



# Brand Guidelines

The 2024 Brand Guidelines for KioSoft serve to represent our identity and give a consistent visual look.

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# Our Logo

## The logo = symbol + logotype

### Logo

The KioSoft logo consists of a red and blue circular symbol and a modern, clean typeface logotype. The symbol represents the diverse portfolio of KioSoft products, while the logotype reflects professionalism and innovation. In all communications, the symbol and logotype must be used together consistently.

Symbol

Logotype



Logo

The logo =  
symbol + logotype

**Logotype**

Due to metal mold and size constraints,  
the logotype can only be used alone when  
engraved on stainless steel products.

Logotype



## The logo = symbol + logotype

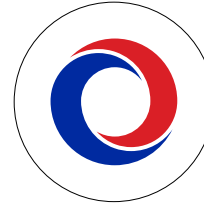
### Symbol

Additionally, the symbol may be used for specific social media icons, website favicons, and simple background designs when necessary.

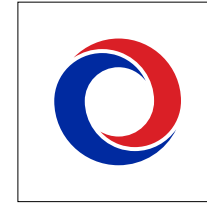
### Symbol



Logo social icon



Circular social icon



Square social icon



Rounded square social icon

## Clear space and minimum size

### Clear Space

We honor the logo by giving it adequate space. The minimum clear space surrounding the logo should be equivalent to the height of its capital K.

### Minimum Size

In print, the logo must never appear smaller than 1.18 inches (30 mm). On-screen, it should be at least 85 pixels wide.

### Clear space



### Minimum Size



On-screen: 85 px

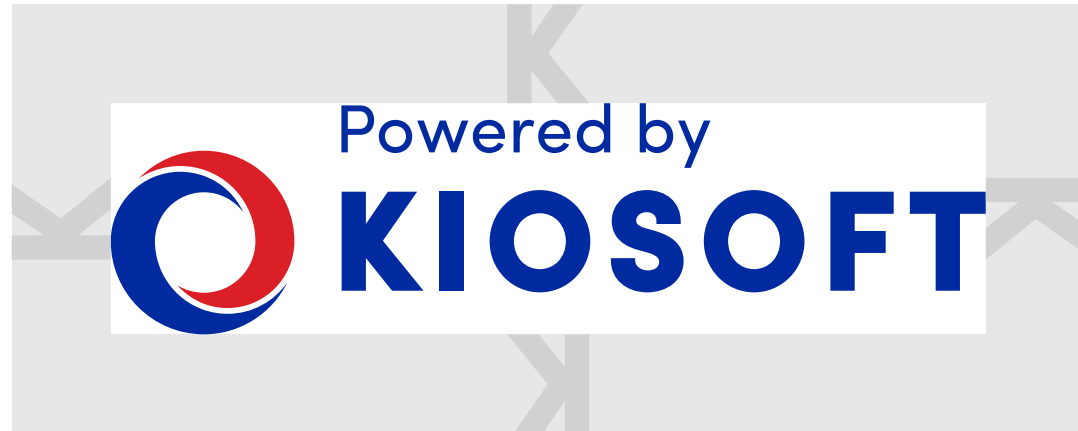
Print: 1.18" (30 mm)

## The 'Powered By' logo clear space

### Clear Space

The 'Powered By' logo is not for internal KioSoft use. It is intended for use on products we build for customers. For example, if we white label a server or app for a customer with their logo, we add a 'Powered by' logo to the same. We respect the logo by giving it adequate space. The minimum clear space surrounding the logo should be equivalent to the height of its capital "K".

