



Kmesh, Inc.

DESIGN AND BRAND GUIDELINES

MULTICLOUD. DATA SOVEREIGNTY.

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DESIGN AND BRAND GUIDELINES

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SECTION 1 INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Kmesh's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Kmesh's commitment to quality, consistency and style.

The Kmesh brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Kmesh name and marks.

SECTION 2

CORPORATE LOGO

The Logo Introduction

The Logo Application

The Logo Elements

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The Logo relationship should never be changed in any way.

THE FULL LOGOTYPE

The Kmesh Masterbrand or Corporate Logo comprises two elements, the Kmesh type and the main Cloud Icon.

The Kmesh type has been carefully chosen for its timeless and yet refined, highly legible style. The typeface is Lato Black. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

THE LOGOTYPE



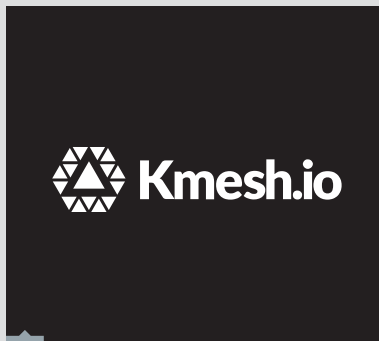
1) Logo Icon
The Kmesh Logo Icon

2) Logo Type
The Kmesh type has been carefully chosen for its timeless and yet refined, highly legible style.

LOGO DARK VERSION



LOGO LIGHT VERSION



3) The Logo Dark Version
will be used when the background color is light colored.

4) The Logo Light Version
will be used when the background color is dark colored.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency.

SECTION 3 CORPORATE TYPOGRAPHY

The Corporate Fonts

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Kmesh communications. We have

selected Lato, and Nunito Sans which helps inject a structured appearance into the entire Kmesh communication.

PRIMARY FONT LATO

DESIGNER:
ŁUKASZ DZIEDZIC

THE FONT

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

LATO

Black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] { } ≠ ¿ ‘ « Σ € ® † Ω ” / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç √ ~ μ ∞ ... - ≤ < > ≥ ~ } < ◇

FONT DOWNLOAD LINK

Direct Link : <https://fonts.google.com/specimen/Lato>

**SECONDARY FONT
NUNITO SANS**

**DESIGNER:
MULTIPLE DESIGNERS**

-

THE FONT

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

NUNITO SANS

ExtraBold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ç [] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ / ø π • ± ‘
æ œ @ Ω ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ◊

FONT DOWNLOAD LINK

Direct Link : <https://fonts.google.com/specimen/Nunito+Sans>

SECTION 4 CORPORATE COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the Kmesh corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the

cohesive and harmonious look of the Kmesh brand identity across all relevant media.

PRIMARY COLOR SYSTEM

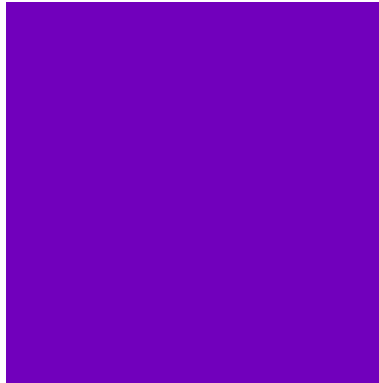
-

Explanation:

Kmesh has two official colors: Purple, and Orange. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR

-

COLOR CODES

R:39 G:13 B:87

HEX: #270D57



PRIMARY COLOR

-

COLOR CODES

R:205 G:26 B:216

HEX: #CD1AD8



PRIMARY COLOR

-

COLOR CODES

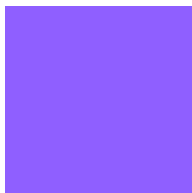
R:171 G:2 B:204

HEX: #AB02CC

THE SECONDARY COLOR SYSTEM AND COLOR CODES



COLOR CODES
R:66 G:66 B:76
HEX: #42424C



COLOR CODES
R:143 G:95 B:255
HEX: #8F5FFF



Kmesh, Inc.

TRANSFORM YOUR CENTRALIZED DATA INTO DISTRIBUTED DATA OVER MULTIPLE CLOUDS AND COUNTRIES.

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