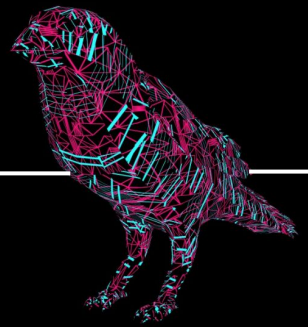
KAPPA
SIGMA
ムクサマ
/// BRAND Book ///

Kappa Sigma Mu
Brand Book



Introduction

When we started to develop the Kappa Sigma Mu Brand design, we didn't know how many challenges we would find. As we were learning all the concepts and experiences required to understand the universe of the web3, we realized that old design rules did not apply.

A brand representing a Society designed to view and experiment with the future of governance could not have a monolithic structure.

But how do we make a dynamic brand and remain recognizable? How can we navigate the universe of possibilities without reducing the brand to the point of not recognizing it?

This is a problem to which we still don't have a solution. But we have some ideas. One of them is establishing brand governance based on the best practices of open source project management, exercising the brand as a framework.

We have to use methods to make the KSM brand flexible, allowing individual contributions and expanding the brand beyond this initial release.

To do this incrementally, it is essential to understand the brand, its history, and its mechanics. This Brand Book is the starting point of this journey.

Kappa Sigma Mu
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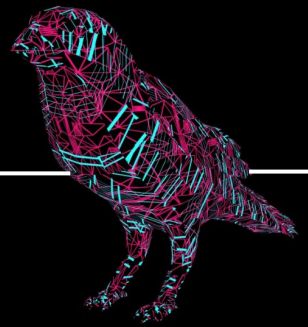


Suggestions for freestyle application of the 3D files and font grid

One of the ways we found to make the Brand more expressive and appropriate for creative use is what we will name Freestyle Application.

Basically, there are no rules. In these applications, we don't have a strict commitment to the legibility of fonts and form. It's up to the user to understand the application context and use one or more elements of the KSM Brand.

The user can experiment with external elements. The elements can be overlaid, repeated, form abstract and fragmented backgrounds and shapes.

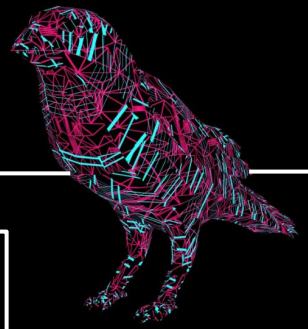
It doesn't matter if the result is completely obliterating the Brand because somehow, it will be represented there, even if only in a residual way. Therefore, we recommend keeping the original color scheme applied with different degrees of transparency.

It is up to the designer to use this application and others that are more rigid, such as The Complete Grid with Elements. We recommend using Freestyle Application for making pieces that need a strong impact, such as profiles on social media profiles, posters, illustrations, t-shirts, wallpapers, or any way you want to use the Brand uniquely.

Brand Elements

Kappa Sigma Mu Brand Book

The Brand Elements



Kappa Sigma Mu has 3 colors: magenta, blue and black.

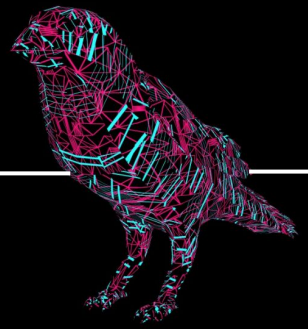
The official colors of the KSM brand are fundamental parts of its visual identity and, therefore, we suggest a standard scale.

The table on the side provides the parameters for obtaining it in different chromatic reproduction modalities specific to analog, digital, and printed media.

MAGENTA	BLUE	BLACK
R G B 230 0 122	R G B 1 255 255	R G B 0 0 0
C M Y K 6 98 22 0	C M Y K 87 0 26 0	C M Y K 84 83 73 80
HEX #e6007a	HEX #01ffff	HEX #000000
PANTONE 213	PANTONE 3255	PANTONE BLACK 6

Kappa Sigma Mu Brand Book

The Brand Elements



3D canary
large size applications

\+

350 x 272 px
4,86 x 3,77 inches
12,3 x 9,6 cm

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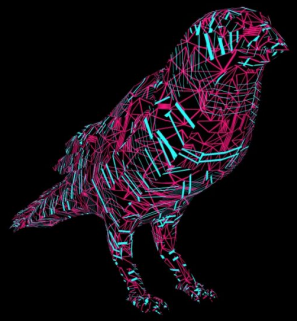
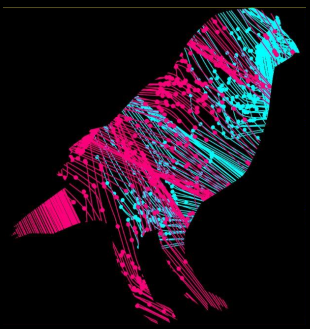
2D canary
small size applications