### Clear space



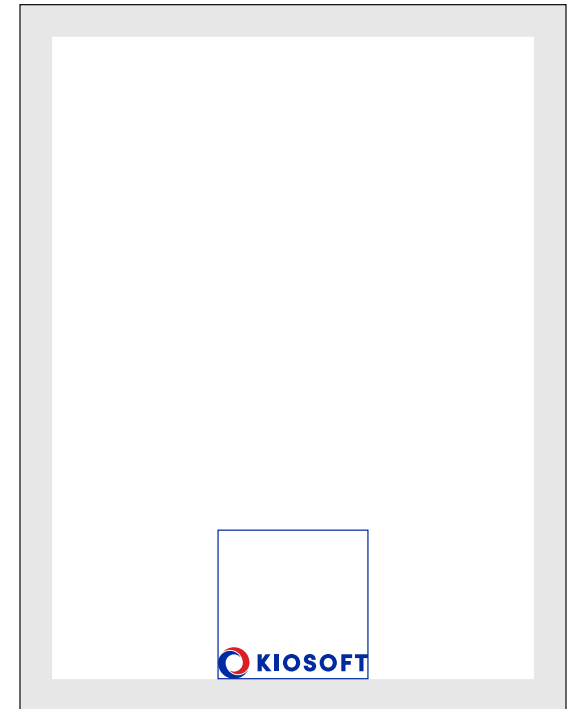
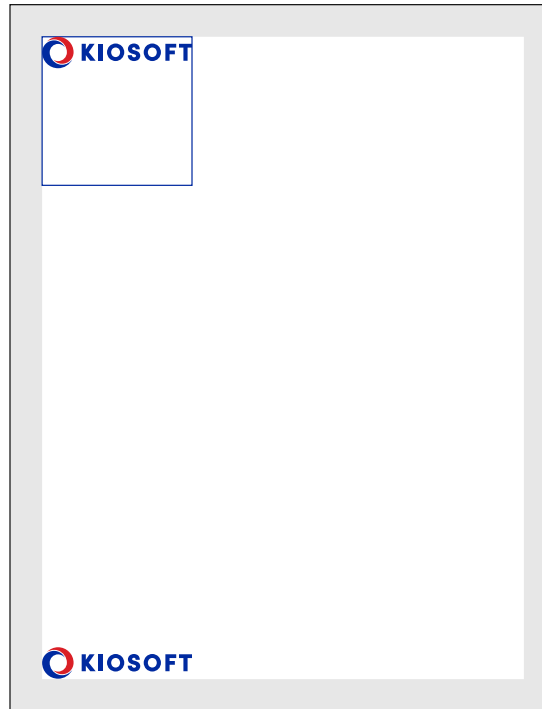
# Logo Placement Guidelines

## Preferred Placement

- **Top Left Corner:**  
Positioning the logo in the top left corner is standard practice. This spot is where users' eyes naturally go when engaging with visual content, making it highly effective for brand visibility. Placing the logo here ensures it is prominently noticed and recognized.

## Permitted Placements

- **Top or Bottom Left Corner:**  
The logo can be placed in either the top left or bottom left corner. This allows for flexibility in various layouts and design requirements.
- **Bottom Center:**  
Placing the logo in the bottom center is also permitted. This position helps to highlight the visual material and provides visual balance.



## Acceptable Backgrounds for the Logo Color

This section provides detailed guidelines for selecting the appropriate logo colors based on different background colors. It is crucial to choose the correct logo color for each background to ensure brand consistency and visibility.

### Light Backgrounds

Use the full-color logo to maintain clarity and contrast.

### Dark Backgrounds

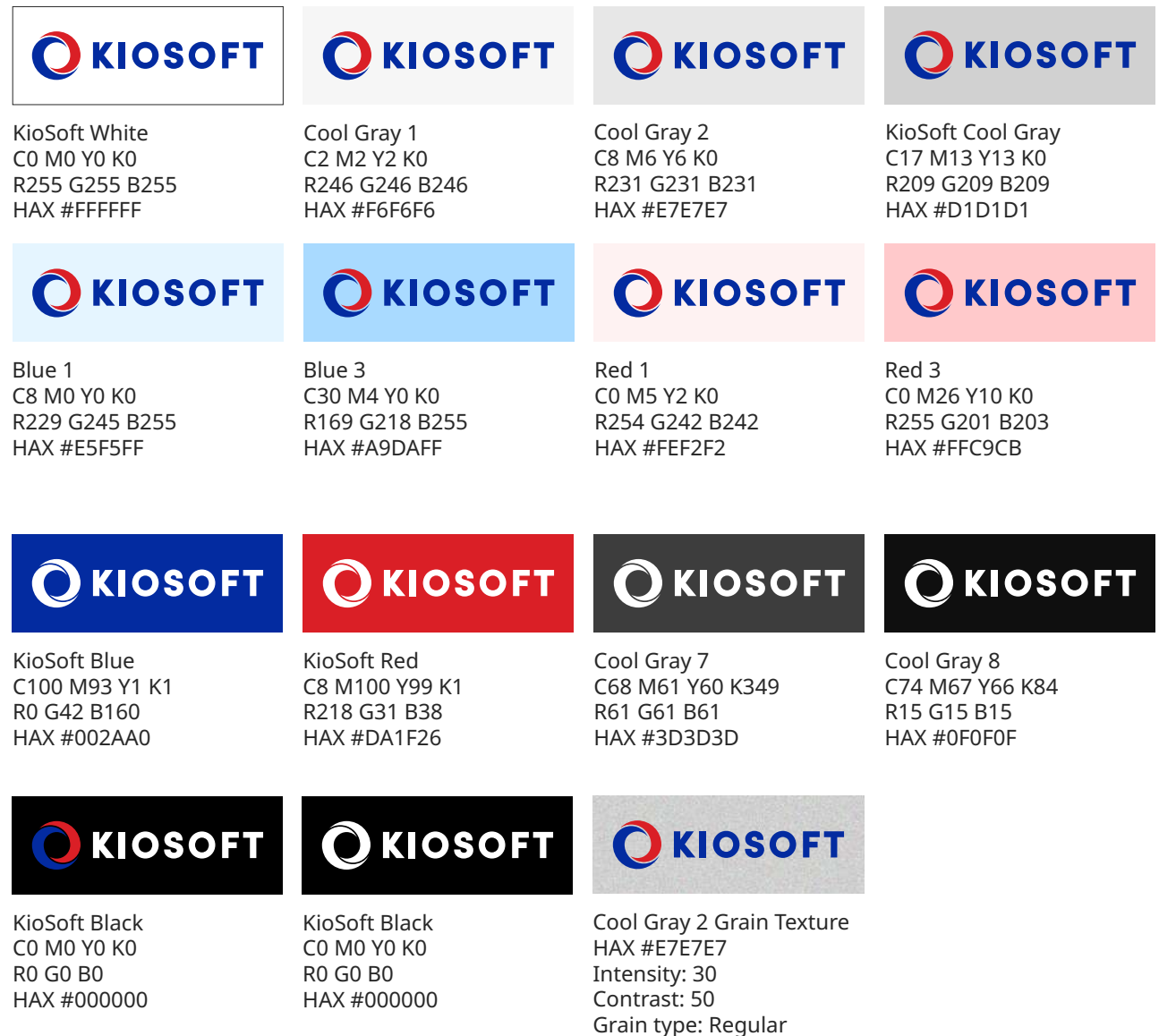
Use the white logo to ensure the logo stands out.

