

クサマ



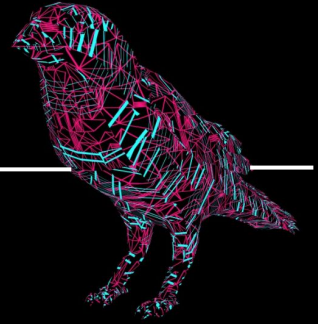
KAPPA

SIGMA

/// BRAND Book ///

MUSIC SAM

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.

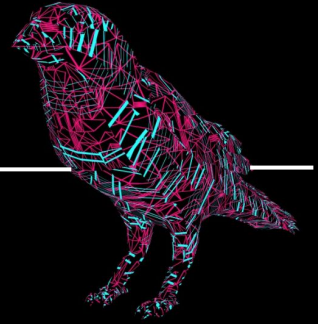
But how do we make a dynamic brand and remain recognizable? How can we navigate the universe of possibilities **without reducing the brand** to the point of not recognizing it?

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 Brand Book



Who can use this Brand Book?

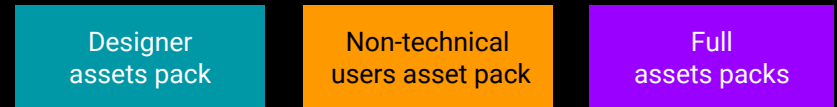
When developing this Brand Book, we are not just concerned with designers and communication professionals.

We live in the era of "broadcast yourself". The elements included in this manual were developed to **meet the needs of experienced designers** and **non-technical users** who would like to better understand how to use the creative assets.

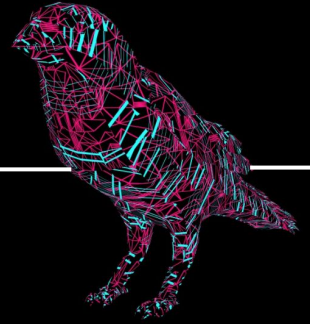
The files are organized in various formats, all of them with download links clearly indicated. To help the understanding, we used three different colors for the links.

The **orange buttons** have assets for non-technical users. The **blue buttons** have assets for designers who work with particular editing tools. The **violet buttons** have links for the full assets packs.

Example:



Kappa Sigma Mu Brand Book



How to Use this Brand Book?

The main challenge faced when working on this project was developing a flexible Brand Book. Our audience will not be just designers and brand professionals. Those professionals are used to follow restrictive brand rules because they understand that **communication is an expensive process**. The more we fix some concepts, the less expensive – **in terms of work, natural, and financial resources** – the brand's recognition becomes over time.

Instead, we expect the Society members to use the brand assets to constantly challenge the brand, pushing it to the limit of their **self-obliteration**.

How to do this without **destroying the brand itself**? Or weakening its shape, colors, and applicability until it becomes something else. We have no answer to this question. And if we think of this project as a brand laboratory? Designers can **experiment with** the assets, and software developers can **programmatically generate** them, **creating continuous experimentation and testing of new concepts** aligned with the original Society vision.

In this document, we illustrated the best application practices following the idea of flexibility. Please give your feedback if you feel something could be different. **We are preparing the tools to make collaboration easier**.

KANDA

SIGMA

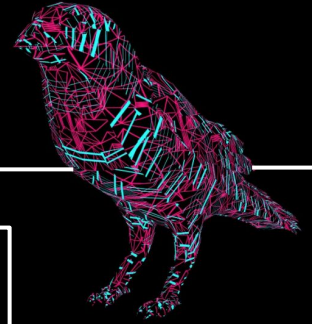
クサマ

カミ

Brand Elements

Kappa Sigma Mu Brand Book

The Brand Elements



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

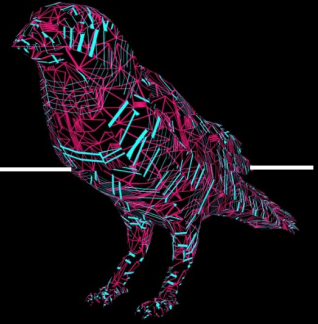
The **official colors** of the KSM
brand are fundamental parts of its
visual identity and, therefore, must
comply with a standard scale.