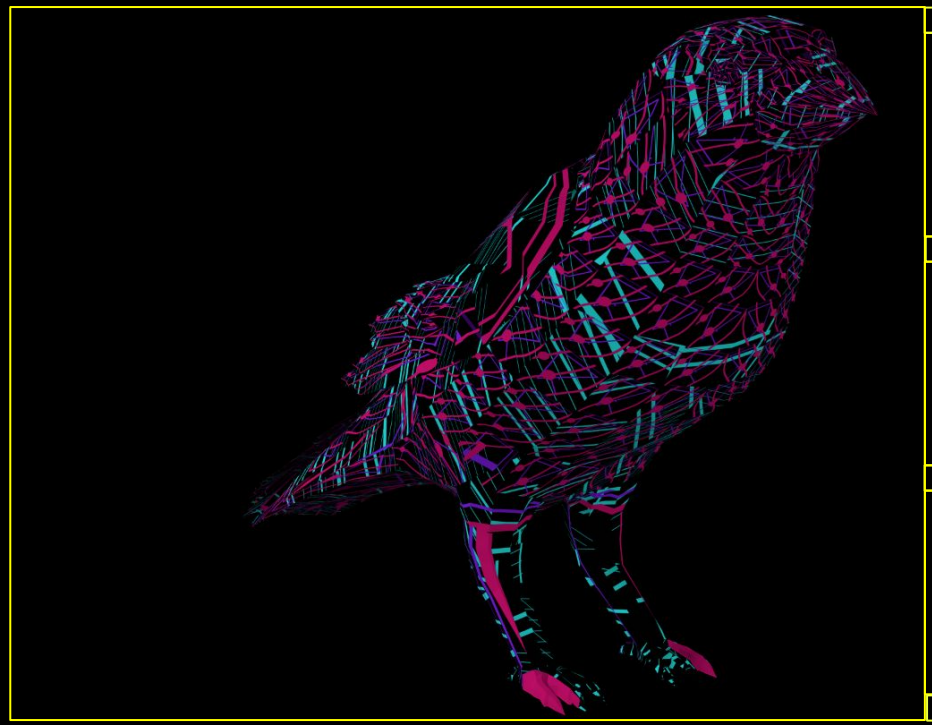




KAPPA SIGMA MU

Font grid
all size applications

The Complete Grid with Elements



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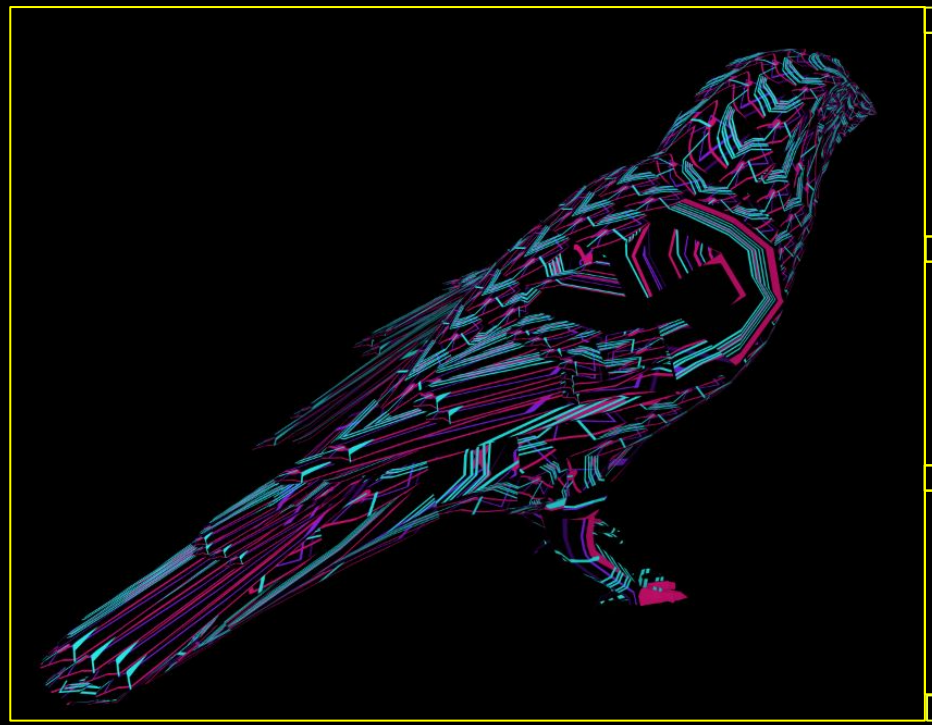
The Complete Grid with Elements



