



General

- Only display the logo in one of the allowed colors (see page 3)
- Do not alter, distort, or animate the logo
- Leave sufficient clear space around the logo
- Do not use the logo or icon in front of a cluttered or similarly colored background (it must be distinct from the background)
- Do not use the KineMaster logo in a way that implies brand association or partnership with another brand (unless a partnership agreement or similar agreement is separately in effect between your company and NexStreaming Corp.)
- Do not add dropshadows, borders, or other decorations to KineMaster brand elements
- Do not display the KineMaster logos alone by themselves inside a container such as a box or circle (in other words, don't color the background of the KineMaster elements separately from other design elements). Note that full-width header and footer images are an exception because they are naturally design elements.



Use in Video

- **Do not** use the KineMaster watermark on videos not created in KineMaster.
- **Do** use text copy to provide credit at the end of a video when using KineMaster Asset Store assets in the video (see the Terms of Service for the preferred attribution format)



Use in Audio

- When referring to KineMaster in audio (including the audio track accompanying video) please be sure to pronounce KineMaster correctly.
- The following are all allowed pronunciations of KineMaster (in all of these, the "Kine" rhymes with the "Cine" in "Cinema", or is pronounced the same as the "Kine" in "Kinematic"):

/kɪn.ɪ'mæs.tə/ ✓ (UK)

/kɪn.ɪ'mɑːs.tə/ ✓ (RP)

/kɪn.ə'mæs.tə/ ✓ (US)

- **DO NOT** pronounce the "kine" in "KineMaster" like "dine":

/kaɪ.nɪ'mæs.tə/ ❌



Brand Identity in China

- For branding in China or when used along with Chinese text (both CHT and CHS) please use the "qiaoying" (巧影) brand and logo (refer to the separate Chinese brand identity guide).



KineMaster Logo

There are three KineMaster logo variations:

1) Text logo

2) Circular logo

3) Combined logo

The text logo and circular logo should never be placed together, except in the exact arrangement shown on page 3 (that is, in the combined logo arrangement).

Logo Colors

The KineMaster logo should only be displayed in black, white, or KineMaster Slate Medium (Screen: #383E49 / Print: Pantone 432C)

KINEMASTER



KineMaster Icon

The KineMaster icon should only be displayed exactly as it appears in the application itself and in the relevant app stores or markets.

The icon should never be used directly in front of a red or orange background or other color similar to the square behind the icon.

Blues, greys and cool colors, or pure white, are preferred for the background when displaying the icon in front of an photograph or solid color (in the case of a solid color, it is preferred to select a dark, cool color or pure white from among the colors on page 3).

When displaying the icon along with the logo, *only the text logo is allowed*. DO NOT display the icon together with the circular or combined logos.

Fonts

The preferred font family for text displayed with KineMaster is Roboto (for Android and for general use) or Roboto Condensed. For iPhone and iPad, it is also acceptable to use San Francisco. *DO NOT use Roboto Slab, Roboto Mono, or any other serif typeface*. Arial and Helvetica are acceptable in a pinch.

The quick brown fox jumps
over the lazy dog

The quick brown fox jumps over
the lazy dog

The quick brown fox jumps
over the lazy dog

Capitalization

When mentioning KineMaster in text, always use mixed case; capitalize the K and the M, and leave the other letters lowercase. The only exceptions are:

- 1) The kinemaster.com domain name should always be lowercase.
- 2) The text logo and combined logo for KineMaster should always be uppercase, as provided.
- 3) If the surrounding text is ALL CAPS or SMALL CAPS, then it is acceptable to match the style.

For all other uses, only mixed case is allowed:

KineMaster ✓

kinemaster ✗

kineMaster ✗

KINEMASTER ✗



#383E49 (For print, use Pantone 432C)
 "KM Slate Medium"
 For: Logo, Slogan, Accents



#20242c
 "KM Slate Dark"
 For: Background



#ff5b5b (For print, use Pantone 1785C)
 "KM Red"
 For: Slogan Text, Accents, BG (w/white icon & text)



#14171c
 "KM Navy"
 For: Background



#ff896e
 "KM Salmon"
 For: Gradiated Background, Alternate Accents



#b9c2c6
 "KM Periwinkle"
 For: Background, Accents, Slogan Text



#e3e4e5
 "KM Light Cool Grey"
 For: Background



#c1c2c3
 "KM Med Cool Grey"
 For: Background, Accents, Slogan Text



#FFFFFF
 "White"
 For: Background, Logo, Slogan Text



#000000
 "Black"
 For: Background, Logo

Logo Color Combinations:

