



KAŌN

# Brand Guidelines

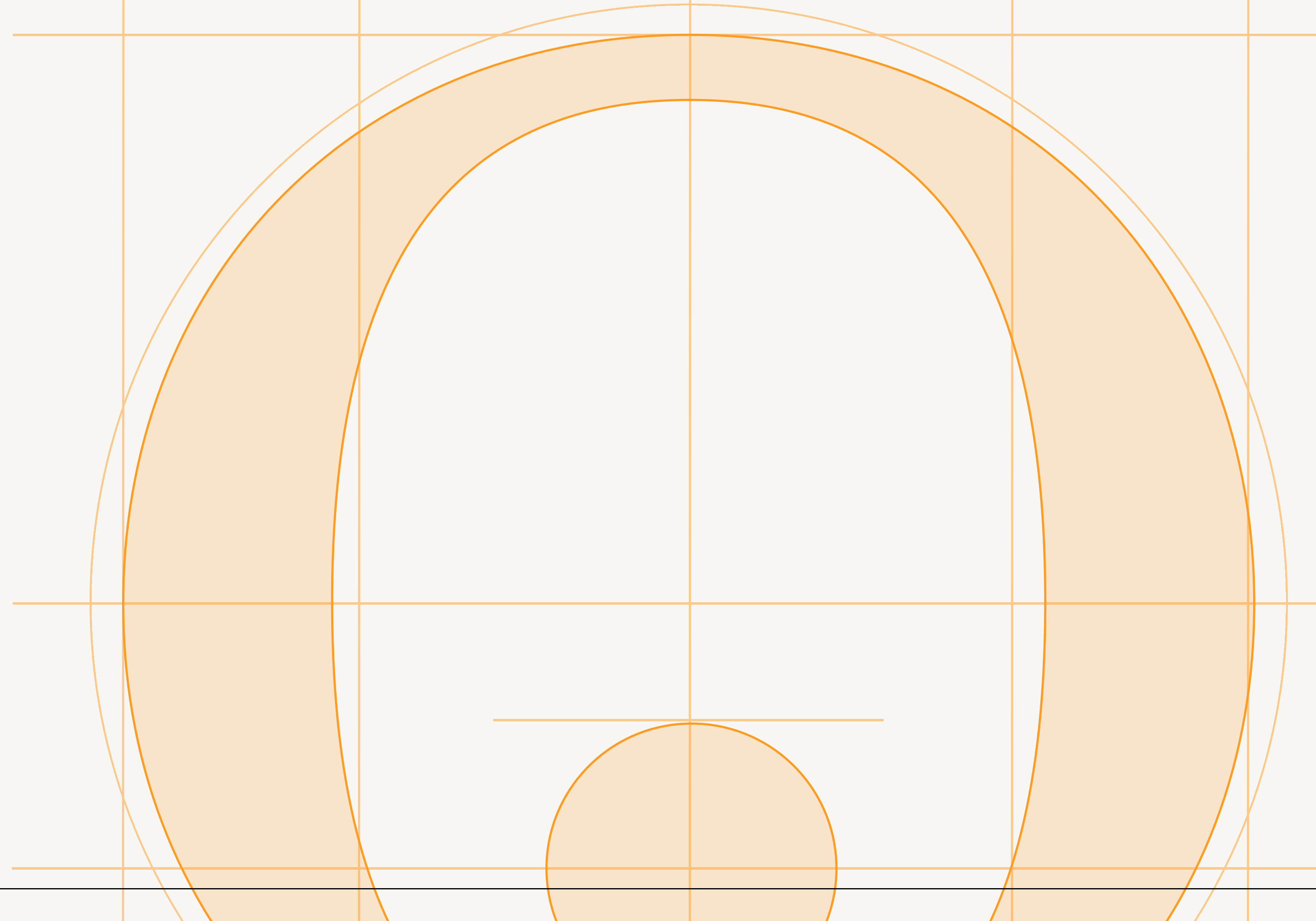
v1.0, 2024

Designed by Deep Work Studio

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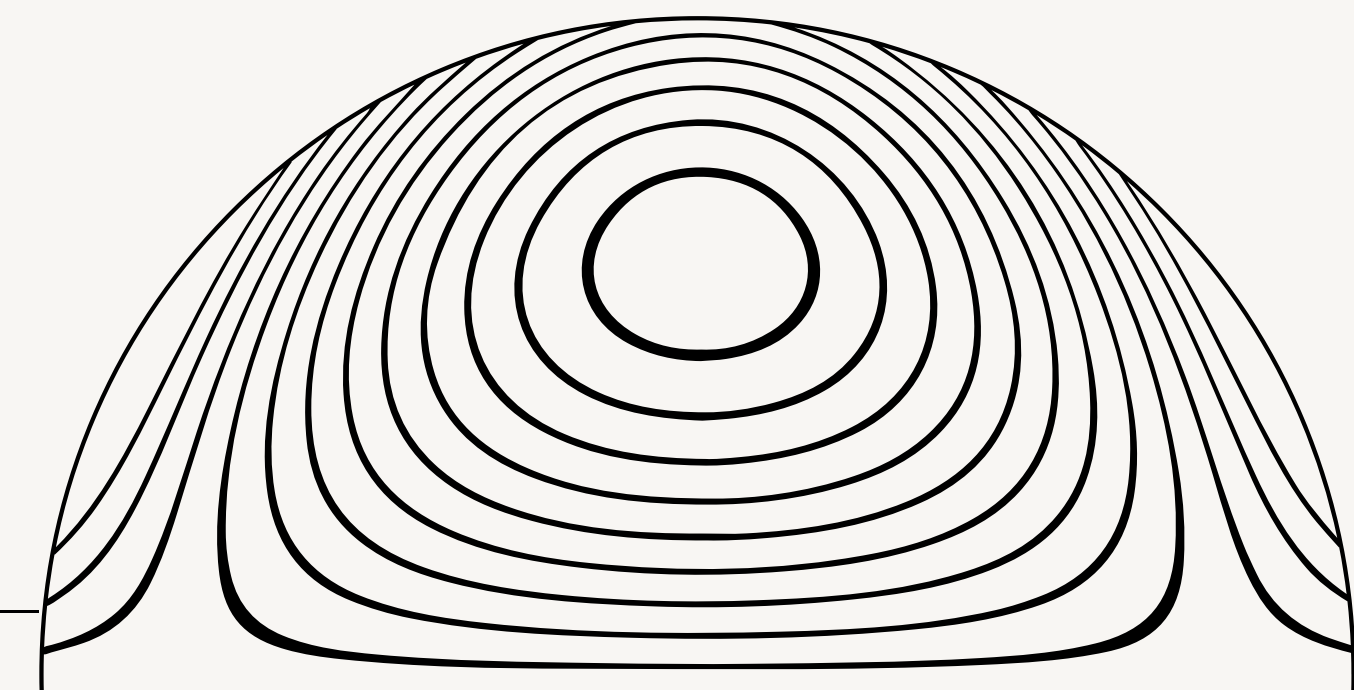
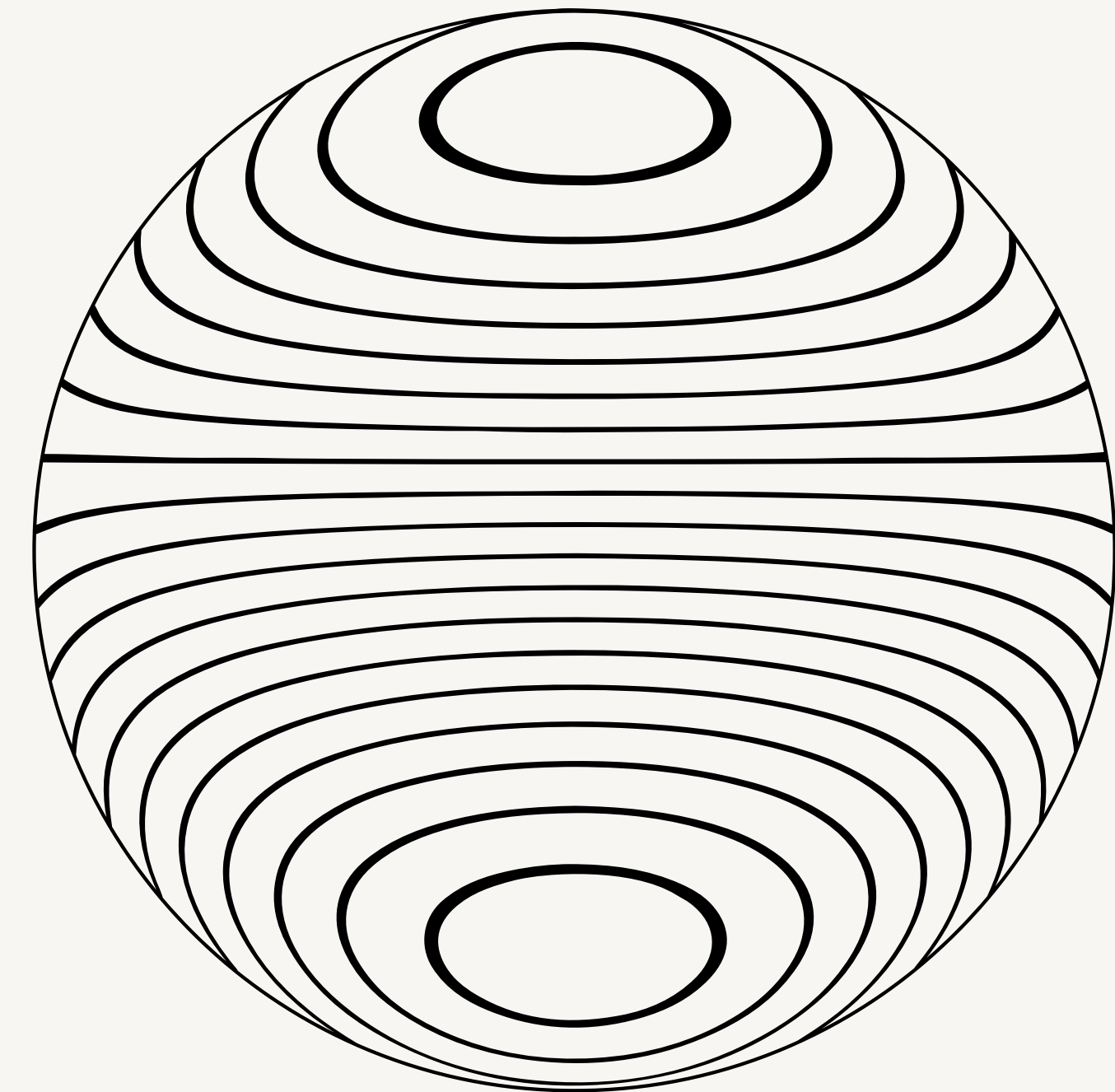
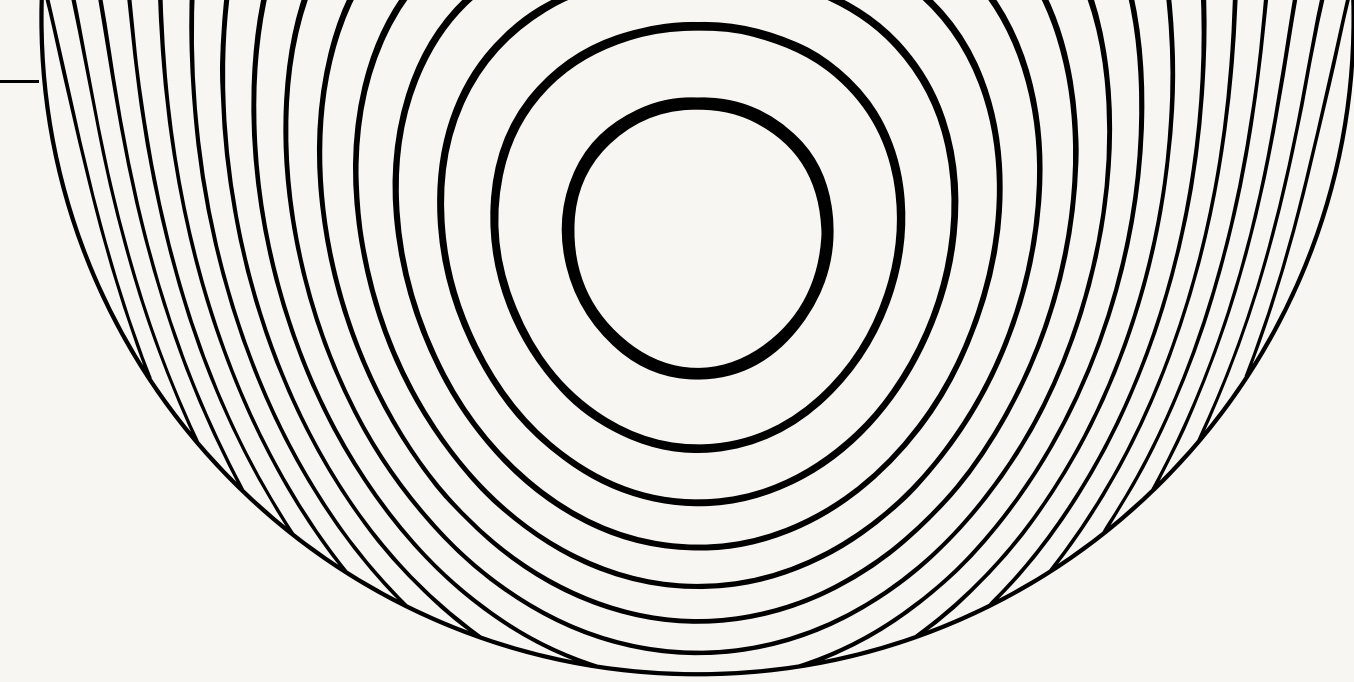
# Overview

## Disclaimer:

These brand guidelines explain how to use Kaon's visual identity with confidence and clarity.

They demonstrate the flexibility within the visual identity, and should be used to inspire and motivate creative expression.

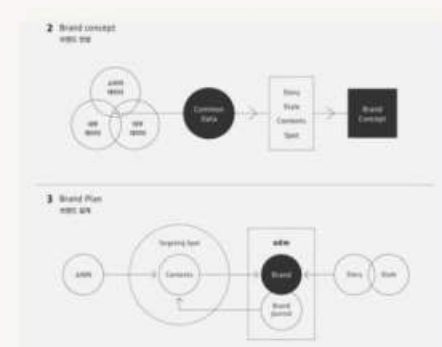
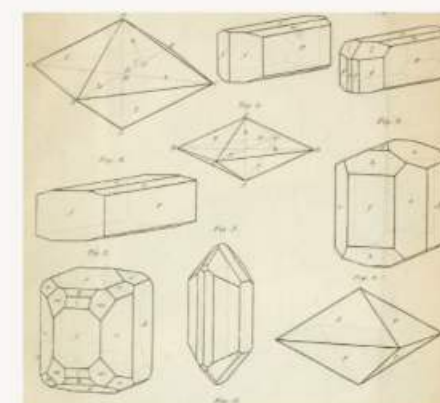
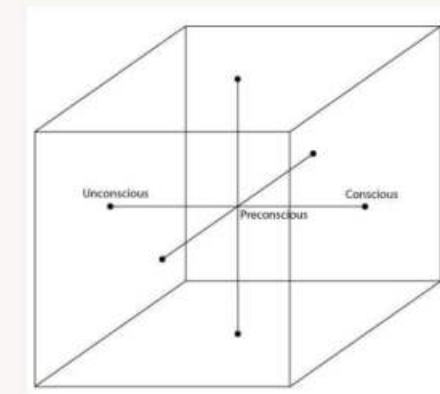
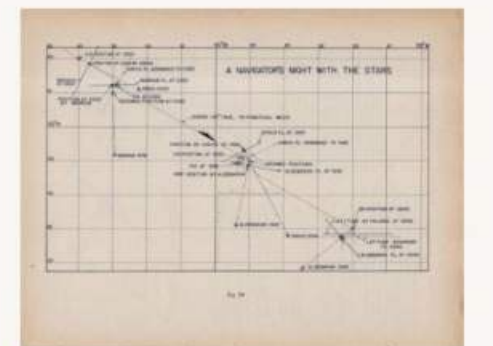
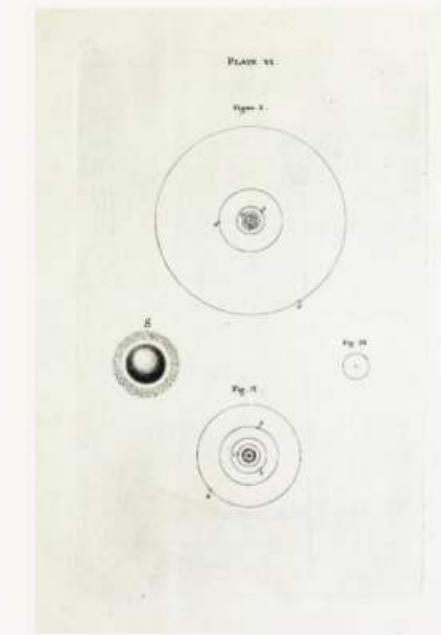
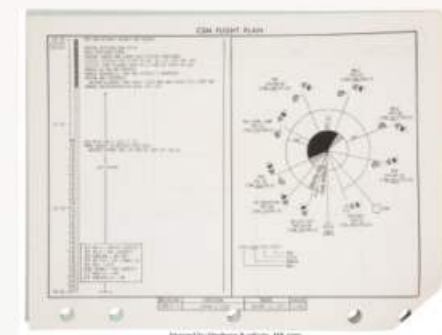
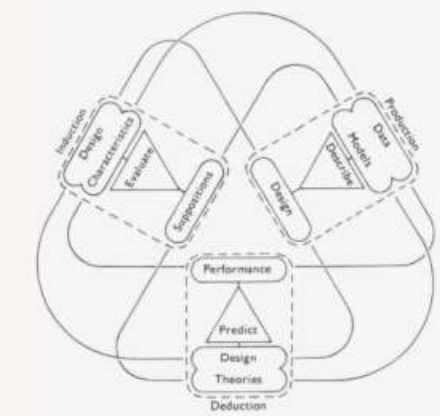
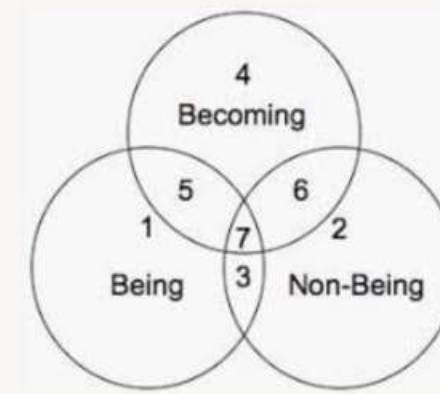
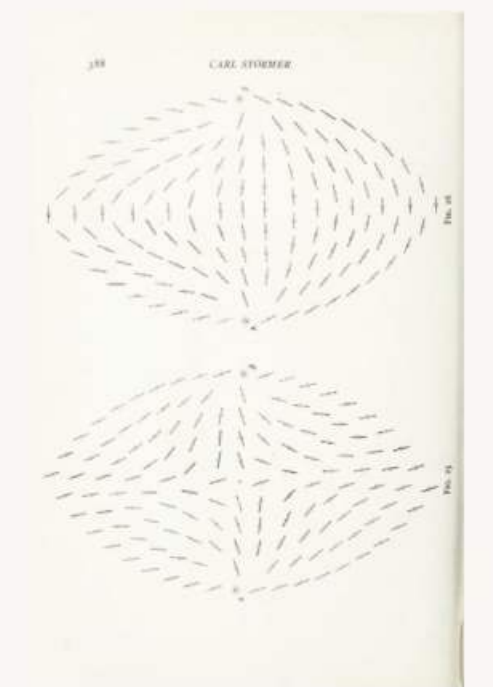
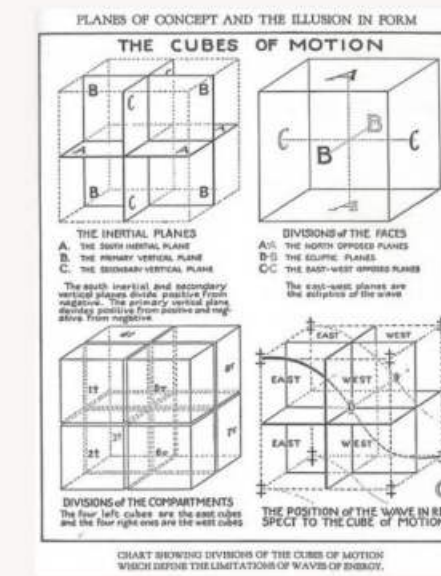
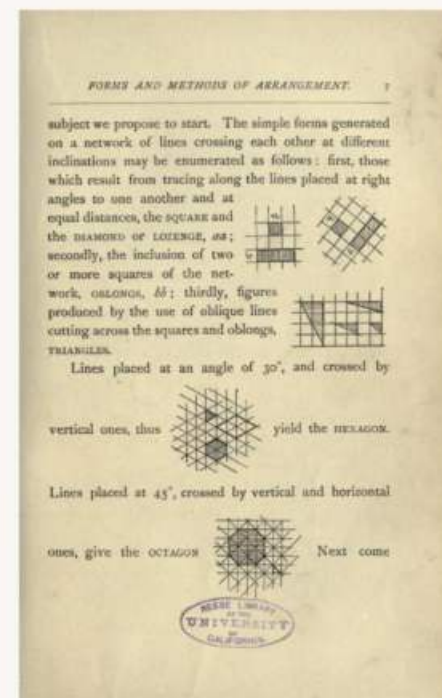
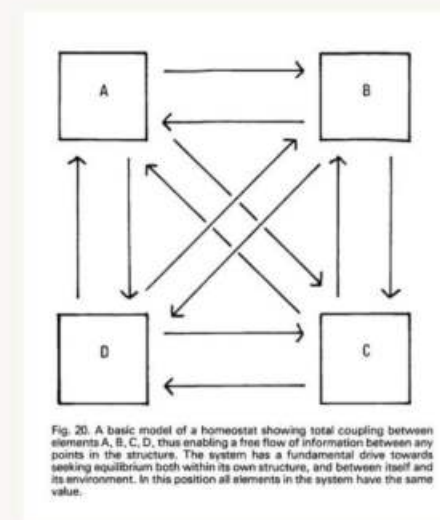
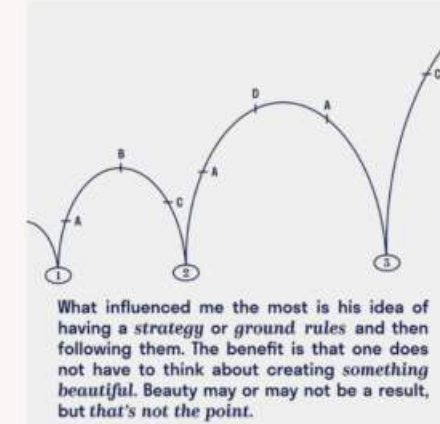
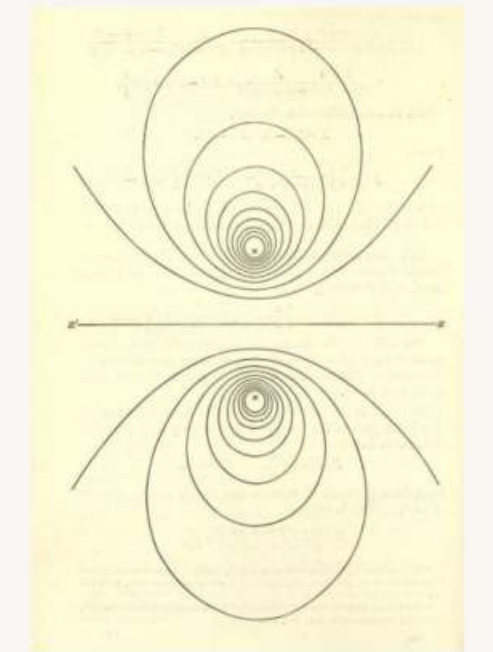
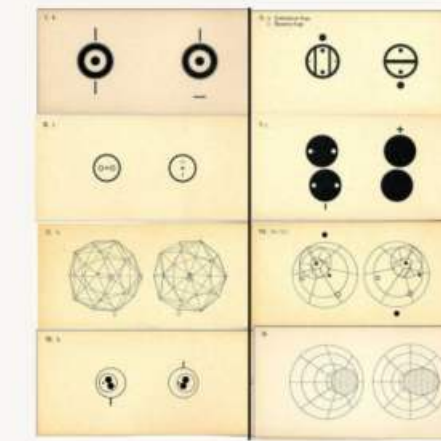
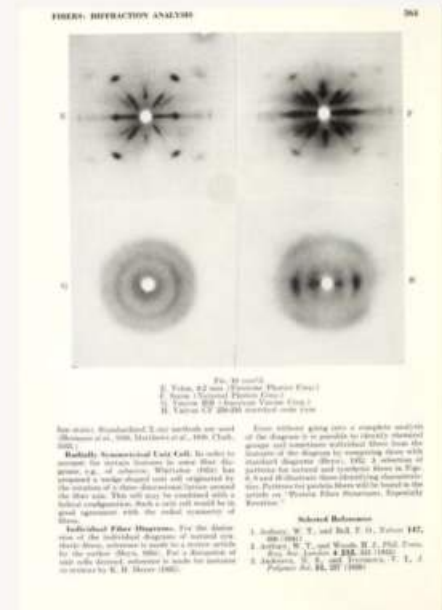
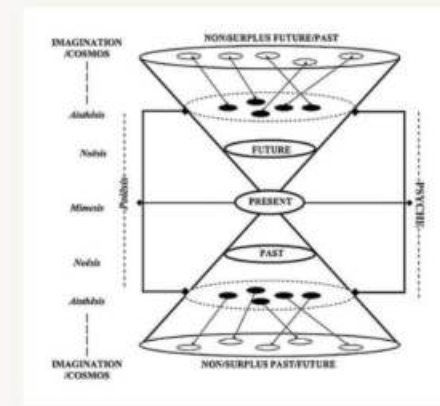
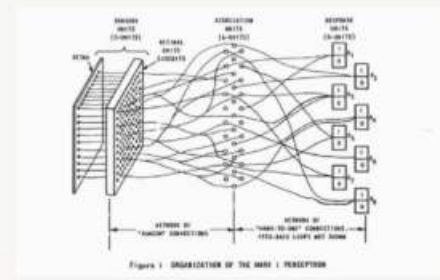
Our identity, color palette, illustrative and typographic style form a distinct visual framework for Kaon, which helps us to present our brand consistently and effectively.



# Visual Direction

Kaon has disciplined but stylish design with academic vibe of an old physics schoolbook. It is visualized through illustrations of physical processes, through reminiscence of architectural blueprints, through minimalist scientific diagrams, monochrome color palette, and reserved typography.

When coming up with new graphic materials for the world of Kaon, imagine redesigning an old physics or math schoolbook. Imagine you are designing visual material for academics, yet with a stylish modern twist.



*In particle physics, a Kaon is a type of particle that can decay to produce muons, along with charged pions, at high energies.*