### Black Backgrounds

Use the hybrid logo or white logo to ensure the logo stands out.

### KioSoft Brand Color Backgrounds

Use the white logo on KioSoft's blue and red backgrounds to maintain the clarity and contrast of the logo symbol.





✘ Don't change the size relationship of the symbol to the logotype.



✘ Don't add effects like shadows, dimensions, and gradients to the logo.



✘ Don't create unauthorized sub-brands.



✘ Don't place the logo over busy photographic backgrounds.



✘ Don't apply the logo over backgrounds with low-contrast.



✘ Don't use the color logo in reverse applications.



✘ Don't place the logo on backgrounds that provide insufficient contrast.



✘ Don't stretch and compress the logo.



✘ Don't alter the color specifications within the symbol or the logotype.

# Our Colors

## KioSoft Brand Colors

### Brand Colors

KioSoft's brand colors, which include KioSoft Blue, KioSoft White, KioSoft Cool Gray, and KioSoft Red, must be used consistently. Blue symbolizes "Passionate," while red symbolizes "Trustworthy."

### Brand Colors

<p>KioSoft Blue C100 M93 Y1 K1 R0 G42 B160 HAX #002AA0</p>	<p>KioSoft White C0 M0 Y0 K0 R255 G255 B255 HAX #FFFFFF</p>	<p>KioSoft Cool Gray C17 M13 Y13 K0 R209 G209 B209 HAX #D1D1D1</p>
		<p>KioSoft Red C8 M100 Y99 K1 R218 G31 B38 HAX #DA1F26</p>

## Brand Colors Palette

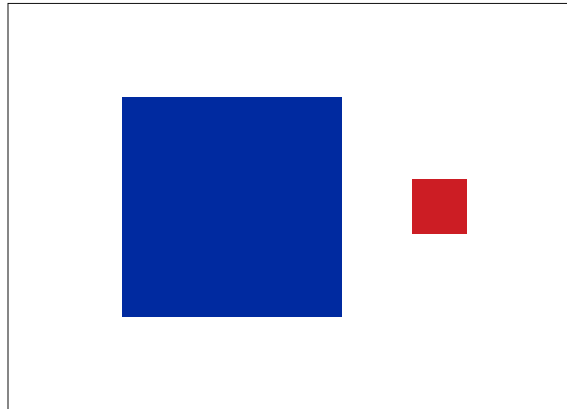
Our brand identity is based on a unique and harmonious color palette consisting of KioSoft Blue, KioSoft White, KioSoft Cool Gray, and KioSoft Red. These colors must be used consistently to maintain brand recognition and visual coherence. Always use the specified color codes to ensure consistency across all media. Ensure sufficient contrast between text and background colors for readability and accessibility. KioSoft Blue should be used as the primary color for key elements, and KioSoft Red should be used to highlight important features. KioSoft White and KioSoft Cool Gray should be used to balance the overall design and provide clarity.