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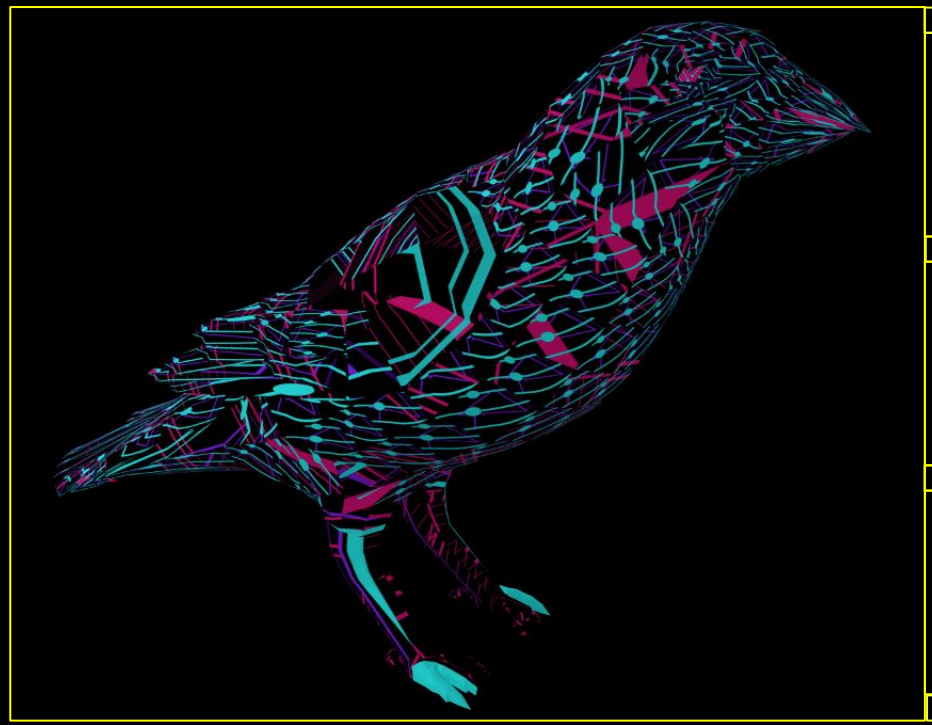
The Complete Grid with Elements



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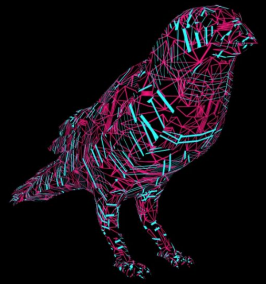
Kappa Sigma Mu Brand Book

The Grid with Elements Full Files Pack

Includes 3 fonts x 3 canary variations over Black, White and Transparent BGs (formats AI, SVG, PSD, JPG, and PNG)

Canaries complete files for ALL applications in LARGE formats



KAPPA SIGMA MU

162 Files:

FULL Files PACK
(PSD/JPG/PNG files)

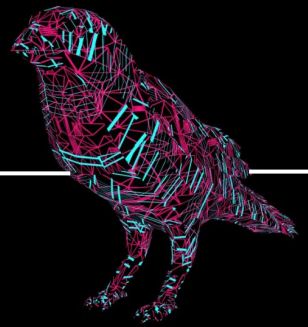
Canaries complete files for ALL applications in SMALL formats

KAPPA SIGMA MU

216 Files:

FULL Files PACK
(AI/SVG/PSD/PNG files)

Kappa Sigma Mu
Brand Book



Fonts

All fonts used in the logo were specifically designed for this project. Altogether, 24 different types were made to create the letters that make up Kappa Sigma Mu.

KAPSIGMU

KAPPA
SIGMA
MU

We named these fonts as follows: Kappa, Sigma, and Mu. They are interchangeable and work together, can be displayed individually or randomly mixed.

Kappa Sigma Mu
Brand Book

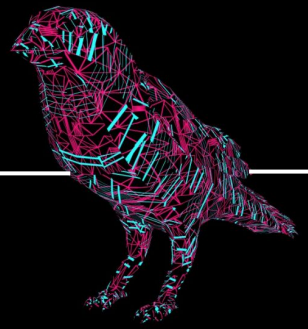
Fonts

Font Kappa

Font Sigma

Font Mu

Kappa Sigma Mu
Brand Book



Fonts (continuation)

The fonts designed for the logo are here to be used however you want. We didn't create the complete alphabet because we were using only for the logo, but it might come in the future. No promises.