Logo



# Logo

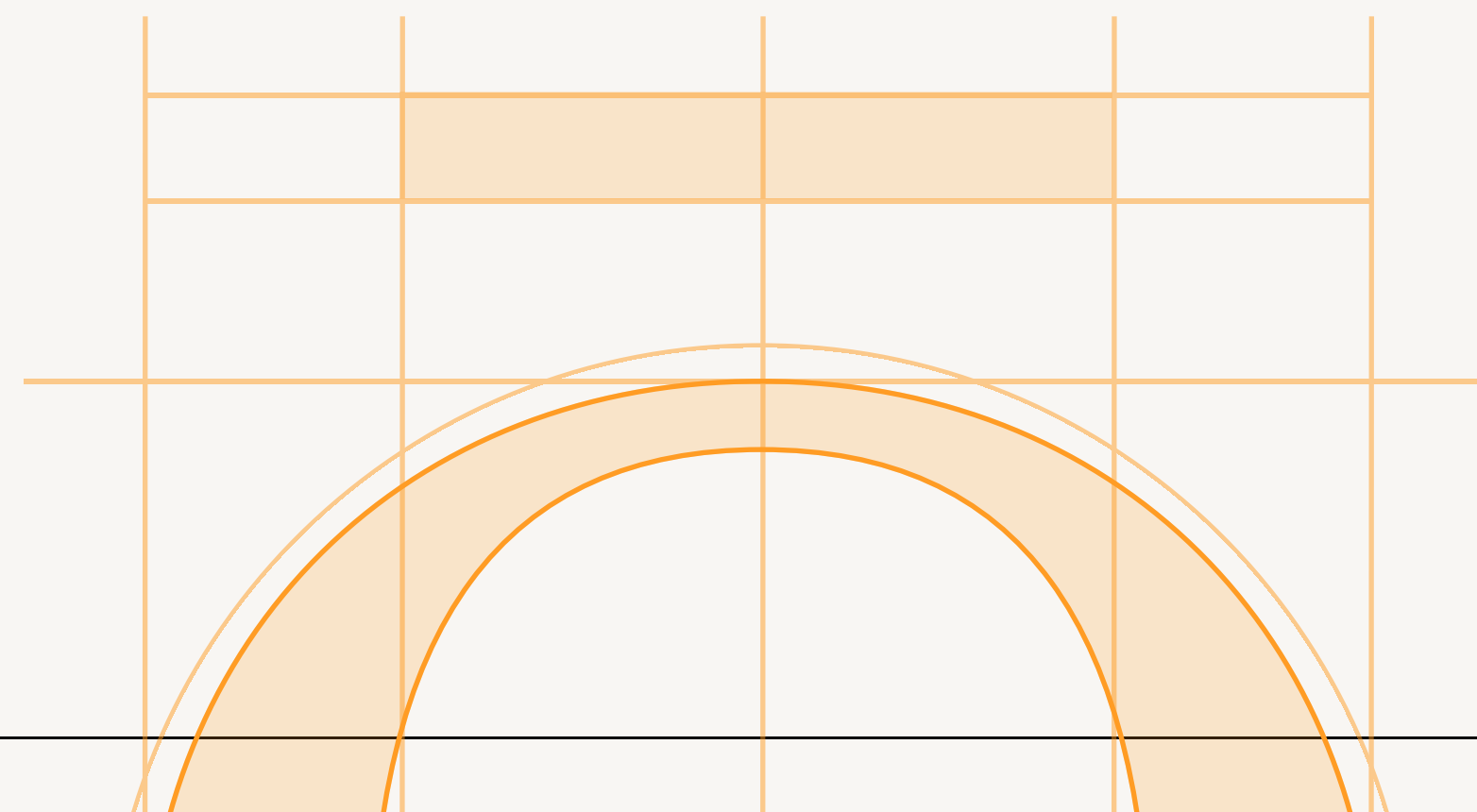
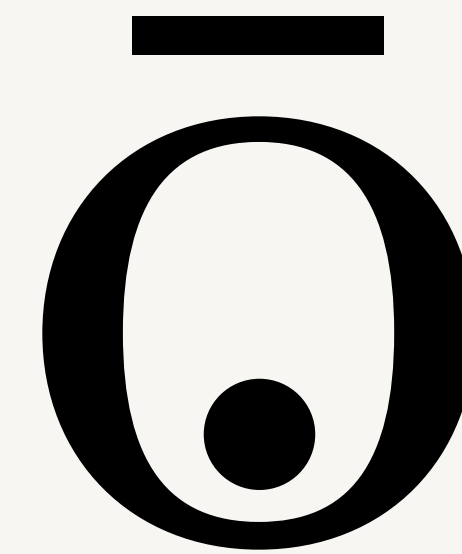
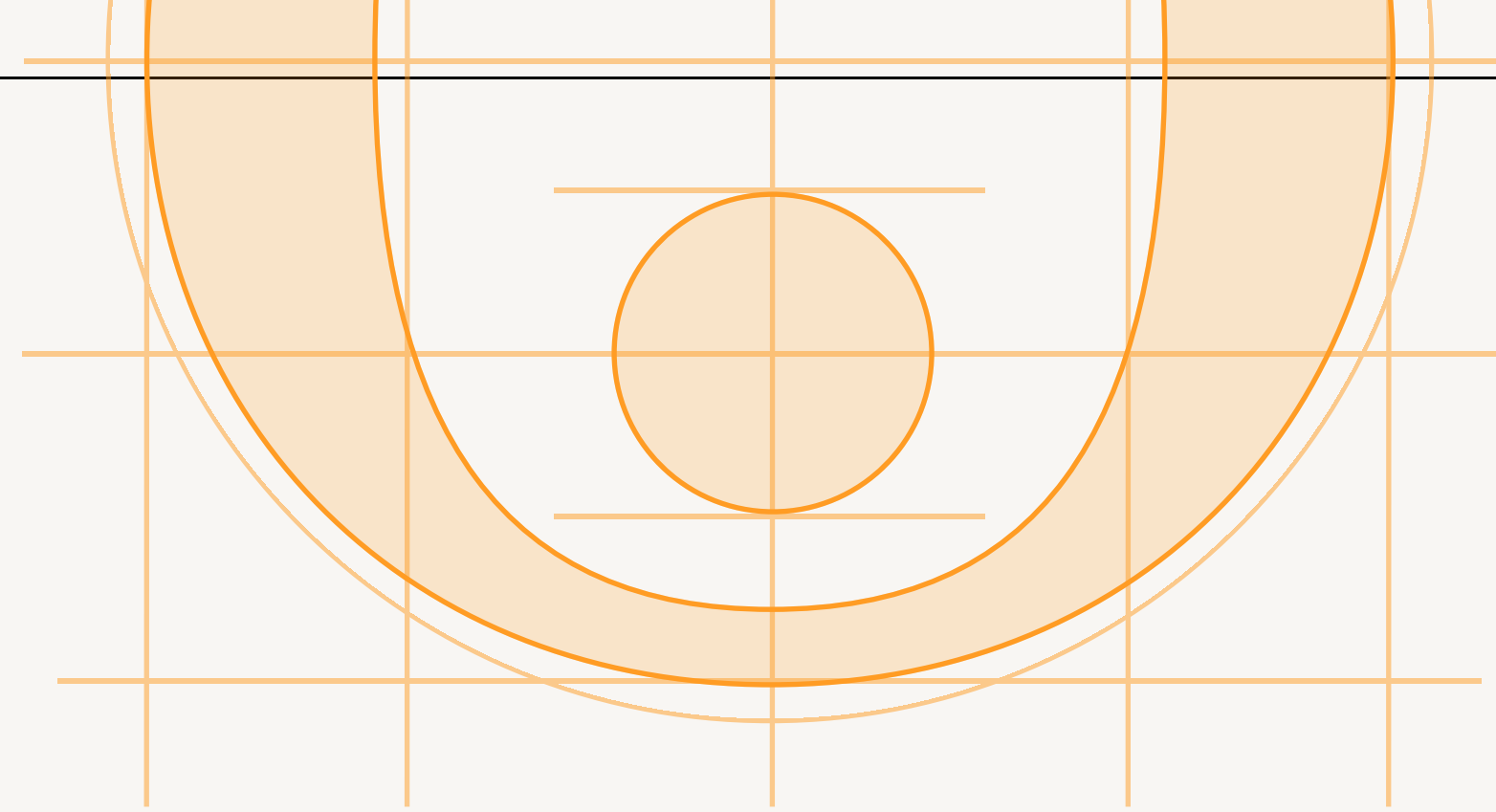
Kaon's logotype is based on academic, nostalgic, humanistic serif. The symbol  $\bar{O}$  is a nod to composition of the kaon particle in physics:  $K^+$ ,  $K^0$ ,  $K^-$ ,  $\bar{K}^0$ . A dot adds a touch of playfulness to the logo referring to a staring eye.

In other words, it looks dead serious and a tad fun in the same time.

KA $\bar{O}$ N

# Logomark

The logomark  $\bar{O}$  can be used separately from the logo in various contexts: whenever a shortened version is needed, to create imagery with direct linkage to the logo, or even as a mascot.



# Logo Variants

There is only one logo, and only one symbol.  
They are always displayed in plain black for light  
backgrounds, and in toned white for dark  
backgrounds. They are never used together as a  
single element.

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# Logo Improper Usage

You know the deal: no unsolicited stretching, skewing, no shadows, no gradients, no funny colors. Make it plain, contrasting with the background and legible. Also, never place the symbol  $\bar{O}$  next to the logo. That's it.

Sorry, but NO:

KA $\bar{O}$ N    KA $\bar{O}$ N    KA $\bar{O}$ N    KA $\bar{O}$ N

no stretching    no tilting    only black & white

KA $\bar{O}$ N    KA $\bar{O}$ N    KA $\bar{O}$ N     $\bar{O}$      $\bar{O}$

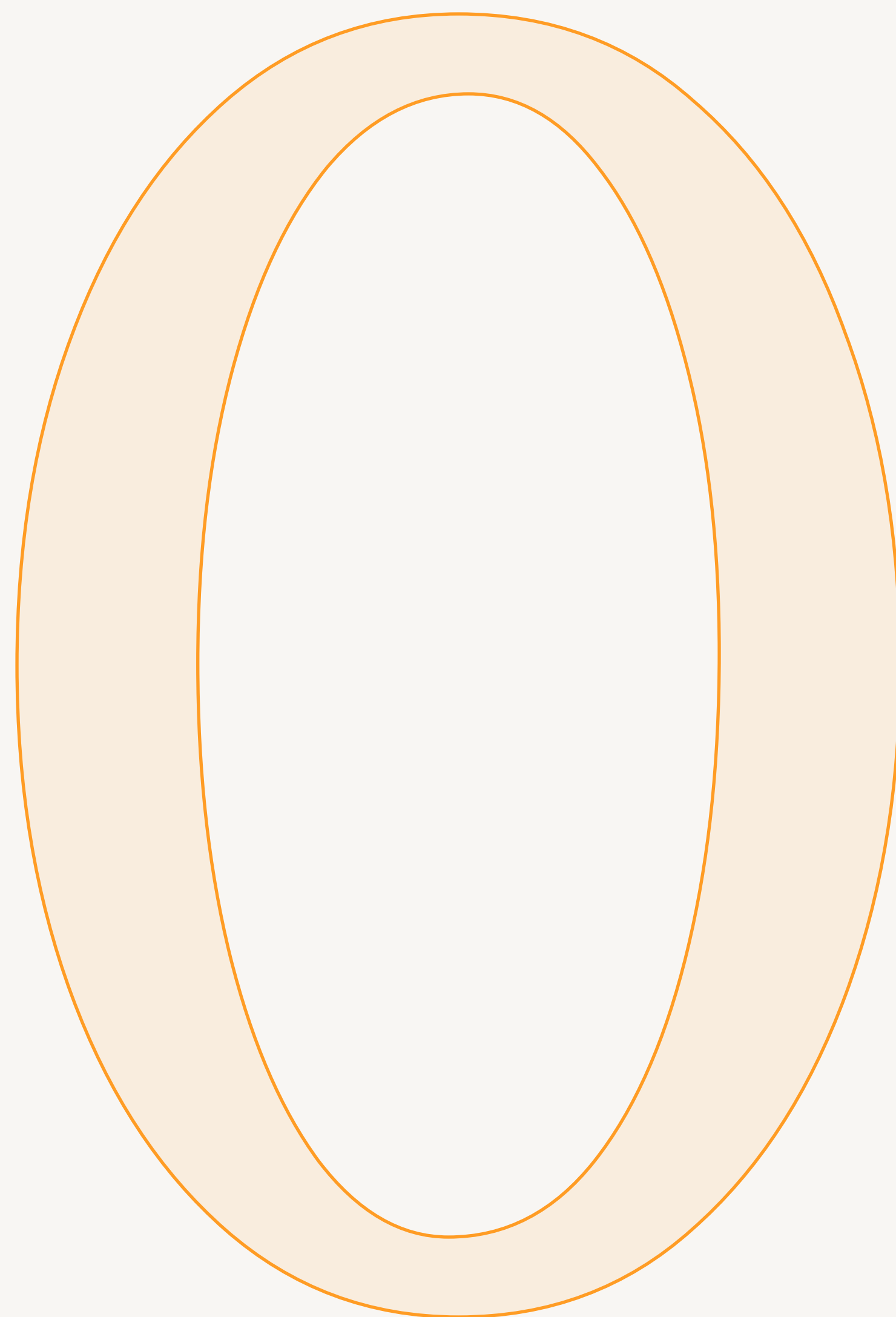
no low contrast    no gradients    no shadows    same no's for the symbol

$\bar{O}$  KA $\bar{O}$ N

no repetition of the logomark next to the logotype

all of those above together? mm maybe!

**Color**

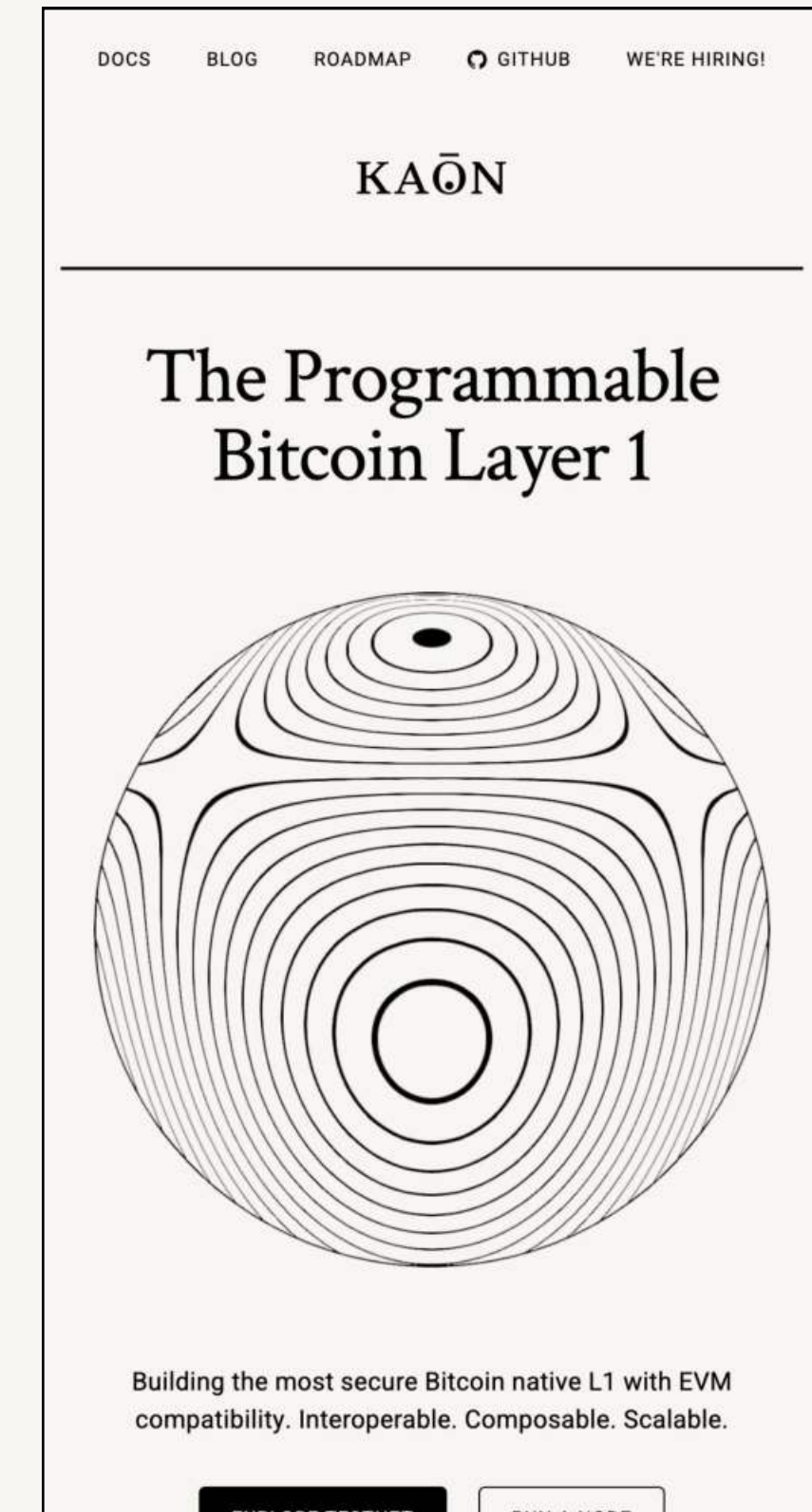


# Color

Our color palette is a key component of Kaon's visual identity, ensuring consistency and recognition across all mediums. Our primary colors are pure black for ink and toned white for backgrounds. They are sometimes reversed, with black as the background and toned white as the ink. Reversed colors should be used sparingly, as the main theme of Kaon is black on white.

The secondary color is orange (a nod to Bitcoin), along with its lighter shades, which are used for toned backgrounds.

Together, Kaon's color palette evokes the feel of flicking through an old well done schoolbook without appearing overly stylized. Use this palette across all touchpoints to maintain a cohesive and unified brand identity.

The Kaon logo, a stylized orange and white circular graphic, is positioned to the right of the text in the bottom right corner of the complex block.