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

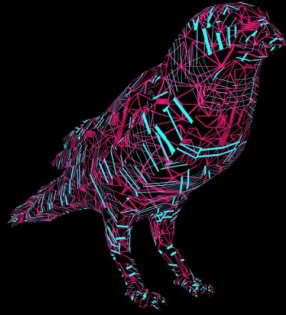
MAGENTA	BLUE	BLACK
R G B 230 0 122	R G B 1 255 255	R G B 0 0 0
C M Y K 6 98 22 0	C M Y K 87 0 26 0	C M Y K 84 83 73 80
HEX #e6007a	HEX #01ffff	HEX #000000
PANTONE 213	PANTONE 3255	PANTONE BLACK 6

Kappa Sigma Mu Brand Book

The Brand Elements



3D canary
large size
applications

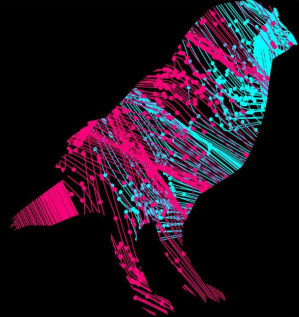


+

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

-

2D canary
small size
applications

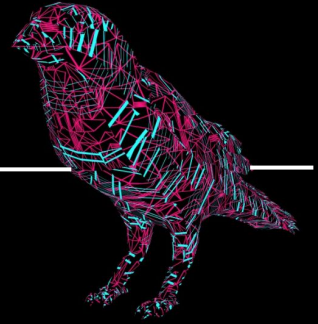


KAPPA
SIGMA
MU

Font grid
all size
applications

Kappa Sigma Mu Brand Book

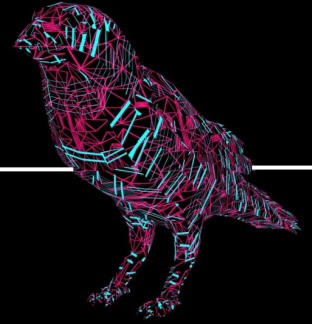
The Font Grid



K	A	P	P	A
S	I	G	M	A
M	U			

Kappa Sigma Mu Brand Book

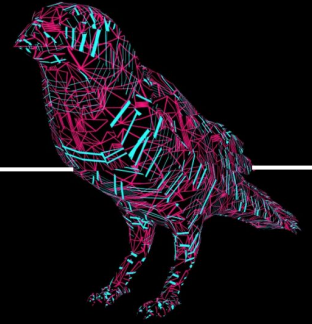
The Font Grid



K	A	P	P	A
S	I	G	M	A
M	U			

Kappa Sigma Mu Brand Book

The Font Grid



K	A	P	P	A
S	I	G	M	A
M	U			

Kappa Sigma Mu Brand Book

The Complete Grid with Elements



Kappa Sigma Mu Brand Book

The Complete Grid with Elements



Kappa Sigma Mu Brand Book

The Complete Grid with Elements

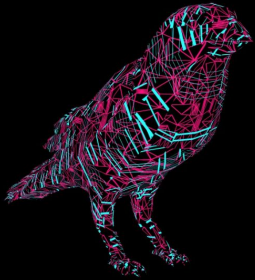


Kappa Sigma Mu Brand Book

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**

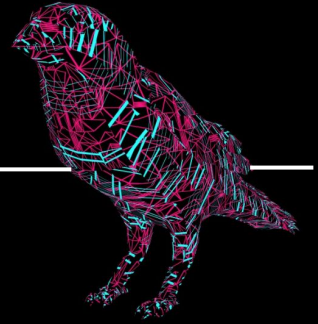
216 Files:

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



Σ
+ K A P P A
O S I G M A
M U

Kappa Sigma Mu Brand Book



Fonts

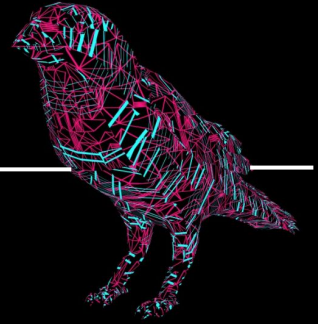
All fonts used in the logo were specifically designed for this project. Altogether, **24 different types** were made to create the letters that make up Kappa Sigma Mu.