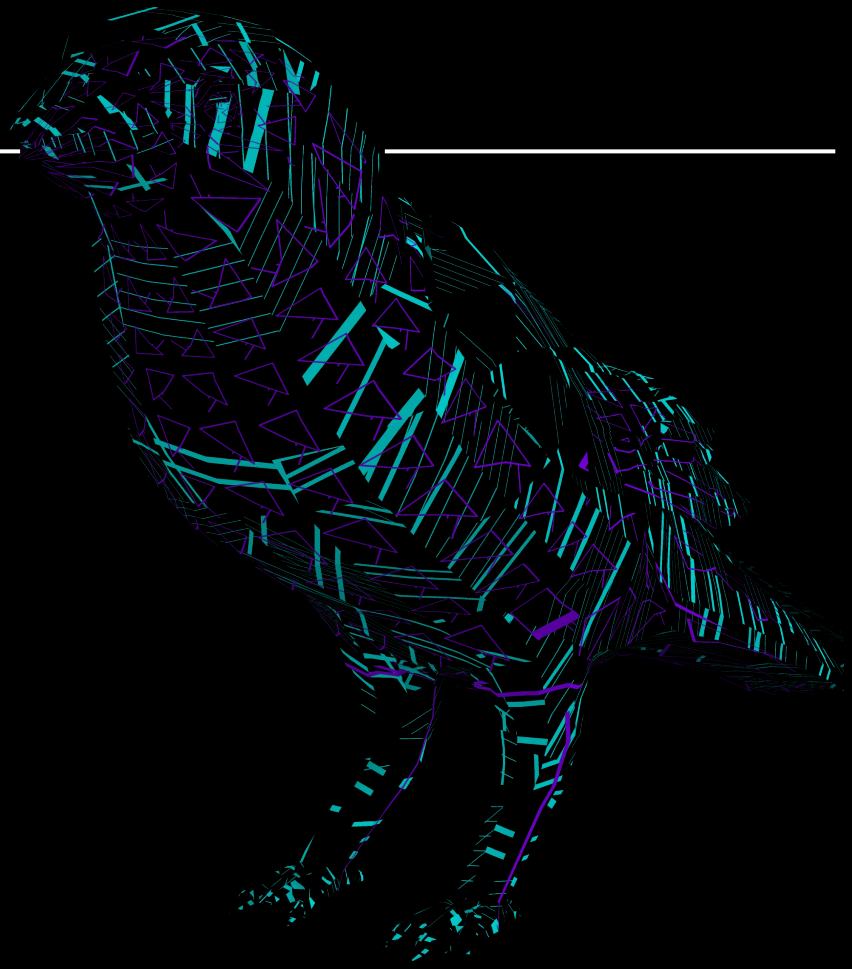
Roboto

Roboto has a dual nature. It has a mechanical skeleton, and the forms are essentially geometric. At the same time, the font features friendly and open curves. While some grotesques distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Download Files:

Roboto PACK (12 Styles)

Kappa Sigma Mu
Brand Book



3D Files Library

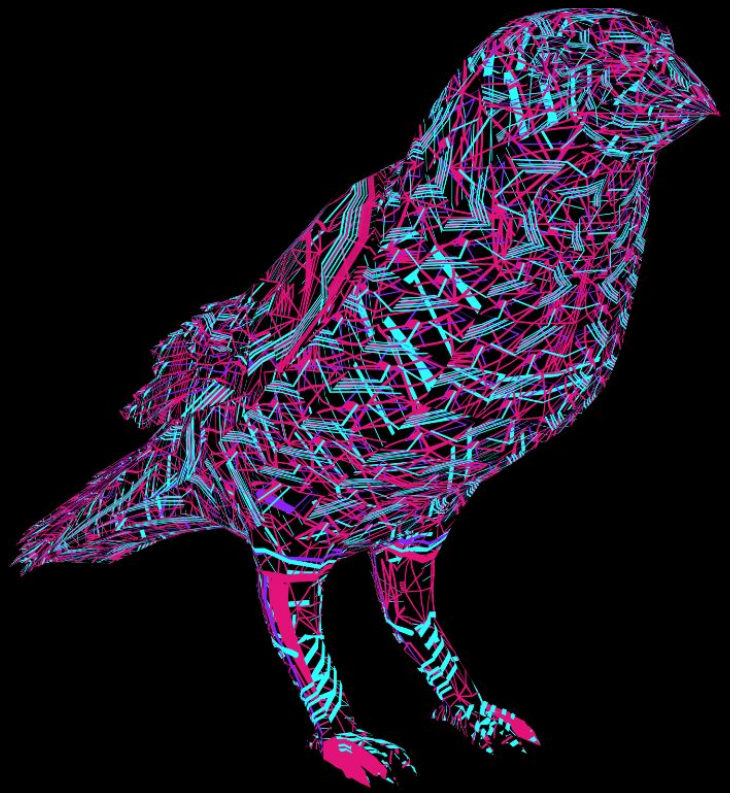
One of the most vital elements of this brand is the 3D character. Its body is formed by beams of light that reflect its surface and fragment in different prisms.

It keeps the memory of our present, the manifestations for freedom where lasers tore the skies from all over the world to challenge authorities and institutions that no longer work.

We know that the future has already begun. And with it, the canary now appears at different angles. Altogether there are 120 incarnations in lines and shapes that can be mixed in the most diverse ways. You just have to experiment with it.