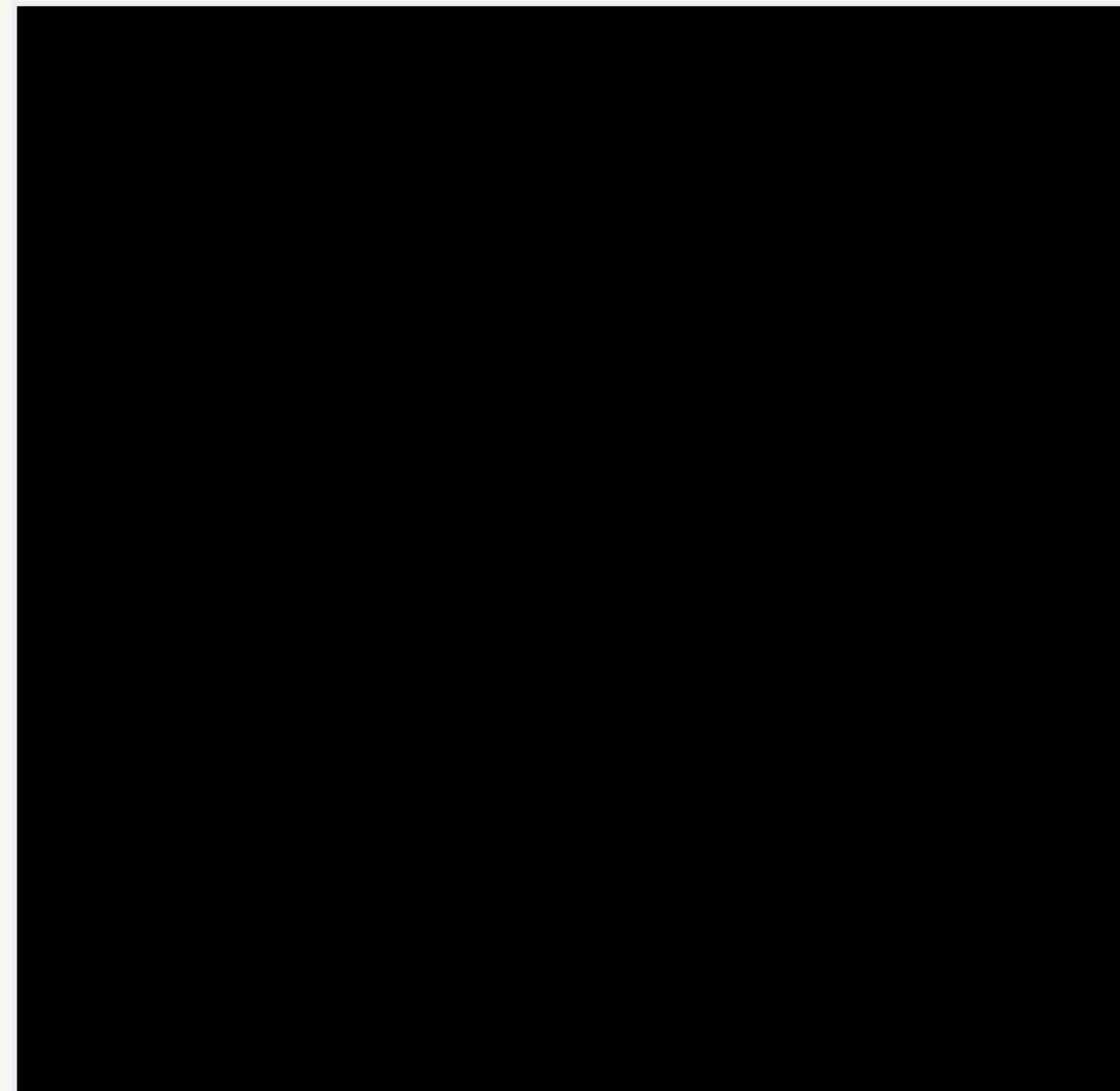
KAŌN

## Maximized performance & scalability

6 times faster than Bitcoin	Kaon is engineered to reach <b>thousands of TPS</b> and 8-second block times, outpacing Solana. Currently at 30 TPS while on testnet, compared to Bitcoin's 3-7 TPS.
No centralized weakness	Kaon offers stable fees of 25 basis points, backed by its industry-leading <b>90% transaction success rate</b> . Current providers charge 5-10% fees for a wrapping service that results in a crippling 15-20% Tx success rate.
Giving Bitcoin utility	Seamlessly swap collateral between BTC, ETH and other chains without complex, costly bridges. Near and Solana to be integrated 2025, bringing seamless asset movement and <b>trustless scalability</b> to leading ecosystems.