KAP SIG 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

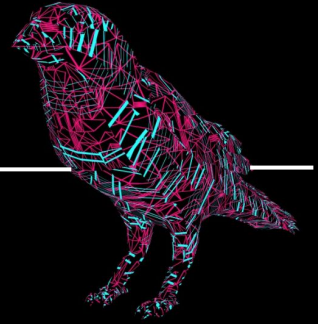
Kappa Sigma Mu Brand Book



Font Kappa

KAPPA
SIGMA
MU

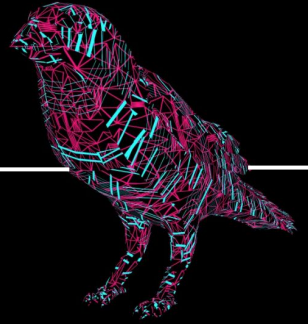
Kappa Sigma Mu Brand Book



Font Sigma

KAPPA
SIGMA
MU

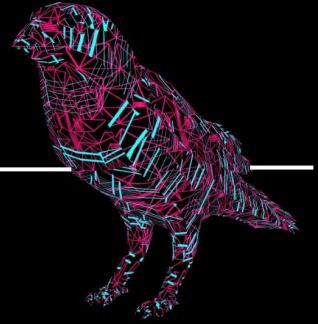
Kappa Sigma Mu Brand Book



Font Mu

KAPPA
SIGMA
MU

Kappa Sigma Mu Brand Book



Fonts (continuation)

The fonts designed for the logo must only be used in the logo itself. **We didn't create the complete alphabet**, a standard procedure in fonts designed primarily for brand direct application.

The purpose of this is to **don't trivialize its use**. For other text applications where the complete alphabet is needed, we have to use another typeface.

The selected default typeface has to have serifs, be compatible with Google Fonts, have a complete font family, and affinity with the Kusama brand.

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 \(12 Styles\)](#)