KioSoft Blue #002AA0	Blue 7 #0044E3	Blue 6 #1461FF	Blue 5 #3F8FFF	Blue 4 #75BDFE	Blue 3 #A9DAFF	Blue 2 #CFECEF	Blue 1 #E5F5FF
KioSoft Red #DA1F26	Red 7 #E63037	Red 6 #F24148	Red 5 #FB6E73	Red 4 #FEA3A6	Red 3 #FFC9CB	Red 2 #FFE1E2	Red 1 #FEF2F2
Cool Gray 8 #0F0F0F	Cool Gray 7 #3D3D3D	Cool Gray 6 #4F4F4F	Cool Gray 5 #6D6D6D	Cool Gray 4 #B0B0B0	KioSoft Cool Gray #D1D1D1	Cool Gray 2 #E7E7E7	Cool Gray 1 #F6F6F6
KioSoft White #FFFFFF							

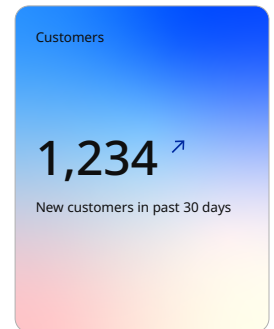
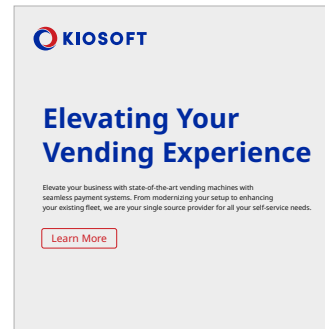
# Overall Color Proportions

KioSoft Blue represents the direction of our brand, and the interaction between our colors ensures that our brand remains distinctive and visually engaging. We are a blue brand with red accents, using red where necessary to maintain balance and proportion. The use of negative space and elements such as photo tones provides our brand colors with plenty of room to breathe.