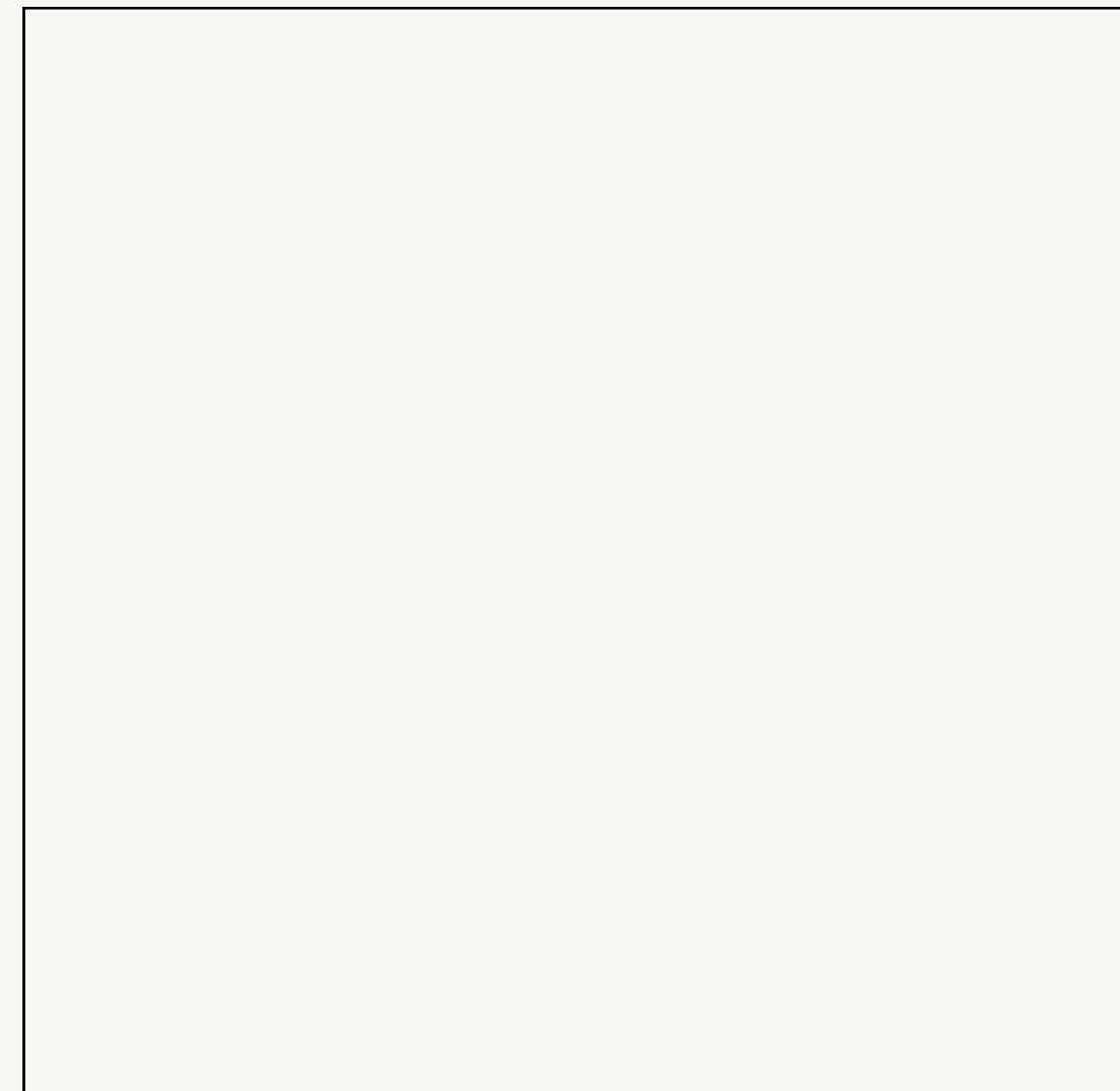
1 KAŌN

# Primary Palette



Black

HEX  
#000000



Toned White

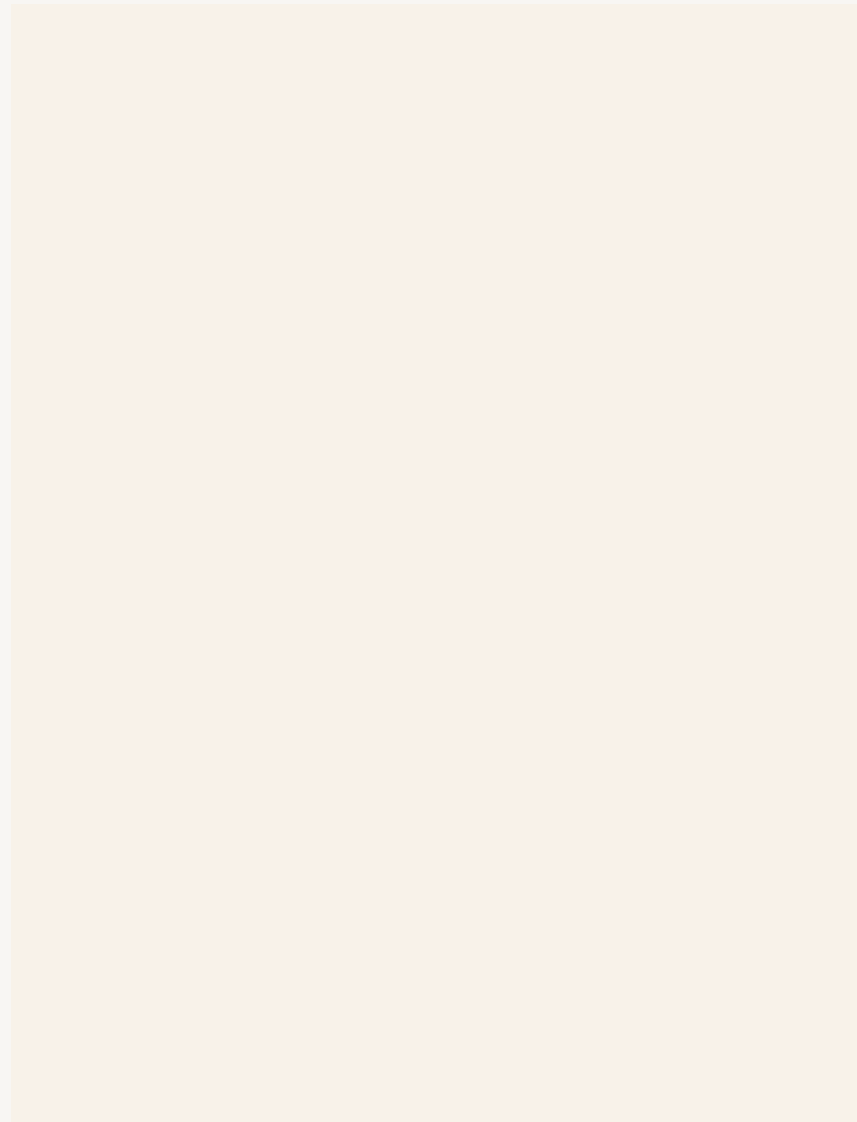
HEX  
#F8F6F3

# Secondary Palette



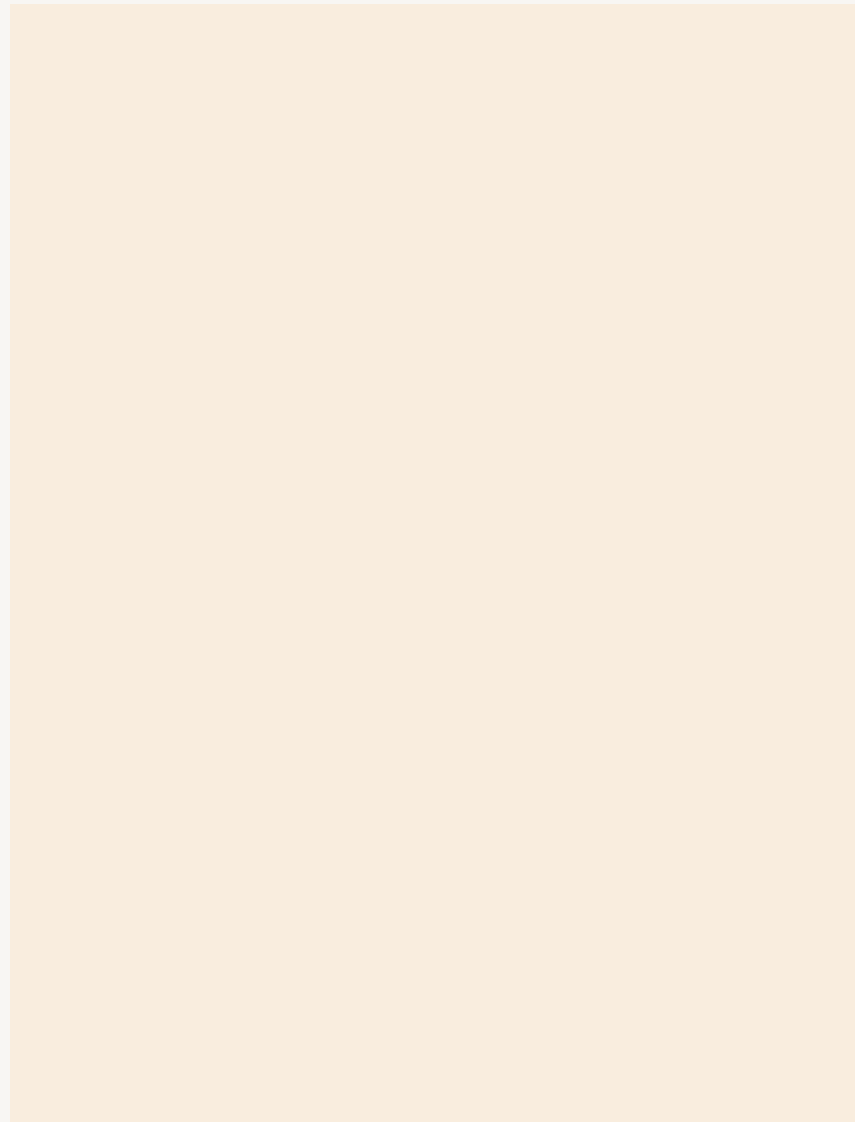
Orange

HEX  
#FF9C24



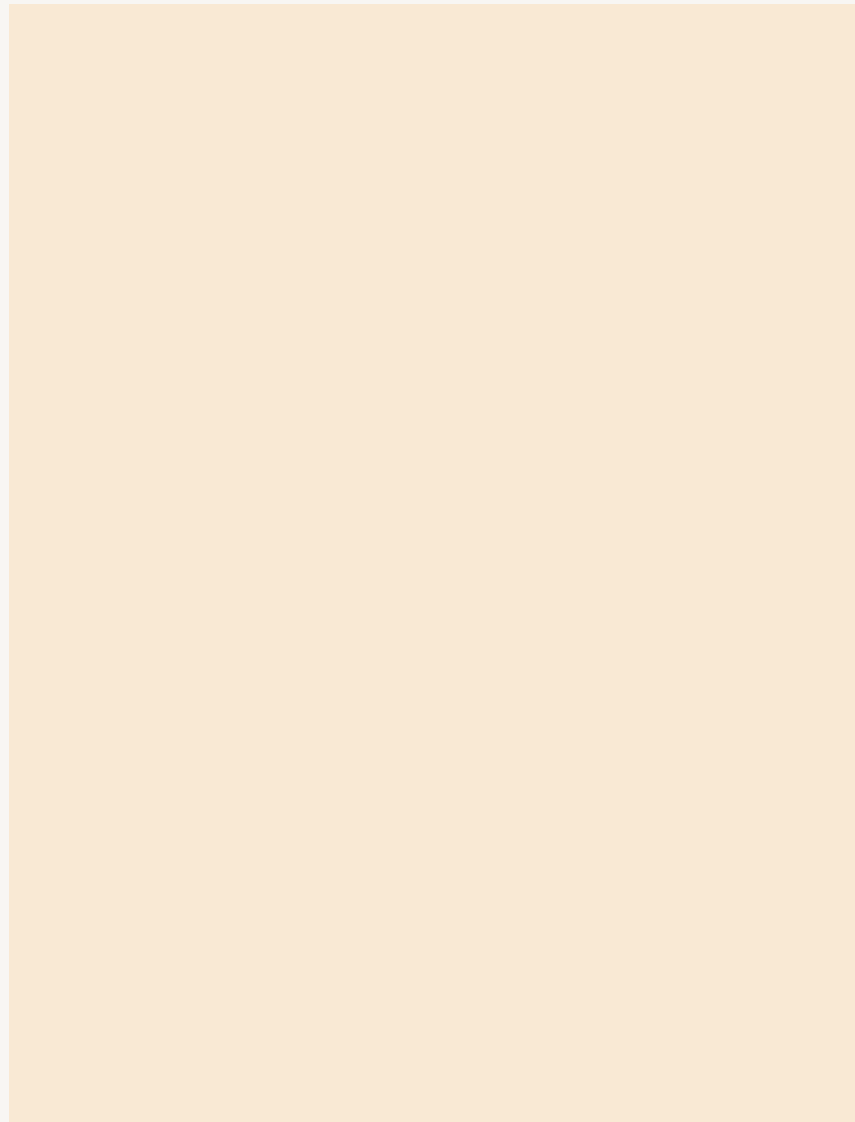
Orange 5%

HEX  
#F8F2E9



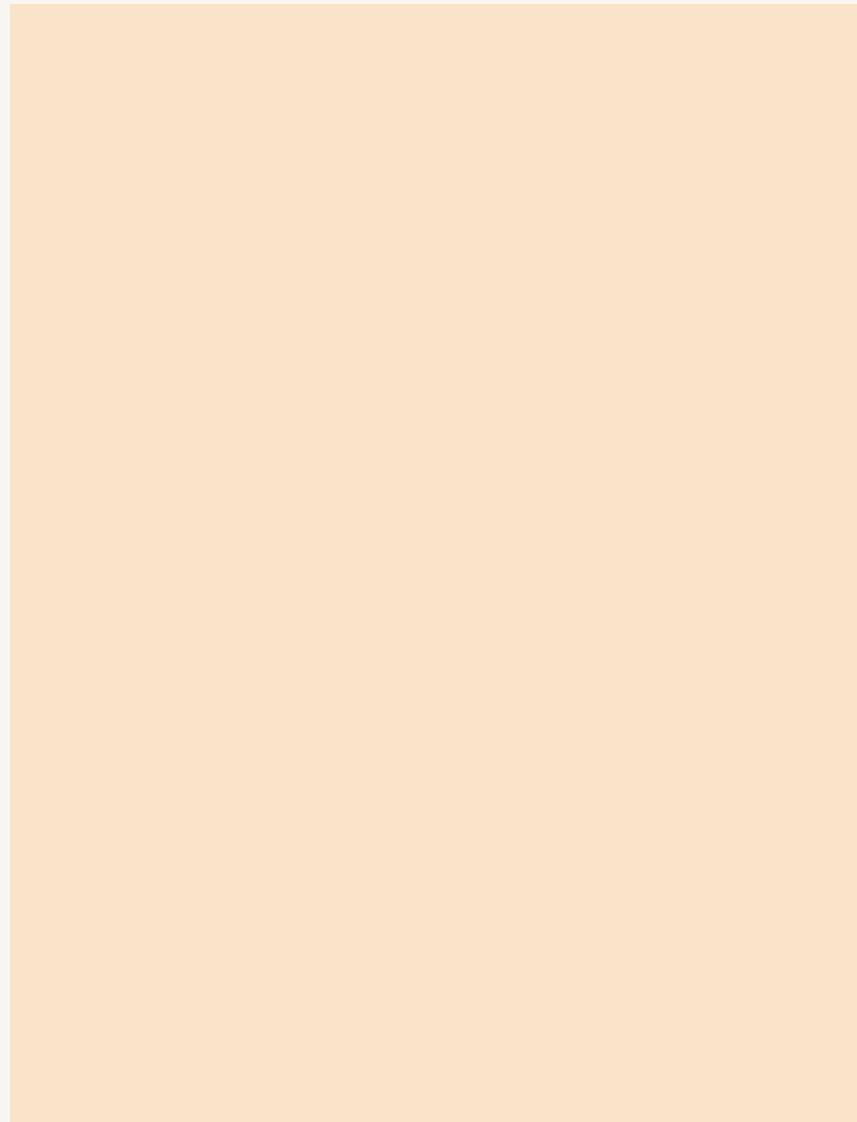
Orange 10%

HEX  
#F9EDDE



Orange 15%

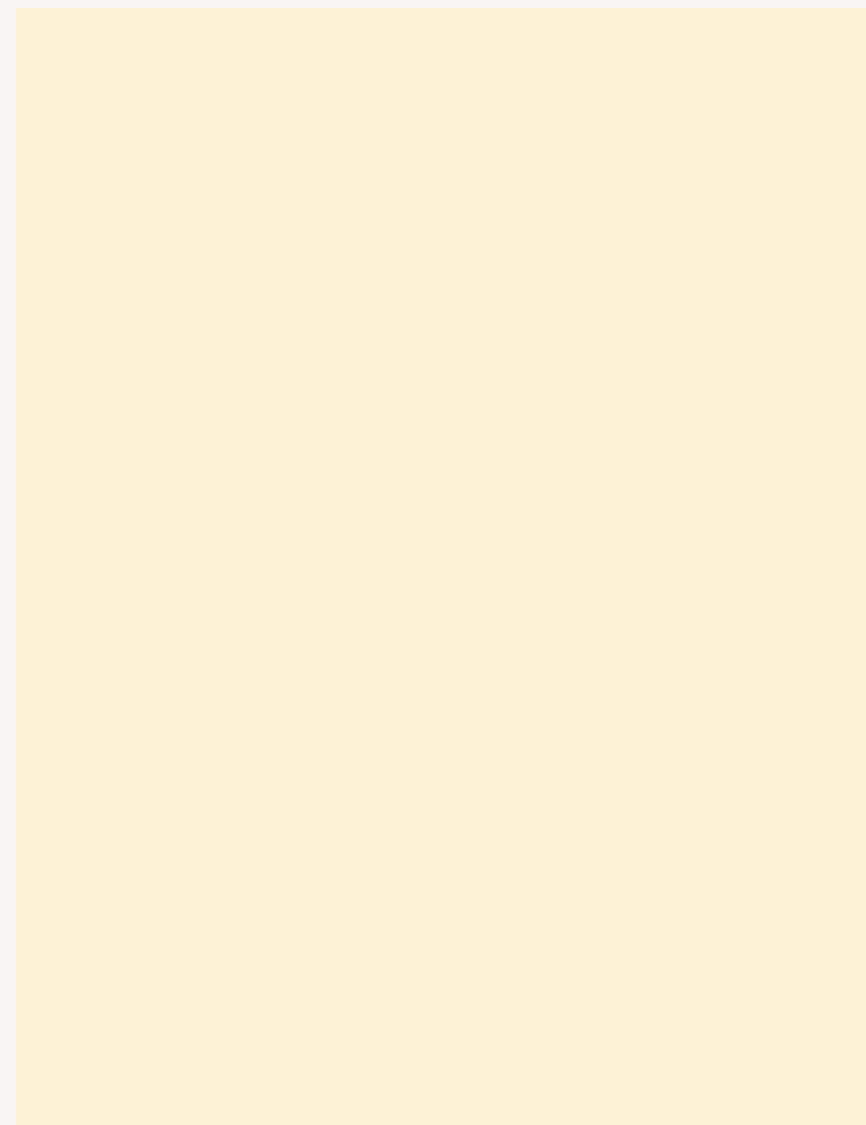
HEX  
#F9E9D4



Orange 20%

HEX  
#F9E9D4

# Secondary Palette



Old Schoolbook

HEX  
#FEF2D6



Orange 5% on Yellow

HEX  
#FEEECD



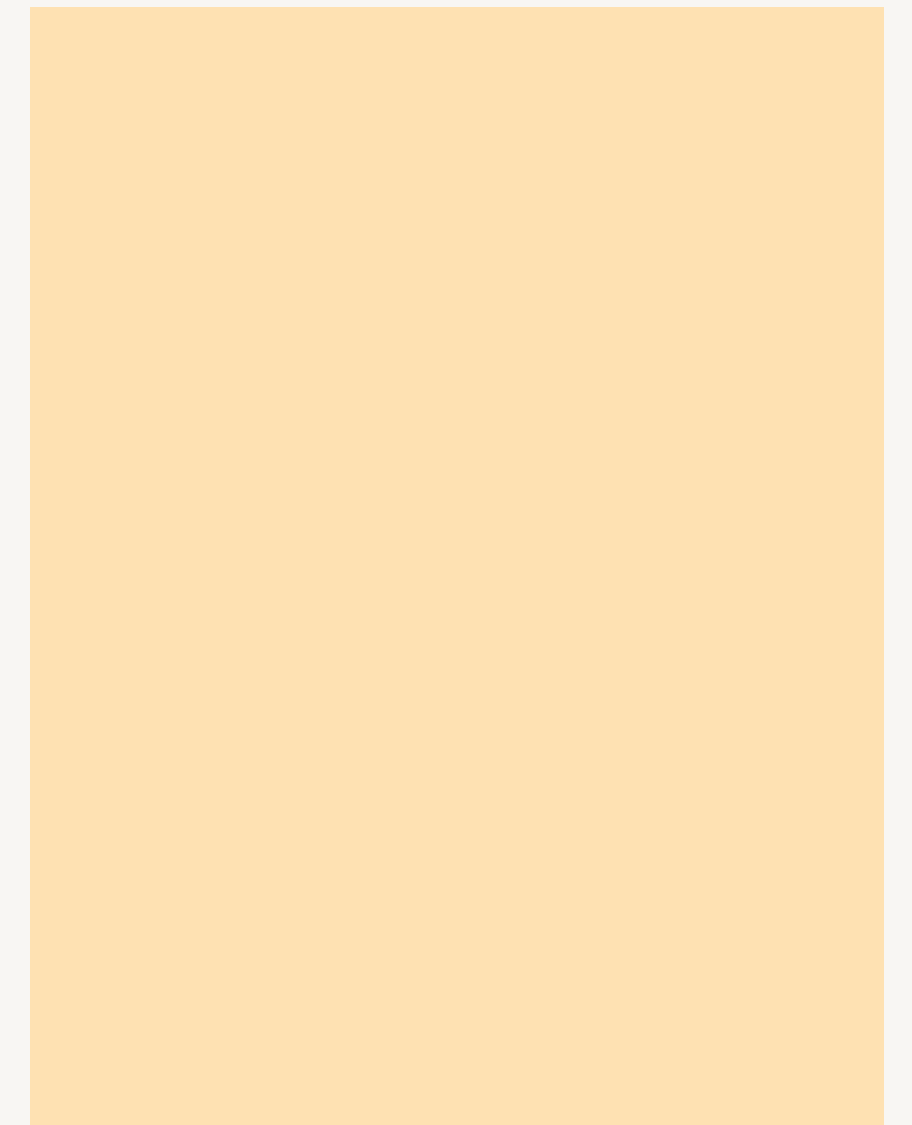
Orange 10% on Yellow

HEX  
#FEE9C4



Orange 15% on Yellow

HEX  
#FEE5BB



Orange 20% on Yellow

HEX  
#FEE1B2

Background to use occasionally  
instead of Toned White

onYellow palette is used over backgrounds painted in "Old Schoolbook" color

Typography



# Crimson Text & Heebo

Typography is a crucial aspect of our brand's visual identity, and we have chosen Crimson Text & Heebo to represent our brand across all mediums.

Crimson Text is a font family for book production in the tradition of beautiful oldstyle typefaces. Heebo is an extension of neo-grotesque sans-serif Roboto. Together they bring a mixed look in-between classicism and modern technology.

We use Crimson Text as headlines font. Always in Regular, and rarely as ***Bold Italic*** to emphasize a collocation applied for large font sizes.

We use Heebo as body copy. In Regular, and for emphasis in **Bold**.

Both are available on Google Fonts:  
[Crimson Text](#)  
[Heebo](#)

KAON

## Kaon is *the only programmable Bitcoin L1* unleashing billions in native BTC into DeFi.

<b>Backbone of universal exchange</b> Seamlessly integrates multiple L1s for native cross-chain transfers, powered by the first-ever dual-consensus mechanism.	<b>No centralized weakness</b> Eliminates the need for wrapping, bridges and oracles, the biggest friction points and security and scalability risks in cross-chain.	<b>Giving Bitcoin utility</b> Kaon makes Bitcoin smart, enabling builders from all major DeFi ecosystems to bring BTC to the masses via Bitcoin, EVM and beyond.
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KAON ANNOUNCEMENT

Bitcoin Staking Mainnet Launch: Phase 1

8

KAON

## The first cross-chain native Bitcoin & Ethereum builders

<b>Full programmability &amp; ecosystem integration</b> Kaon enables <b>direct Bitcoin interaction</b> with EVMs and more, bridging a critical gap in DeFi. Both BTC and EVM developers can unlock the full potential of their native blockchains, leveraging the strengths of each to build <b>powerful chainless dApps</b> .	<b>The first development layer for BTC builders</b> Kaon's synthetic OP_CAT enables <b>logical loops</b> , complex conditions and covenants to be coded, giving core devs the first opportunity to program the next-generation of <b>Bitcoin-based financial instruments</b> .
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**Full control across every chain**  
Collect, control and use BTC liquidity across other chains non-custodially, including innovations like Ordinals and Runes, **extending Bitcoin's functionality** to the broader Web3 ecosystem.

4

# Text Styles

We use Crimson Text as headlines font. Always in Regular, and rarely as ***Bold Italic*** to emphasize a collocation applied for large font sizes.