Kappa Sigma Mu
Brand Book

3D Files Library



12 positions

x 10 variations

---

120 mix elements

Download PSD Pack

Download PNG Pack

Kappa Sigma Mu Brand Book

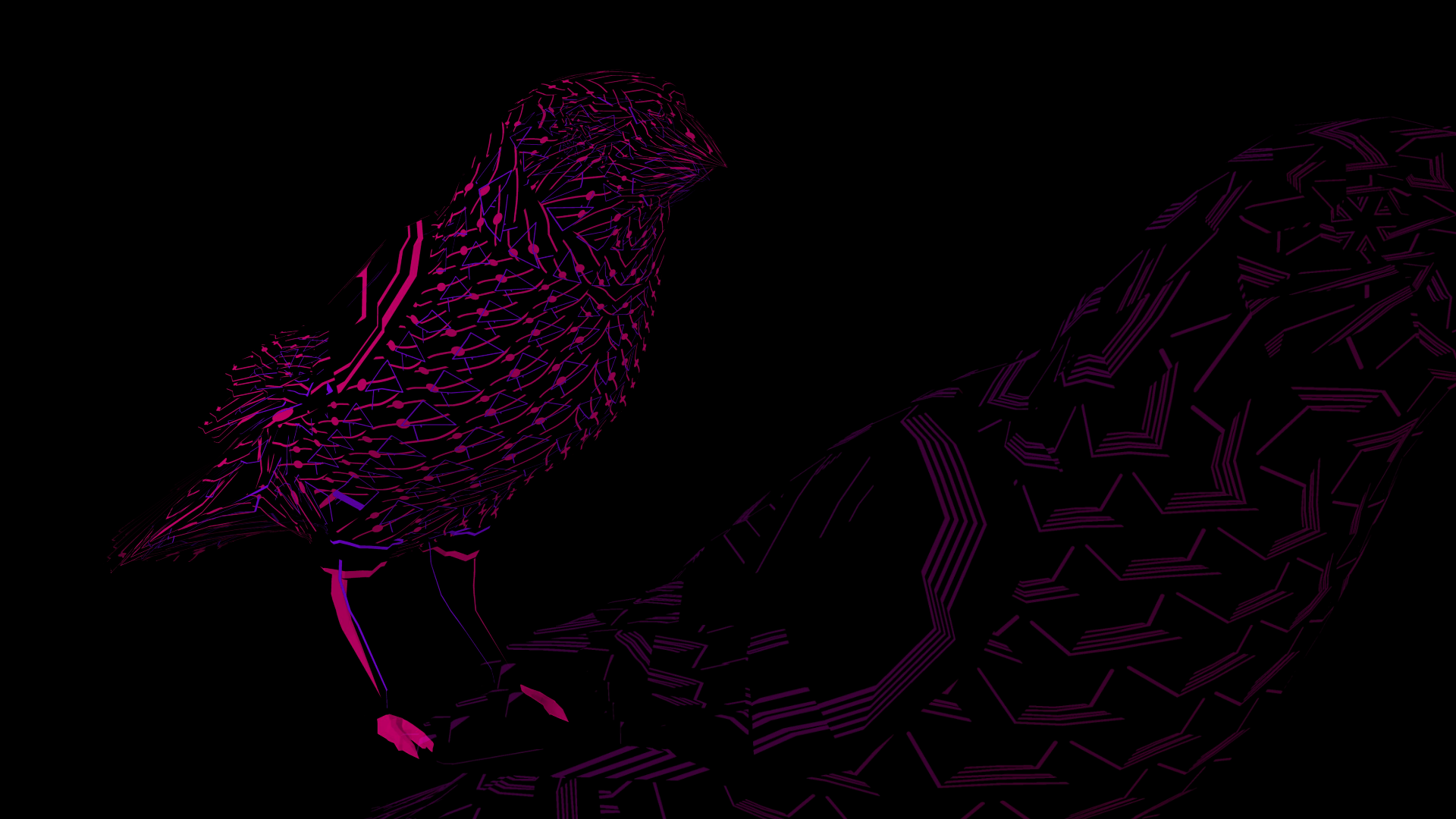
3D Files Library

The Canary Model

The Canary object model has 1300 vertices. Each of them represents a connection node. An idea is to use the vertices to represent each Society member.

Will we ever complete all of these knots? Or will we have to build other characters to represent us in this metaverse where the canary also lives, and the Society members spend time together? We don't know. At Kusama, we don't make promises. Only time will tell.