## Overall color proportion



## Applications (Red accents)



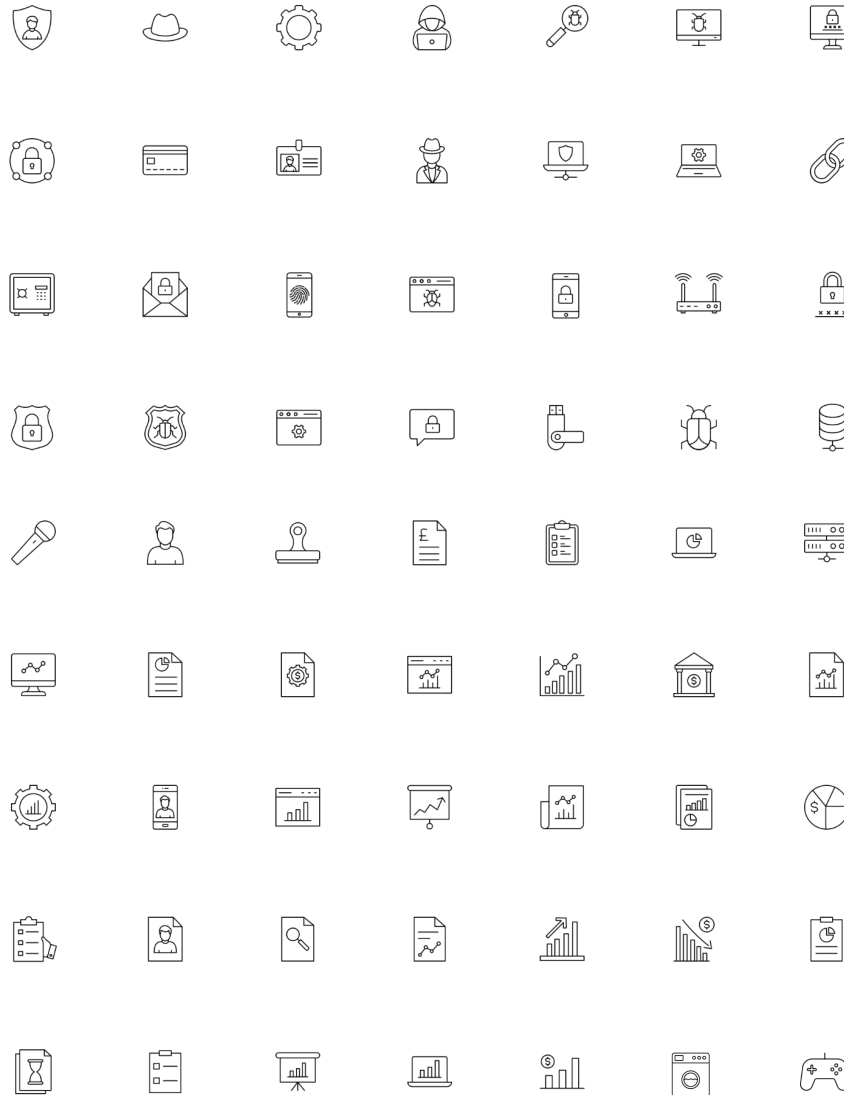
# Our Icons

## Icon inform [1]

Flaticon's Dinosoftlabs icons are consistently used across KioSoft's various marketing materials. The same icons are employed in marketing communications such as banners, advertisements, brochures, and websites. However, if specific icons are required for KioSoft products, they should be designed to match the look and feel of the existing icons. All icons must maintain the same style and thickness.

The default color for icons is black, and the KioSoft brand colors are permitted in accordance with branding guidelines.

Please contact [oliviayoun@techtrex.com](mailto:oliviayoun@techtrex.com) for guidance on the use of these icons.

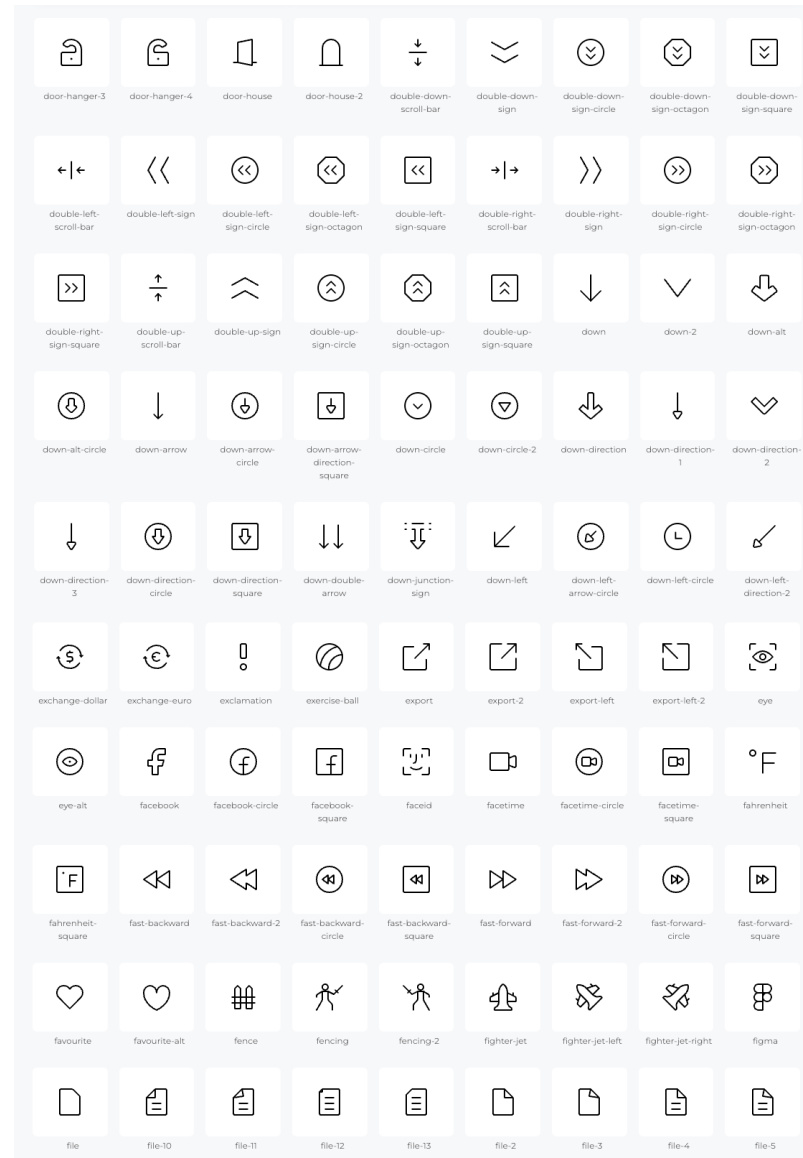


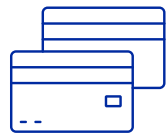
## Icon inform [2]

Iconhub icons are consistently utilized in KioSoft's user interfaces (UI) and user experiences (UX). These icons are used uniformly across both app and kiosk UI/UXs. Labels may be added below the icons if necessary. Icons are incorporated into buttons, navigation menus, and status indicators, such as warnings, success messages, and errors. All icons maintain a consistent style and thickness, featuring simple and clear designs. Mixing different styles of icons is prohibited, and overly detailed or improperly sized icons should be avoided.