We use Heebo as body copy. In Regular, and for emphasis in **Bold**.

Crimson Text

*Crimson Text*

Heebo

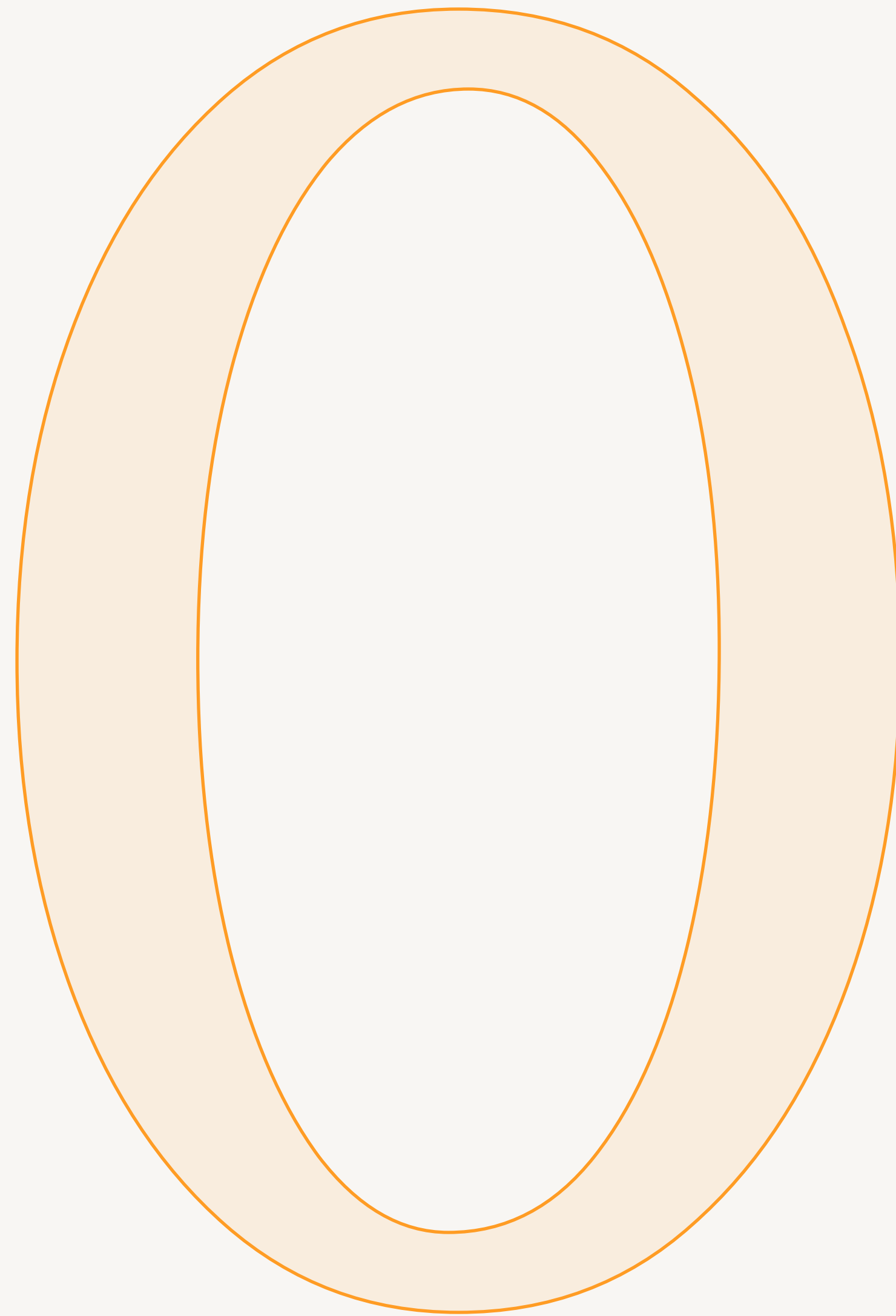
**Heebo**

Both are available on Google Fonts:

[Crimson Text](#)

[Heebo](#)

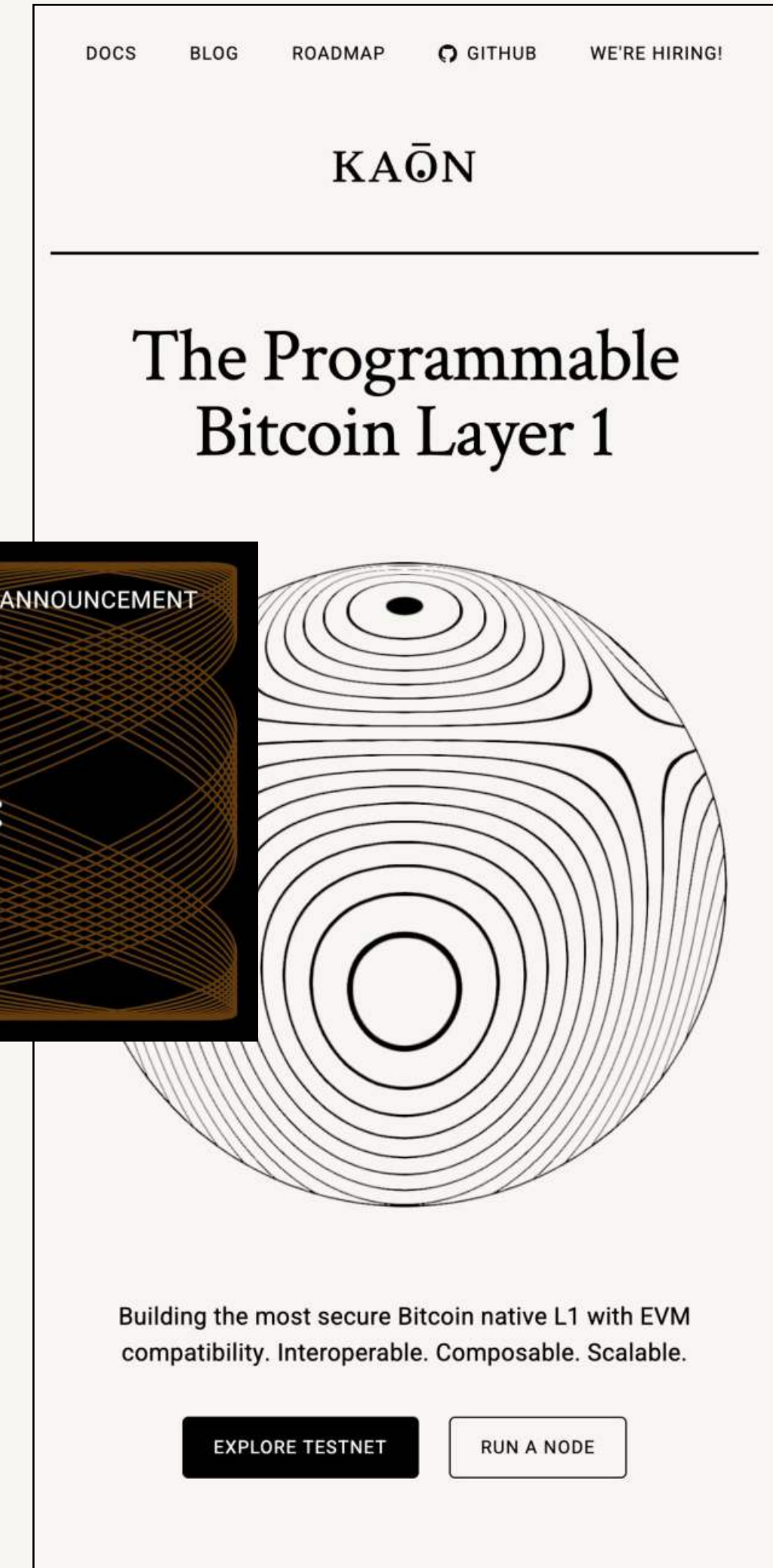
Imagery



# Imagery

Our illustration style reinforces our brand personality and enhances our visual storytelling.

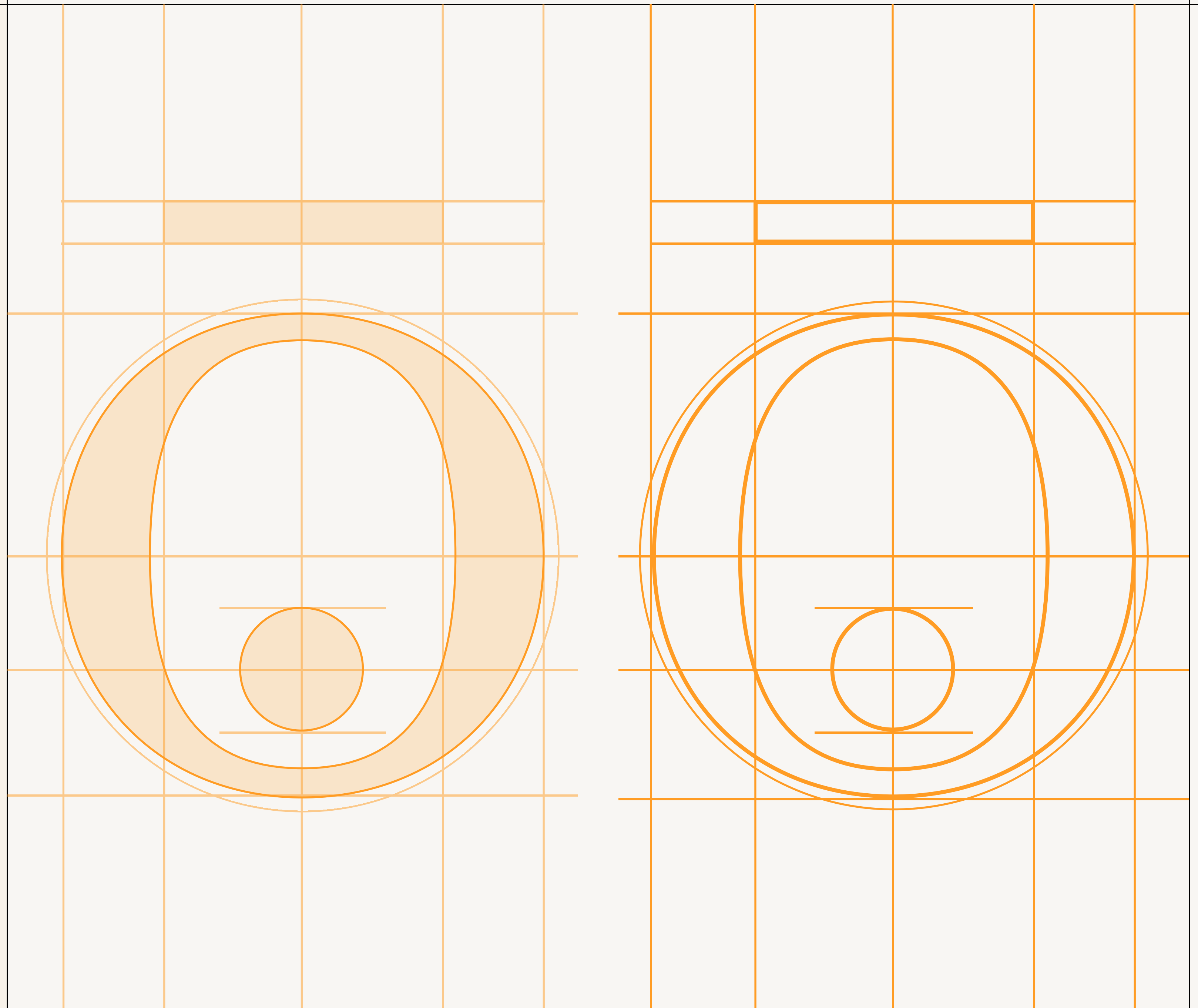
We get inspiration from minimalist scientific diagrams, visualisations of physical processes and architectural blueprints.



# Style 1 Blueprints

Typographical anatomy & architectural blueprints.  
Based on the logo's  $\bar{O}$ , but can be applied as a  
concept to different materials (see graphic  
design of slidedeck template or these guidelines  
you're looking at).

[Download images](#)

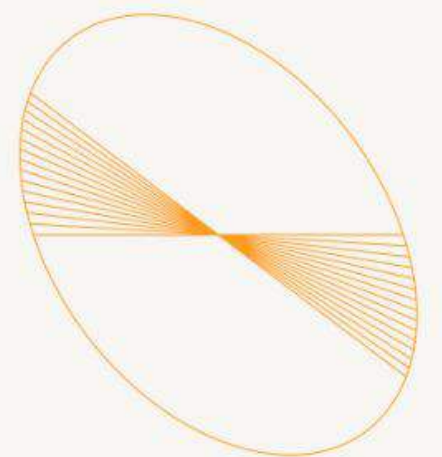
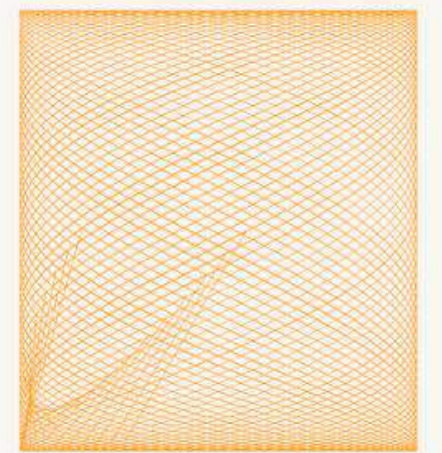
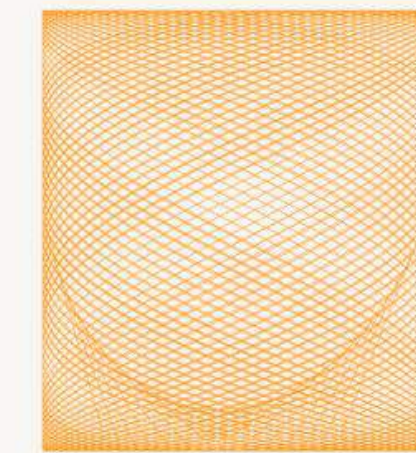
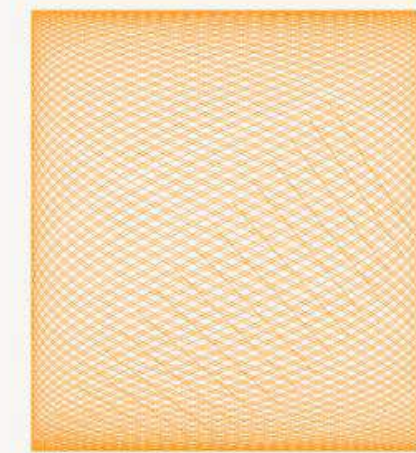
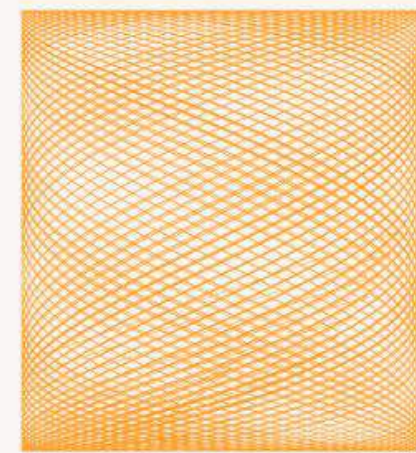
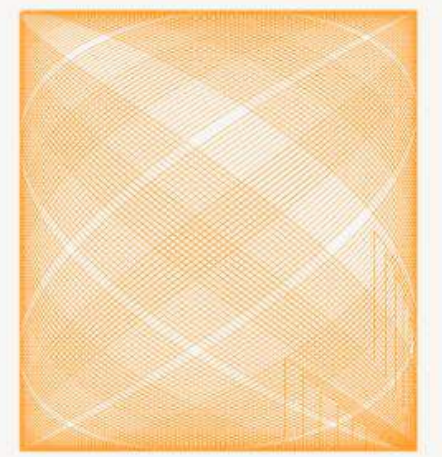
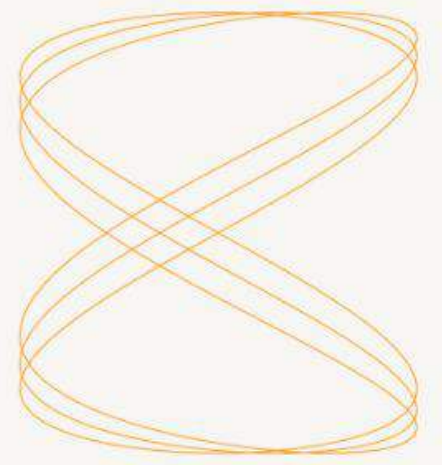
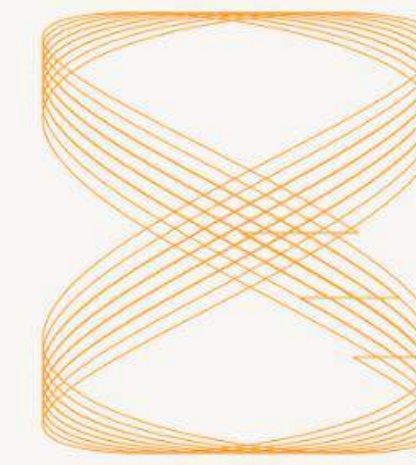


# Style 2 Oscillations

A different combination of frequencies and phase shifts between the oscillations.

