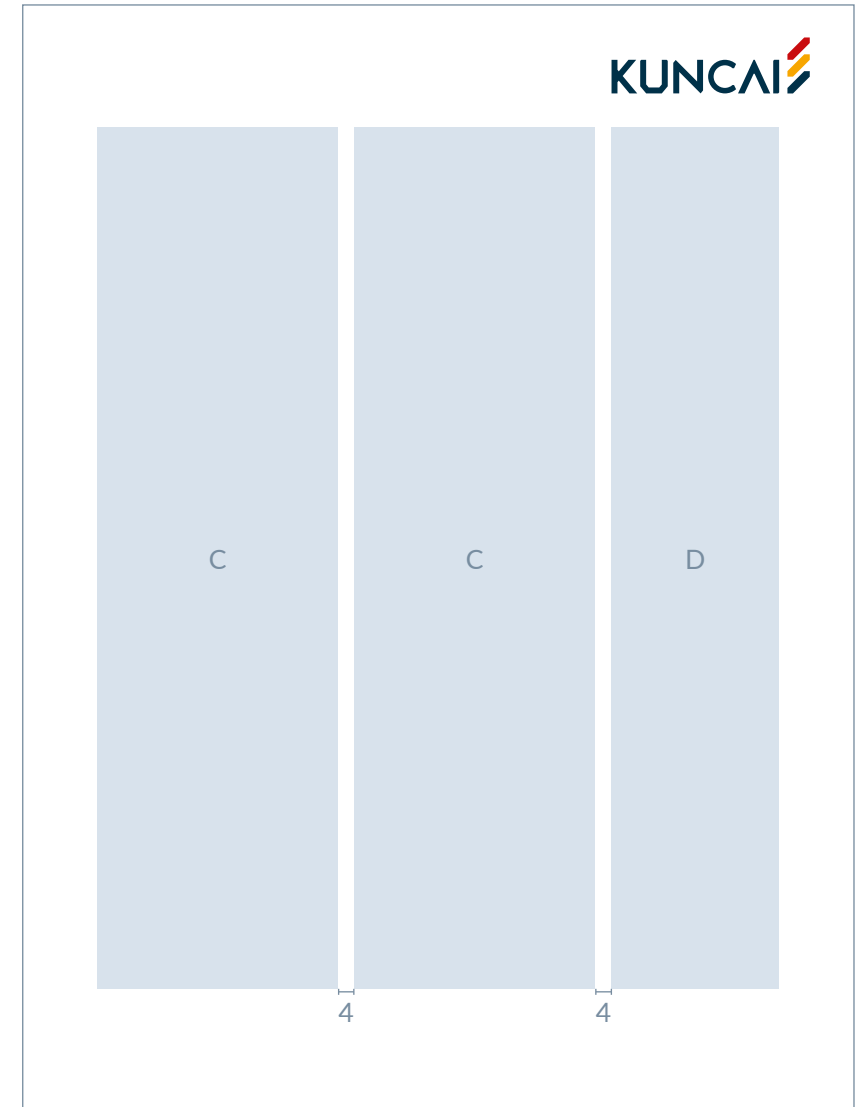
FOLLOW-UP AND INSIDE PAGES

To generate a design that feels unified but also rhythmic the grid can be mirrored vertically.
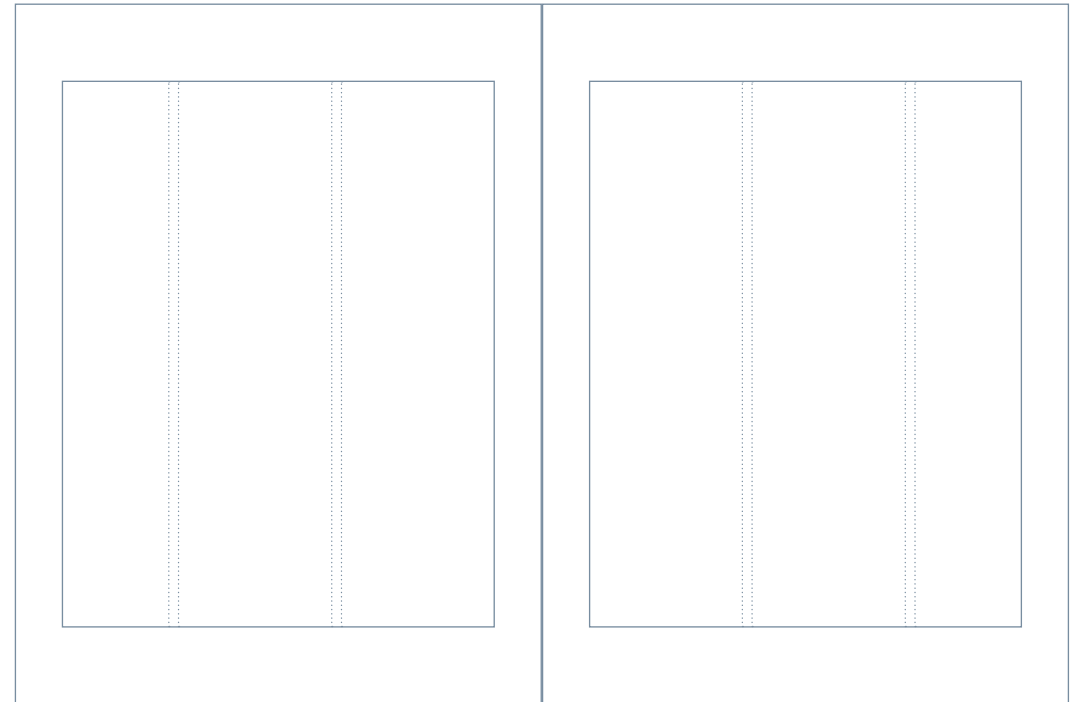
LAYOUT STRUCTURE FOR FACT SHEETS

Product information Example

In case a lot of information has to be accommodated (e.g. on product information sheets), the type area can be subdivided into three columns of equal width.

DESIGNING WITH ELEMENTS

Example

Respect the grid when you place your text and design elements.

Use the Picments to create text and picture sections.

Use the corporate color palette for head-lines and color areas.