The default color for icons is black, and the KioSoft brand colors are permitted in accordance with branding guidelines.

To obtain an icon, visit Iconhub:  
<https://iconhub.io>





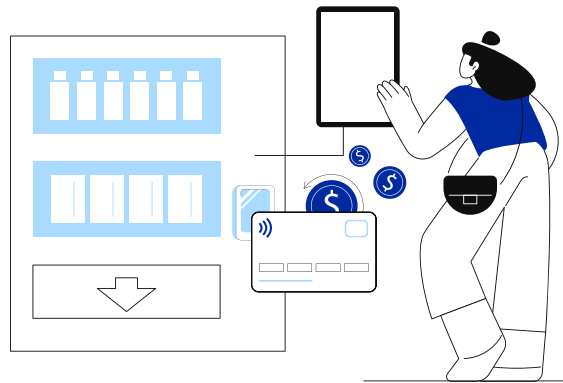
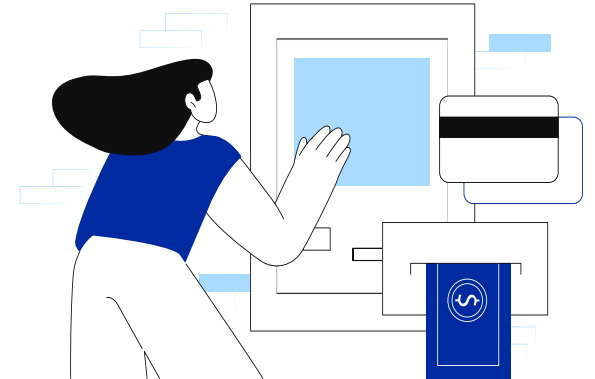
# Our Illustration

## Communicating with Illustration

Illustration is a powerful way to convey ideas and tell stories. It should always have a clear purpose and never be used merely as decoration.

When photography isn't available or when you want to create a more distinctive impression, illustration can be an effective alternative—but it should always align with KioSoft's visual identity.

Please contact [oliviayoun@techtrex.com](mailto:oliviayoun@techtrex.com) for guidance on the use of these illustration.



## Illustration Usage Guidelines

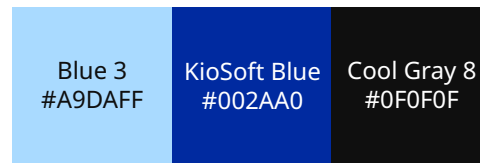
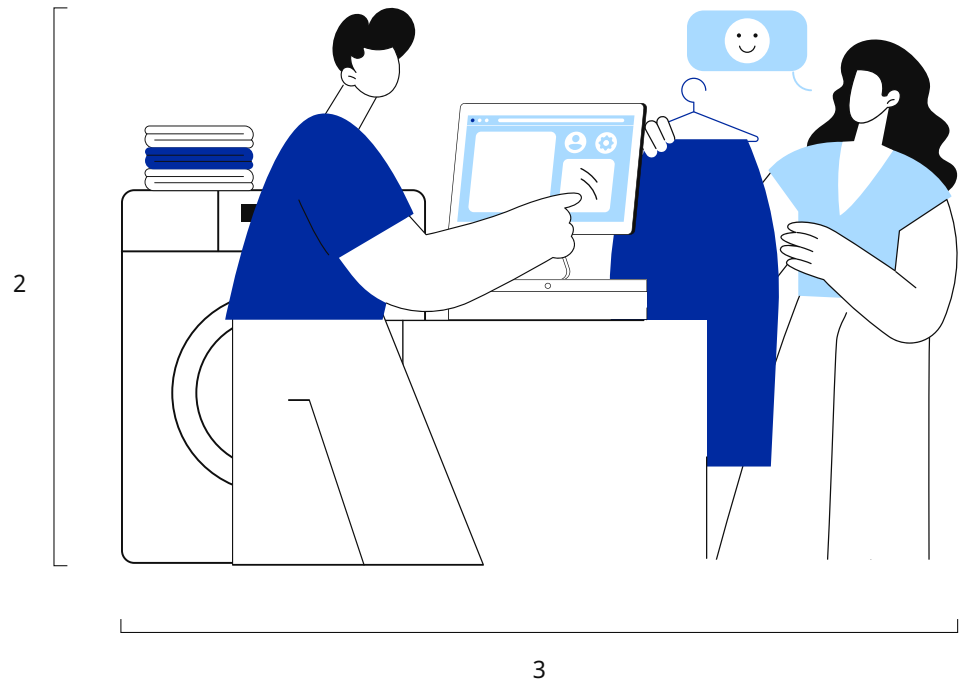
### Ratio

All illustrations must maintain a 3:2 width-to-height ratio.