The forms can be freely deformed horizontally or vertically (only when in vector format, of course) to fit the needed format. Some of the visualisations contain slight but deliberate errors / glitches in curves.

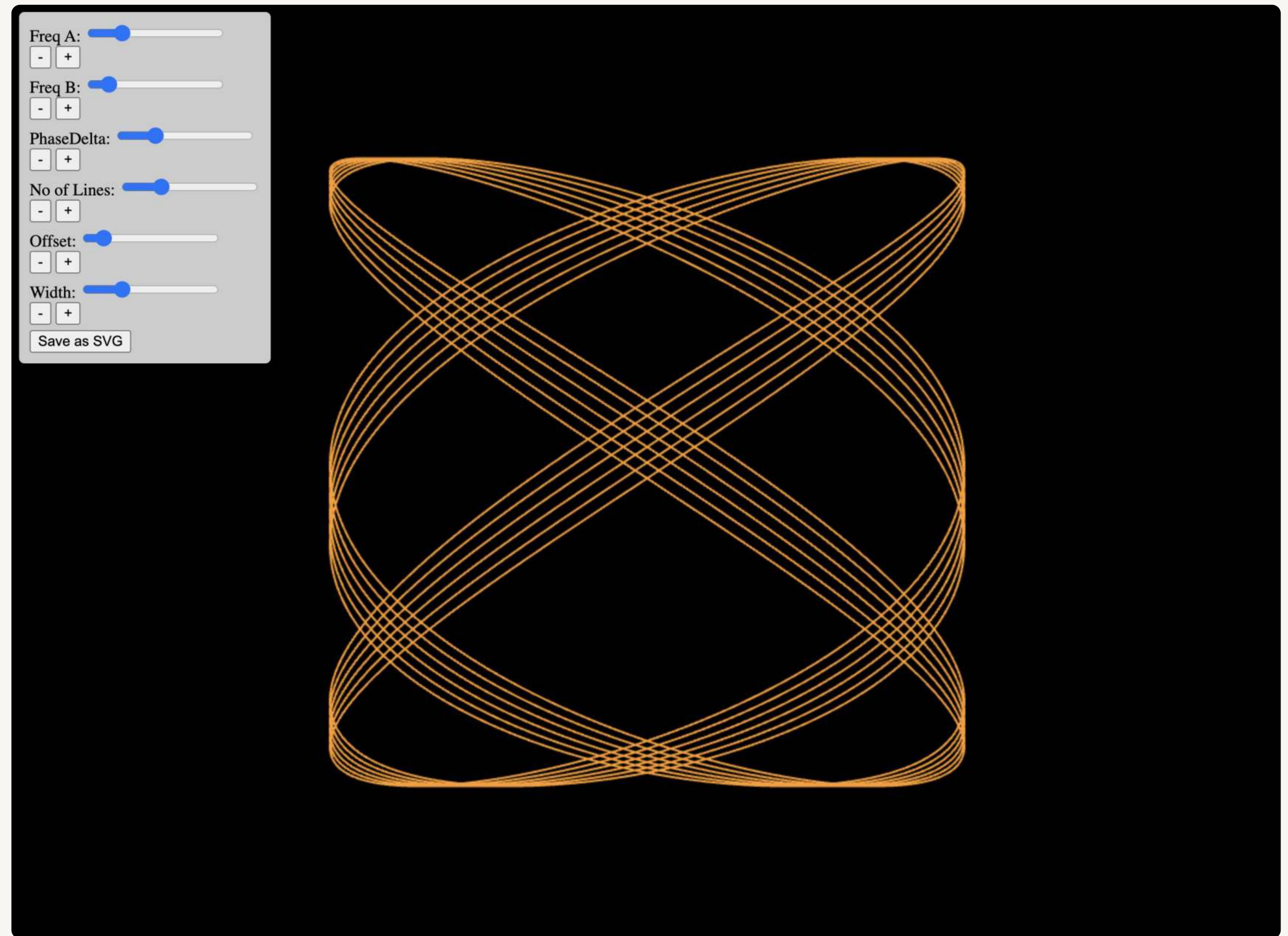
[Download images](#)



# Style 2 Oscillations

You can generate endless amount of these illustrations, and save them as vectorised .SVGs. The script runs in your browser.

[Download the script](#)

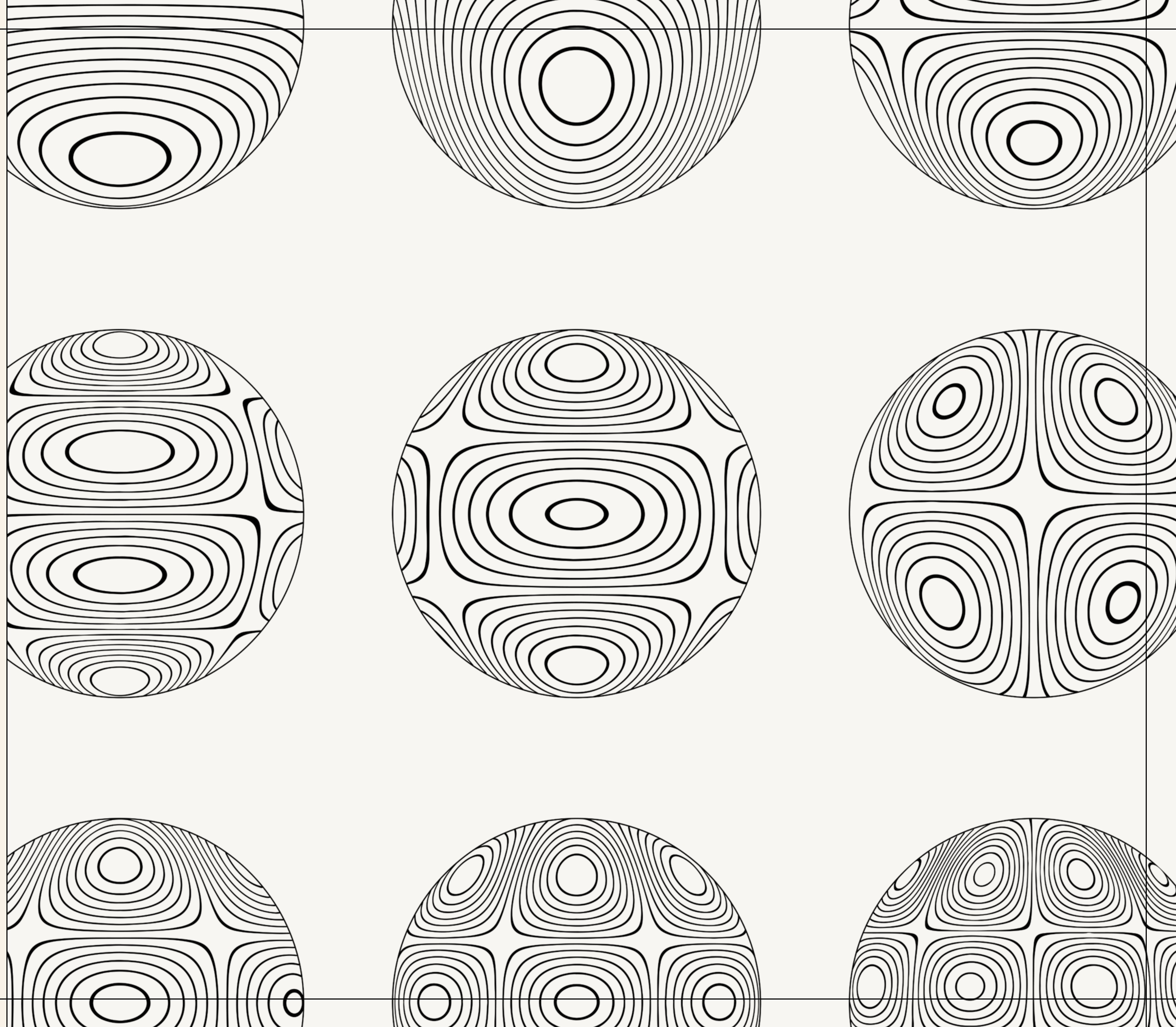


# Style 3.1 Magnetism

Visualisation of electromagnetic fields. They are based on Maxwell's equations from classical electromagnetism. We have developed the script that generates these visualisations in realtime.

[Download images](#)

[Run the script](#)

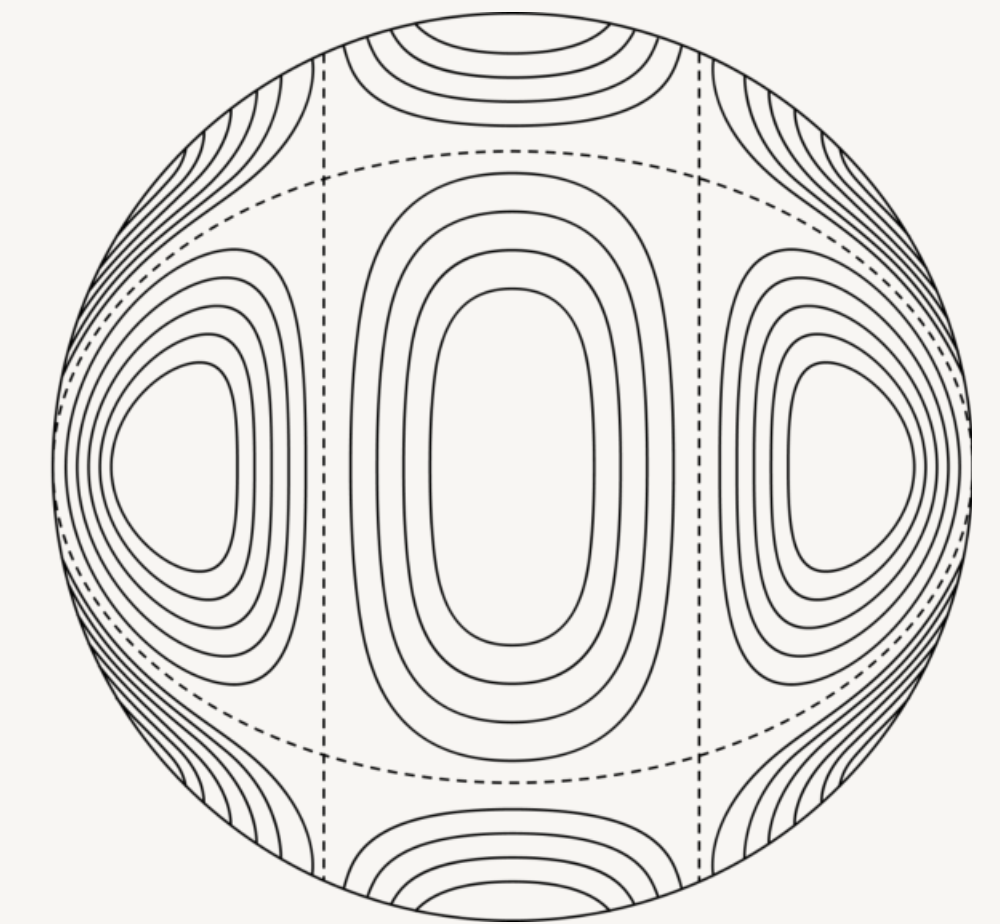
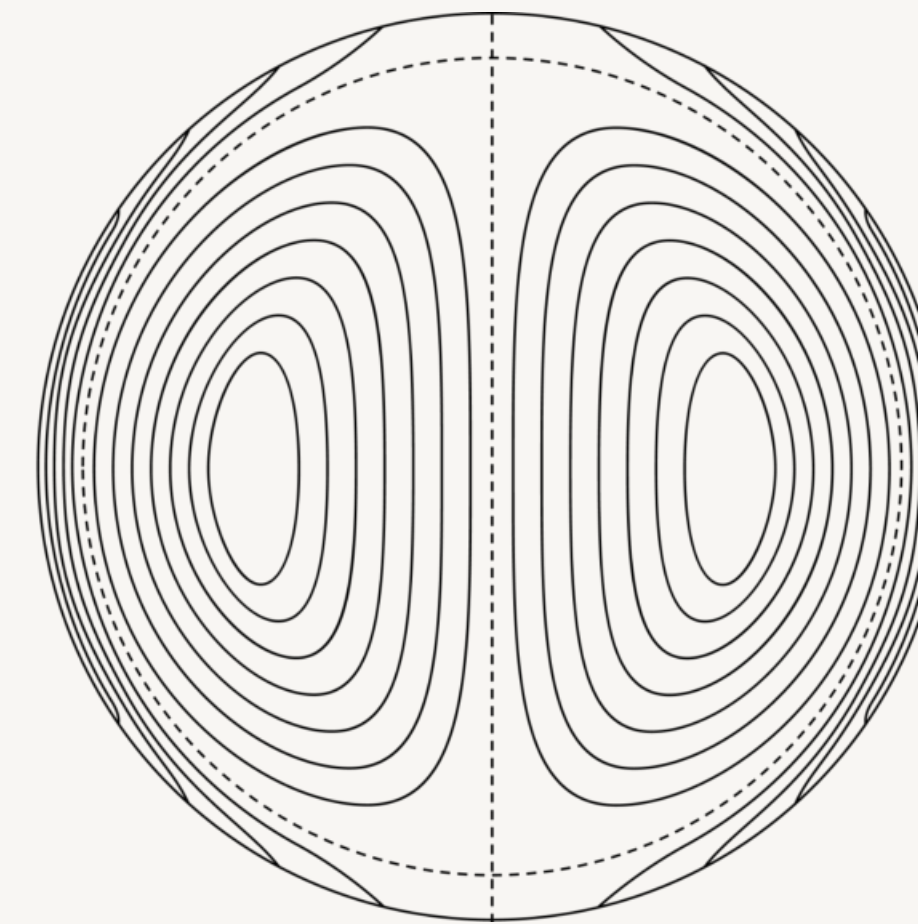
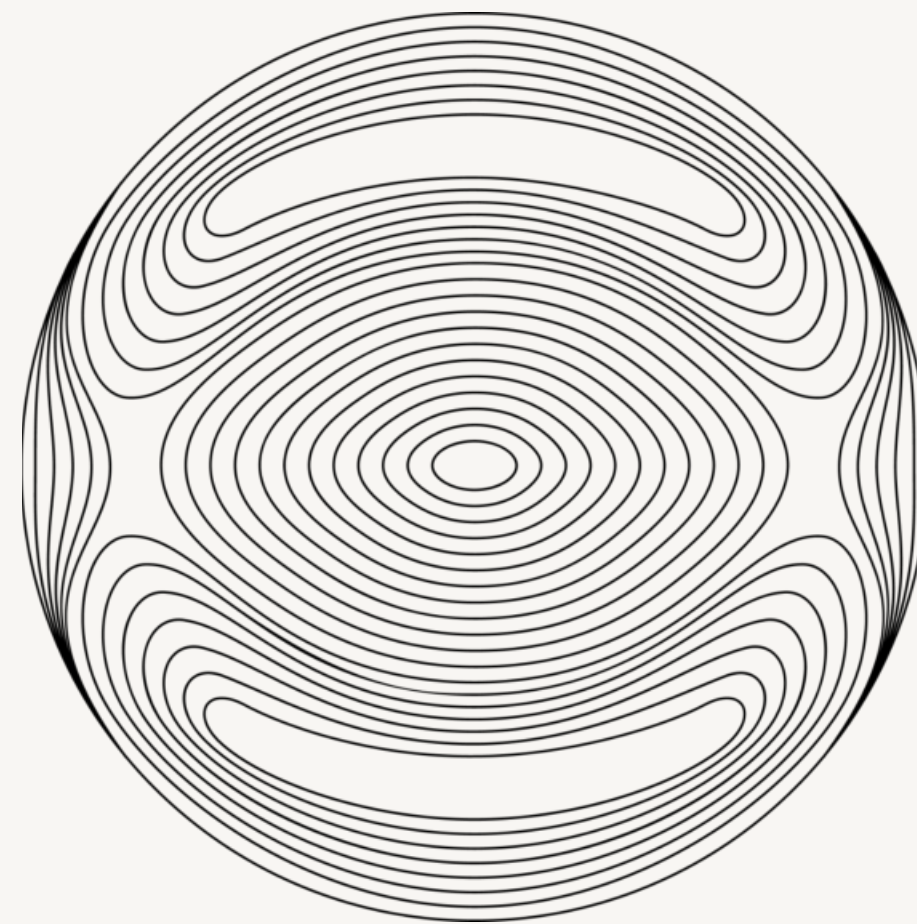