Download 3D Canary Asset Pack
(OBJ file and blend files)



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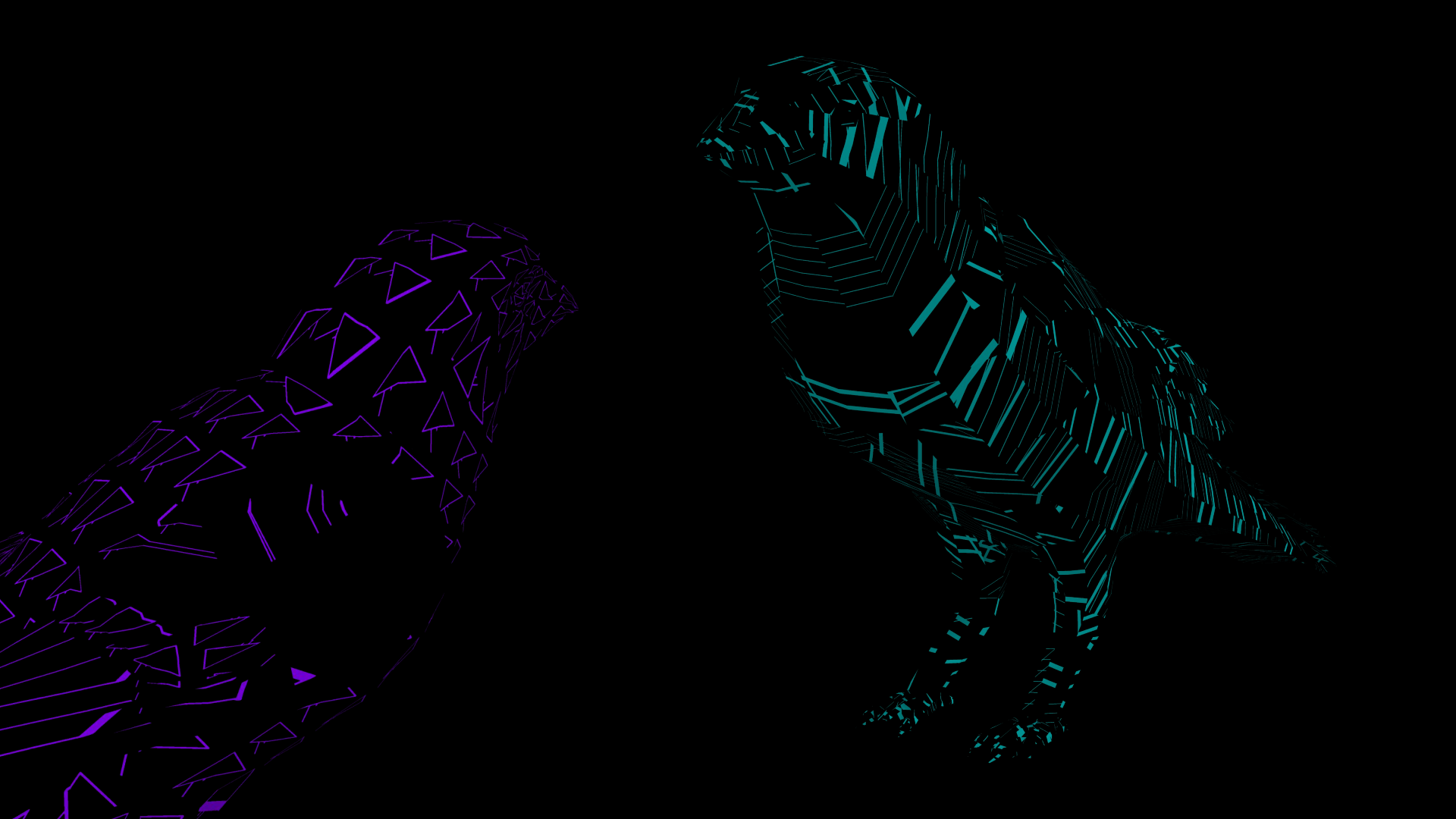
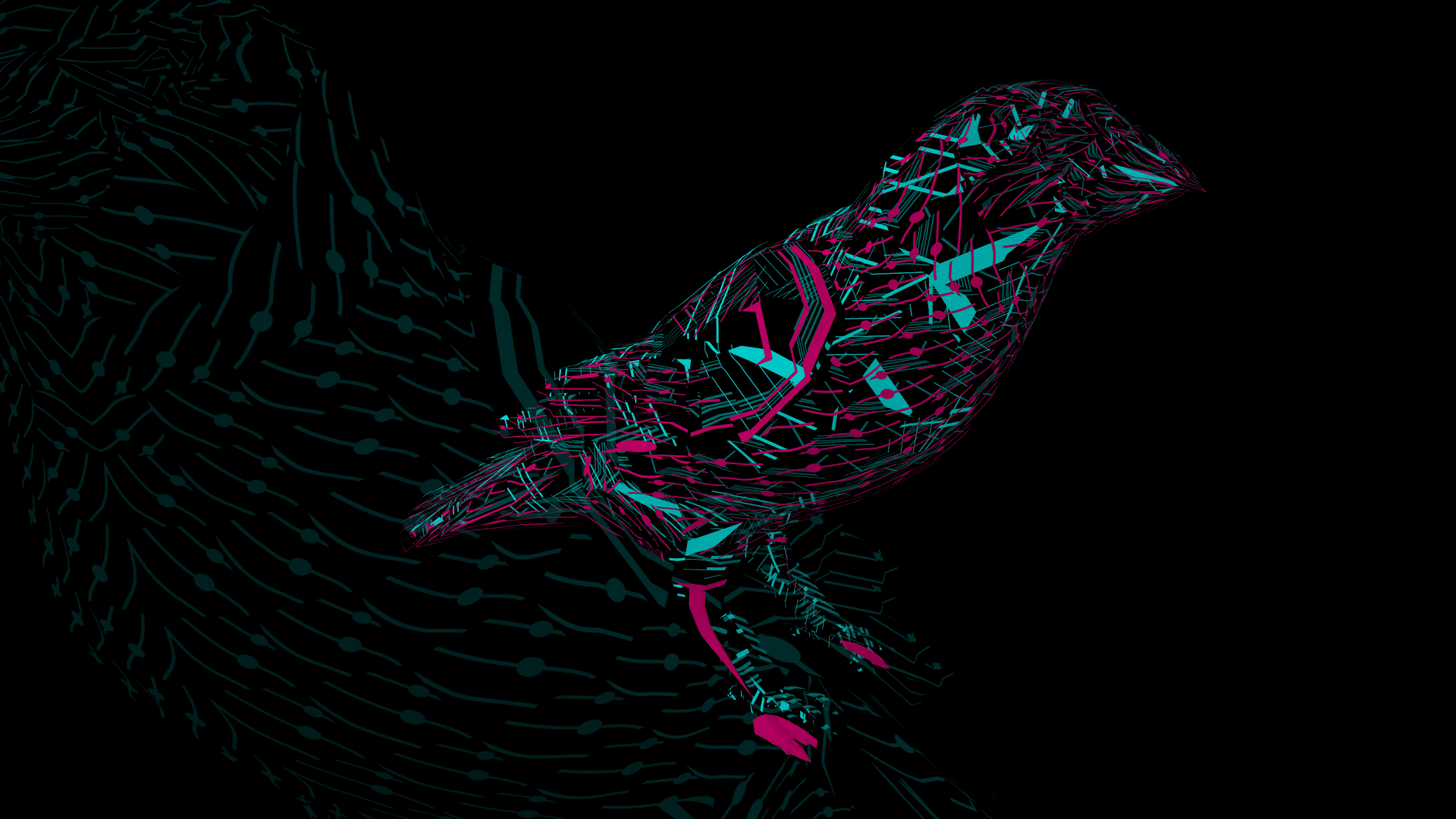