### Colors

Illustrations must use the 3 brand colors.

Following these guidelines will ensure a consistent visual representation and brand identity.



# Our Fonts

## Noto Sans Font Guidelines

Noto Sans is ideal for versatile and modern marketing and branding materials. It can be utilized in all of KioSoft's brochures, product posters, business cards, videos, and various marketing materials. This font conveys a formal and professional atmosphere, enhancing KioSoft's visual identity.

Noto Sans adds uniformity and sophistication to KioSoft's brand image, contributing to the company's professionalism and reliability.

To receive the Noto Sans font family, contact Olivia Youn at [oliviayoun@techtrex.com](mailto:oliviayoun@techtrex.com)

### Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

### Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

### Noto Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

### Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

### Noto Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

Aa

## Calibri Font Usage Guidelines

Calibri is suitable for use in Microsoft Office applications such as Microsoft Word, Excel, and PowerPoint, as well as in PRDs and other documents. The decision to designate Calibri as the official font is intended to prevent minor issues that may arise when sharing documents. This font features excellent readability and a sleek design, ensuring consistent professionalism across all official documents.

### Note

Using Calibri within Microsoft Office products is permitted without an additional license; however, using it in design software or for commercial distribution requires an additional license, so it must be used exclusively within Microsoft Office products.

### Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#%&\*

### Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789@#%&\***

**Aa**

# Our Product Lines

## KioSoft Brand Product Lines

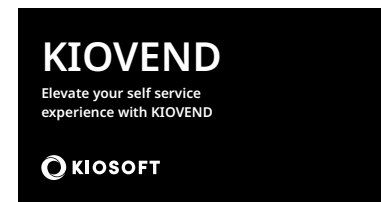
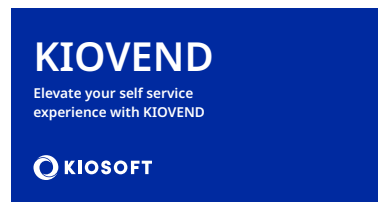
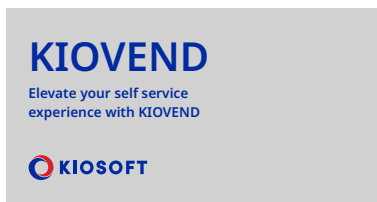
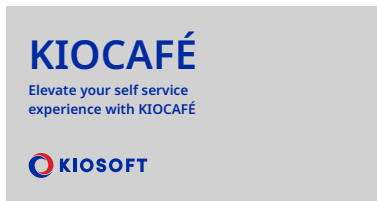
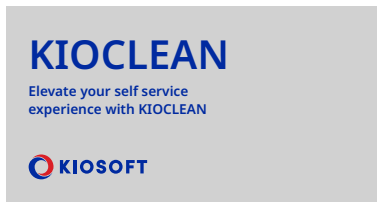
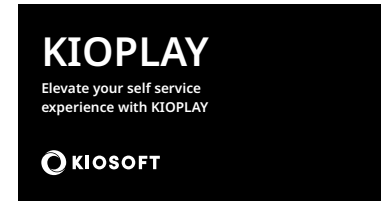
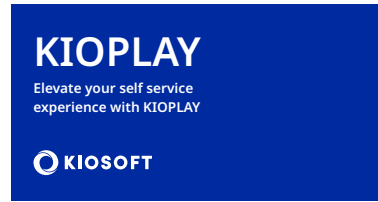
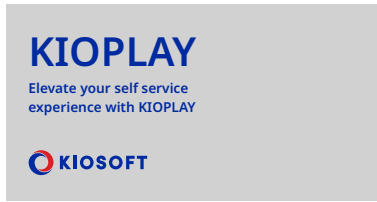
The names of KioSoft brand product lines will be maintained in Noto Sans SemiBold uppercase font.