# Style 3.2

## Magnetism

Visualisations of electromagnetic fields from Maxwell's "Electricity & Magnetism". More stylised and elegant versions of the visualisations on the previous slide.

[Download images](#)



# Templates

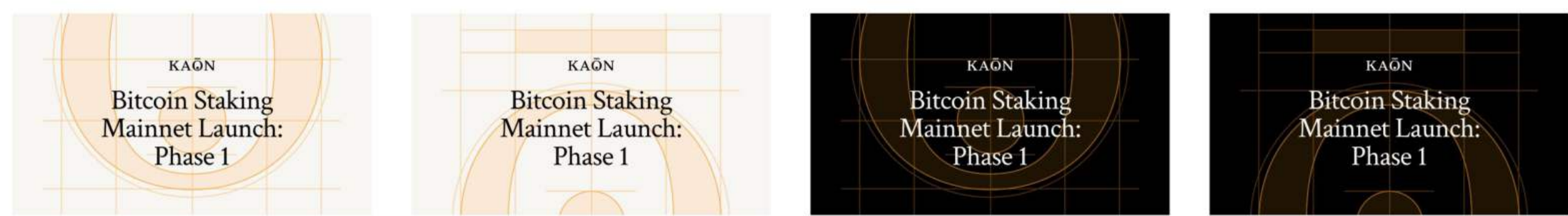
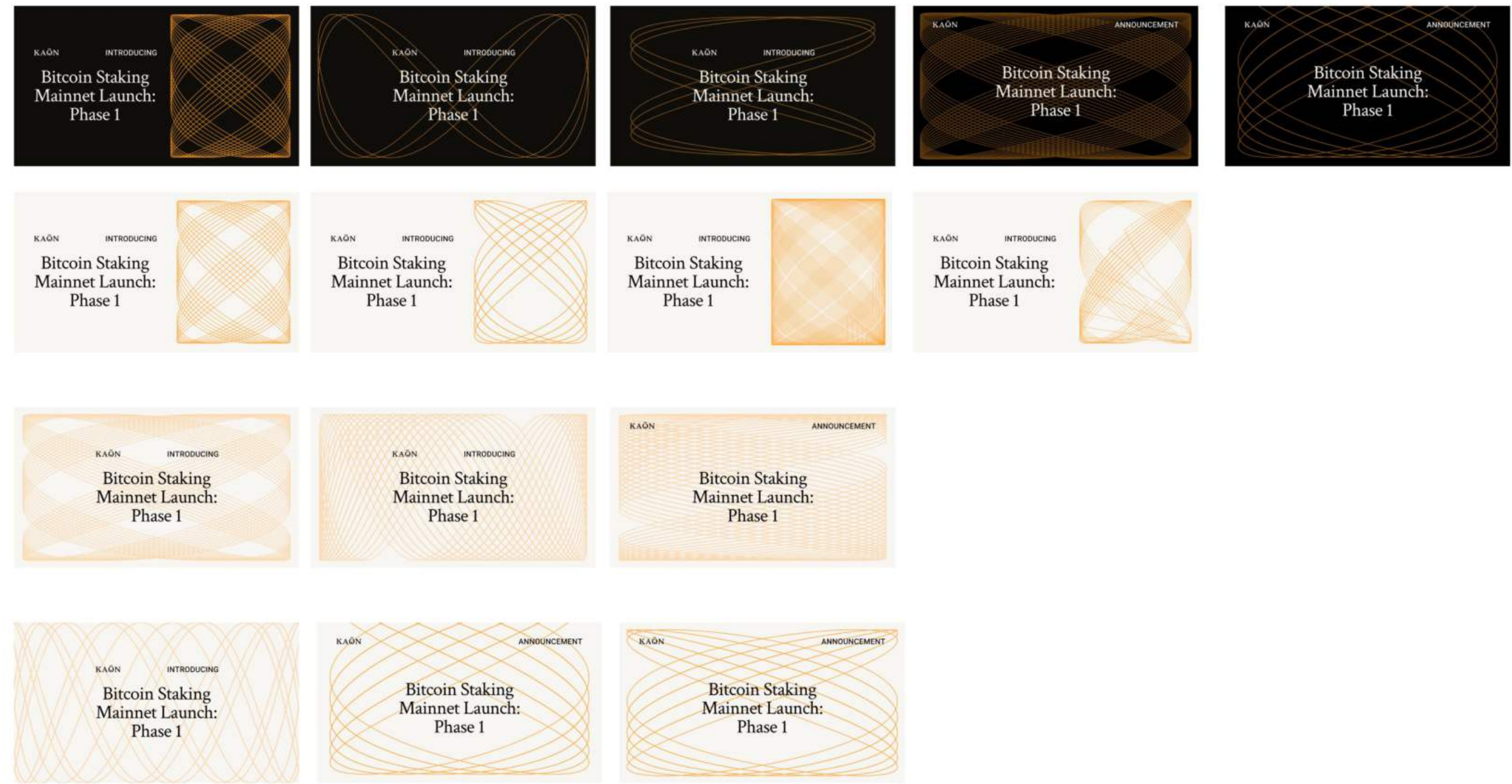
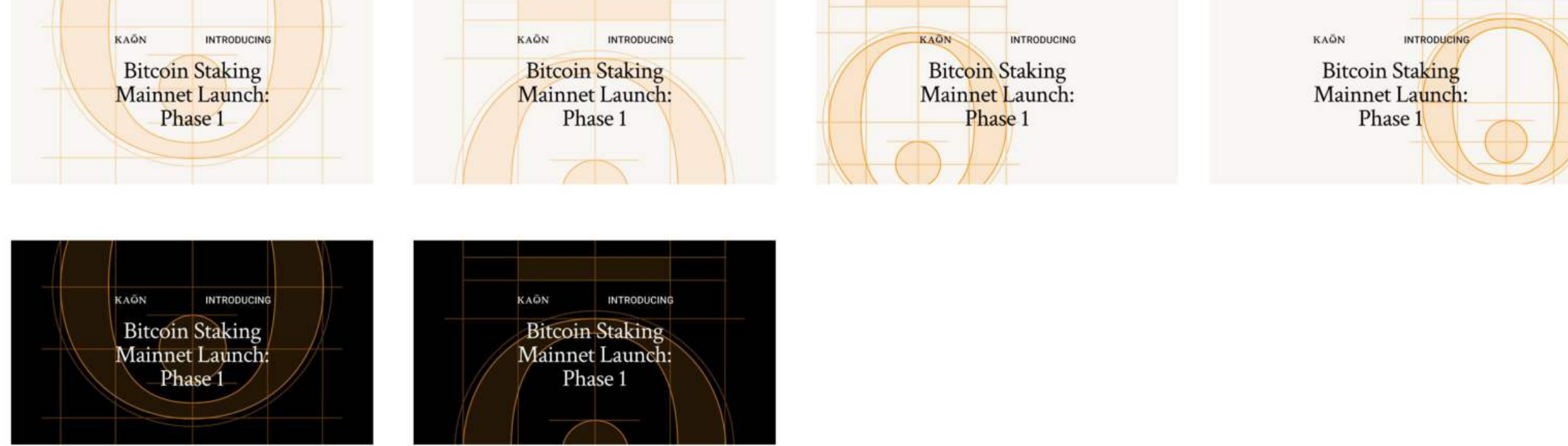


# Social Media

Social media templates are simple graphic expressions supplemented with either oscillations or blueprint imagery.

There are several pre-made variants available for Twitter and Substack. They have imagery variations and also slight layout variations. Each style of the templates can be used for own category of announcements.

## Templates in Figma



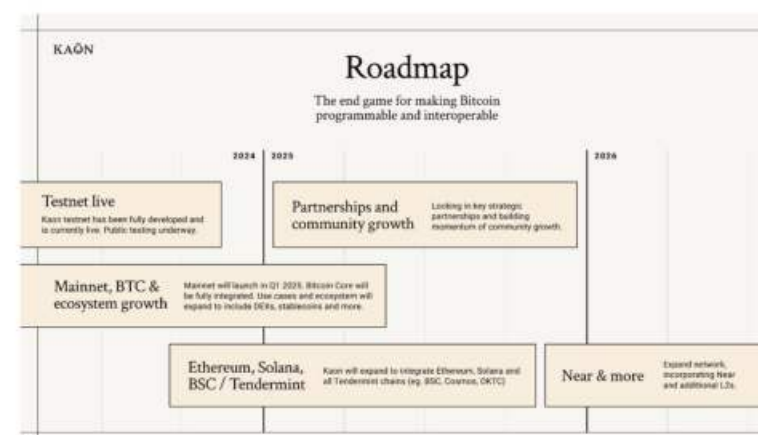
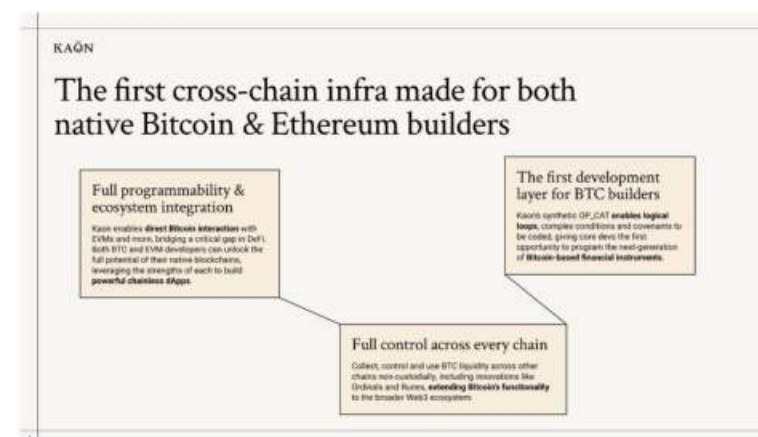
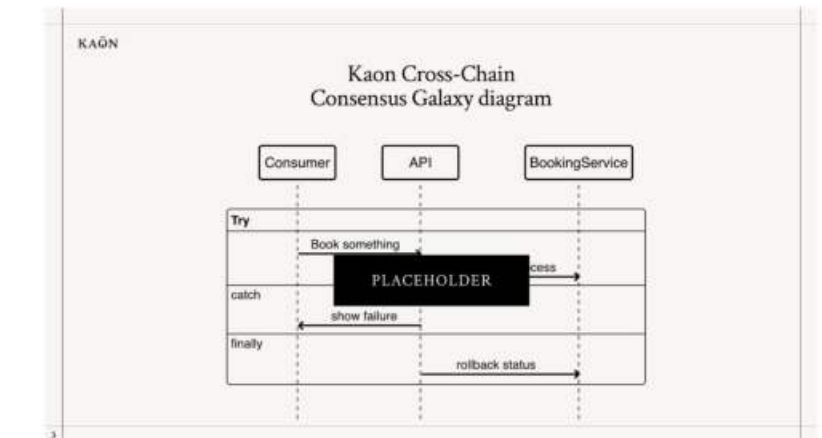
# Slidedeck

A slidedeck template to use as a reference, and as basis for creating complete decks for external and internal usage.

The main color theme is light, but you also have two additional themes: golden & black (last 2 slides in the template). Feel free to use them sporadically to emphasize particular slides.

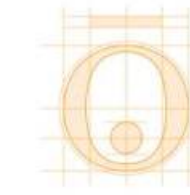
[Template in Figma](#)

[Template in Google Slides](#)



# Letterhead

[Template in Google Docs](#)



## Bringing native Bitcoin to DeFi safely, without wrapping

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KAON

# Designs

[Open design file in Figma](#)

- ✓  Brand Guidelines
  - Slidedeck
  - Social Media Templates
  - Letterhead
  - Illustrations / O
  - Illustrations / Oscillations
  - Illustrations / Magnetism v2

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- ↶ Phase 1
  - Logo
  - Illustrations / Magnetism v1
  - Microsite
  - Testnet Explorer color theme

**Thanks.**