クサマ
KAPPA
SIGMA
MU



KAPPA
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MU
Applications

SWAG: use the resources available and create your own!

Download
t-shirt File

Download
t-shirt File

KAPPA
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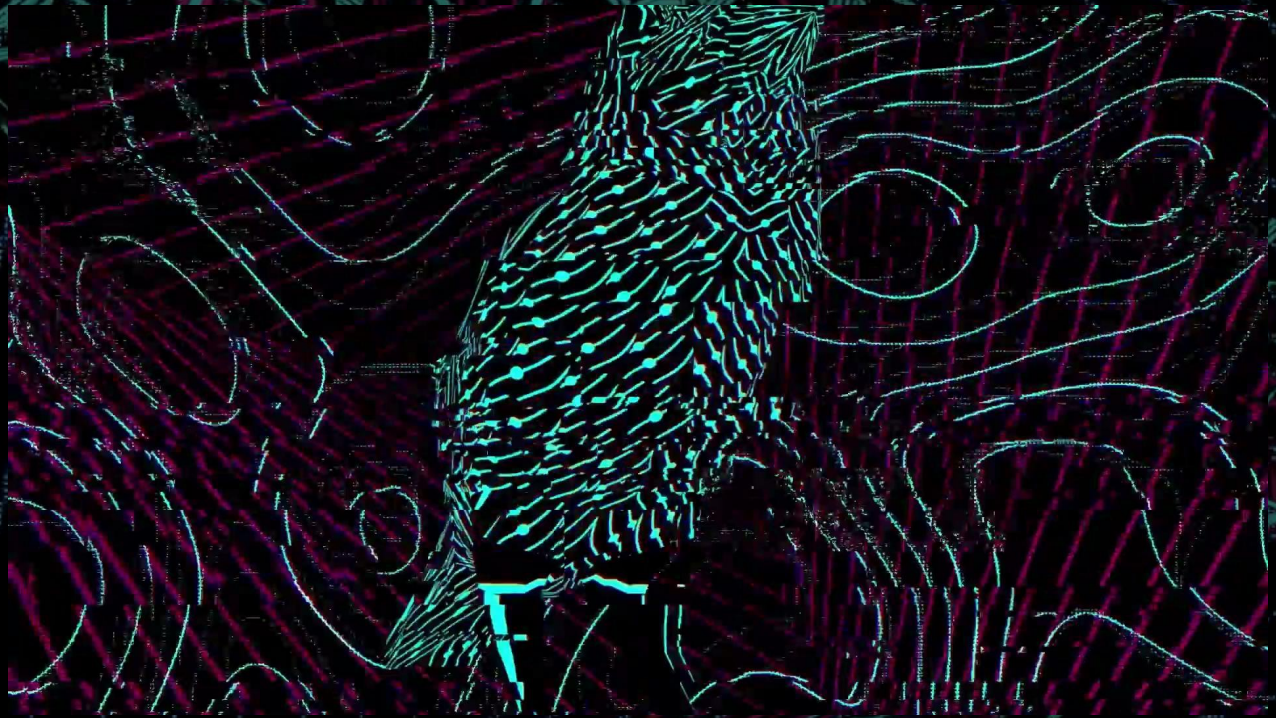
MU
Animated Vignettes