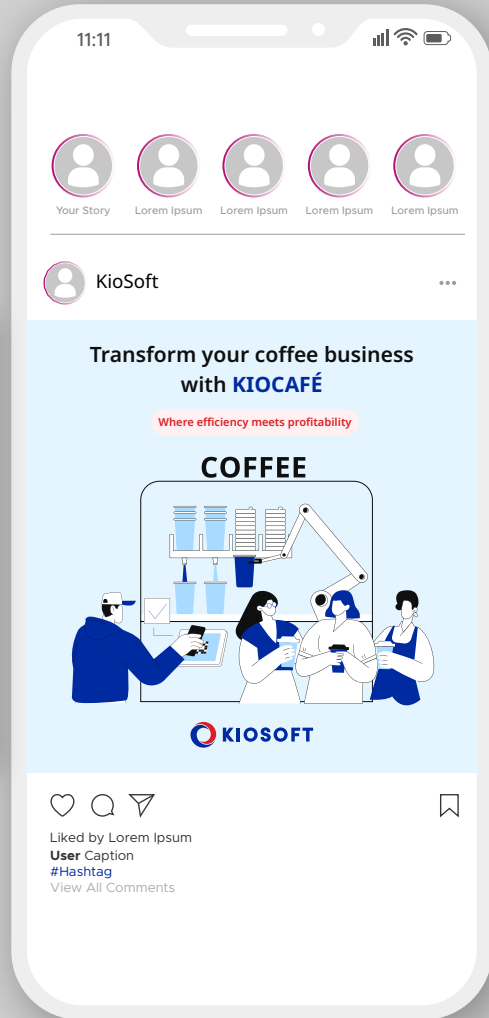
**KIOPLAY**

**KIOCAFÉ**

**KIOVEND**

**KIOCLEAN**





## COIN BOX SERIES

Available in Standard / High Security / Medeco lock types



**We listened.** You asked for better quality, unbeatable prices, and more lock options.  
**We delivered.** You'll feel the difference. Our thicker steel (stainless and galvanized), welded & galvanized coin trays, and three levels of lock security ensure you're getting a superior product.  
 Having choices is a good thing. Make a better one.



Economical



3 Security Levels



25% Thicker Steel



Welded Coin Box

Compare To	CB200A	CB200B	CB200C
Box Dimensions	Greenwald UG400B ESD 71934-XD	Greenwald UG800B ESD 71942-XD	Greenwald UG800C ESD 72303-XD
Coin Capacity	3,515" W x 7.84" D x 2.375" H	3,515" W x 7.25" D x 3.175" H	3,515" W x 8" D x 3.175" H
Carton Quantity	\$120	\$130	\$130
Lock Security	20 Coin Boxes / carton • KioSoft Standard • KioSoft High Security • Medeco	20 Coin Boxes / carton • KioSoft Standard • KioSoft High Security • Medeco	20 Coin Boxes / carton • KioSoft Standard • KioSoft High Security • Medeco
Number of Keys	1 key & 2 key options	1 key & 2 key options	1 key & 2 key options
Warranty	2 years	2 years	2 years

**www.kiosoft.com**


**888.546.7638**

KIOSOFT


sales@kiosoft.com

## RE-ENVISIONING THE CAFÉ EXPERIENCE

Fully-Robotic Solutions




**KioCafé Kiosk**  
A fully enclosed coffee kiosk with a robotic arm




**KioCafé Bar**  
A through-wall unit with a robotic café in a box


Self-Serve Solutions



**KioCafé Cart**  
A mobile plug & play café on wheels



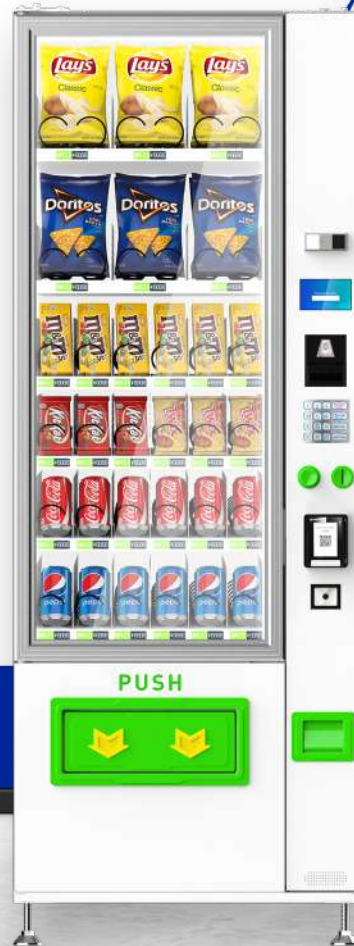
**KioCafé Station**  
A compact, countertop self-serve unit





## & KIOVEND

Elevate  
your self service  
experience with KIOVEND





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