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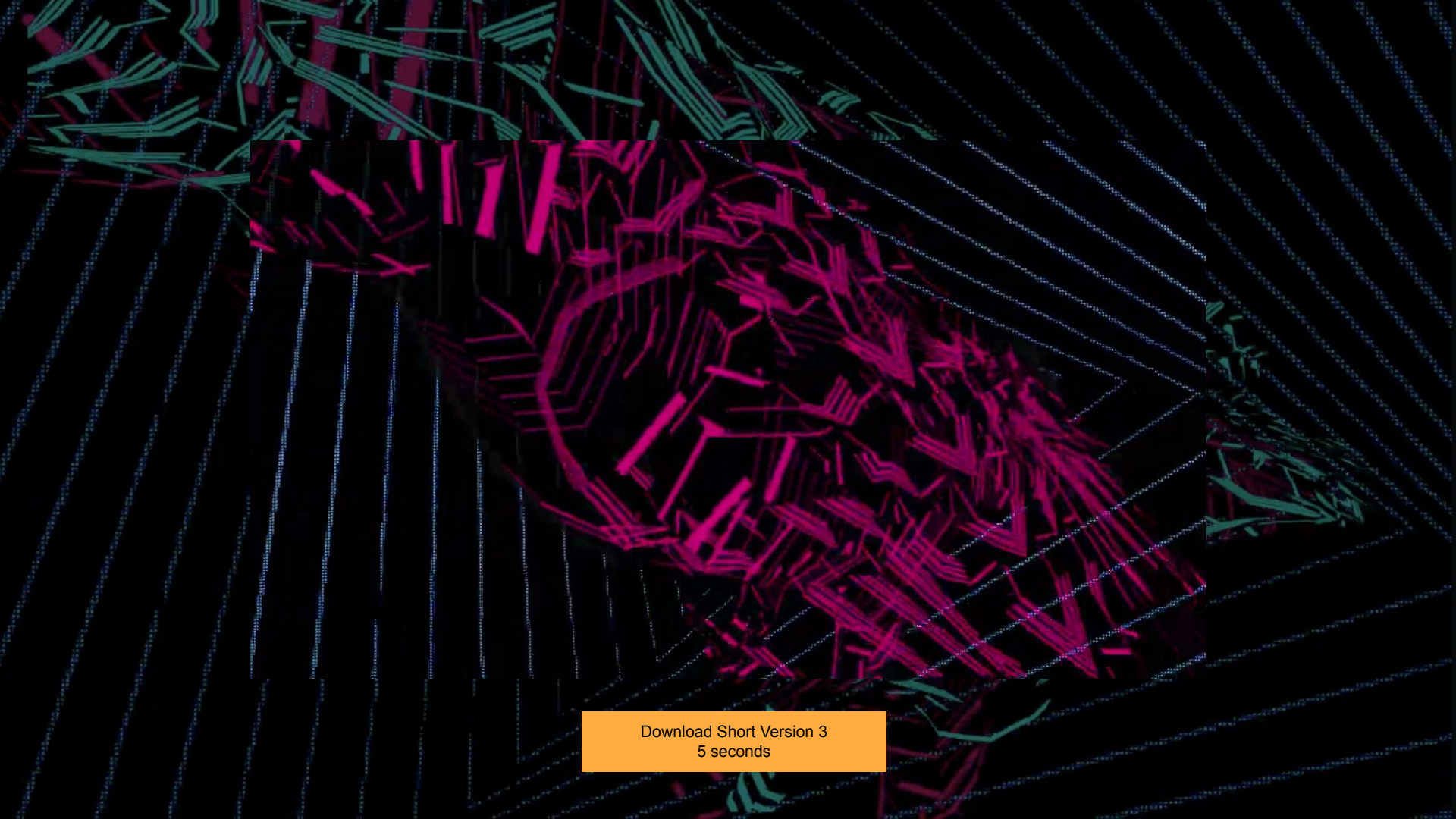
Download Short Version 3
5 seconds

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