3D Files

Library

KAPPA

SIGMA

MU



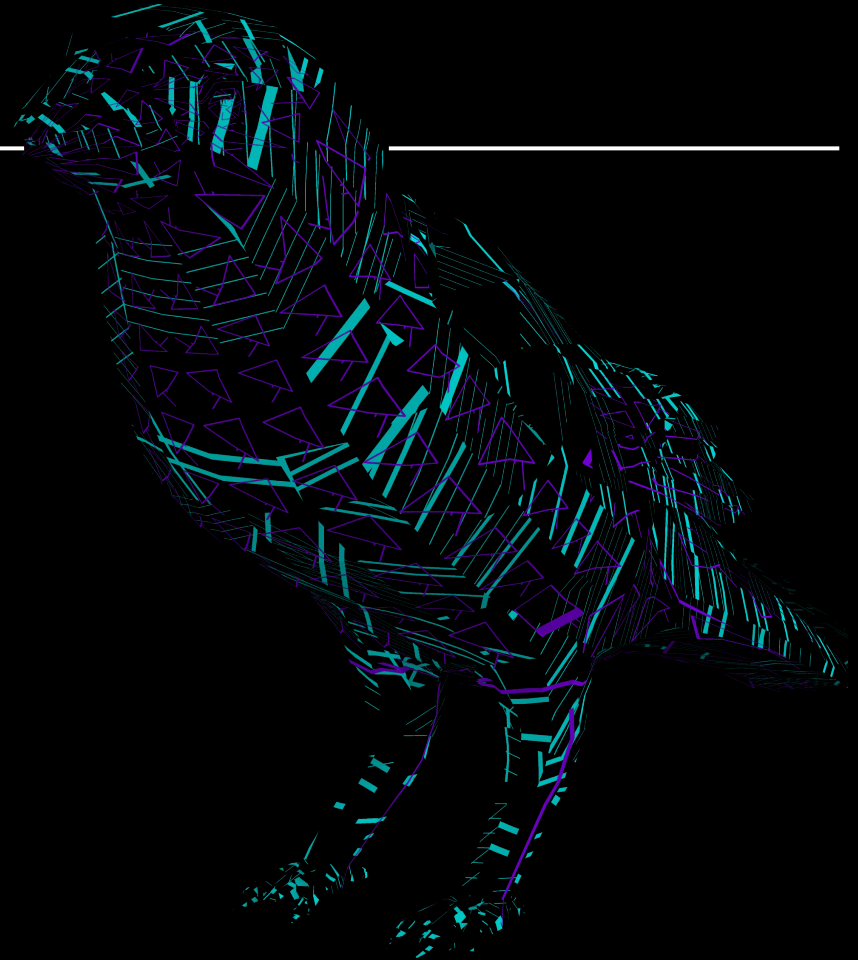
Kappa Sigma Mu Brand Book

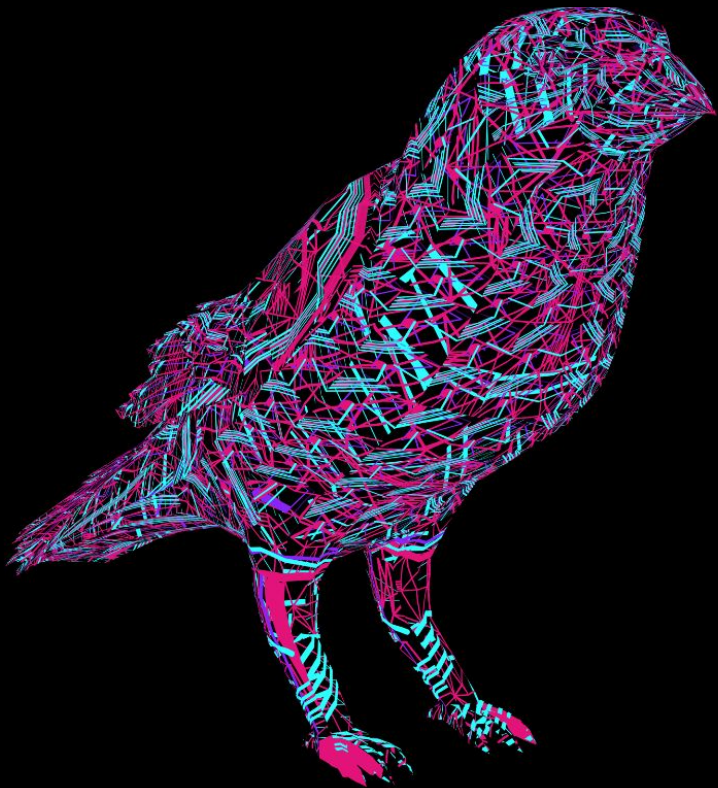
3D Files Library

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.





12 positions
x 10 variations

120 mix elements

[Download PSD Pack](#)

[Download PNG Pack](#)

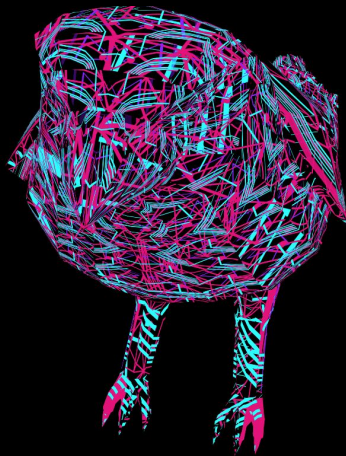
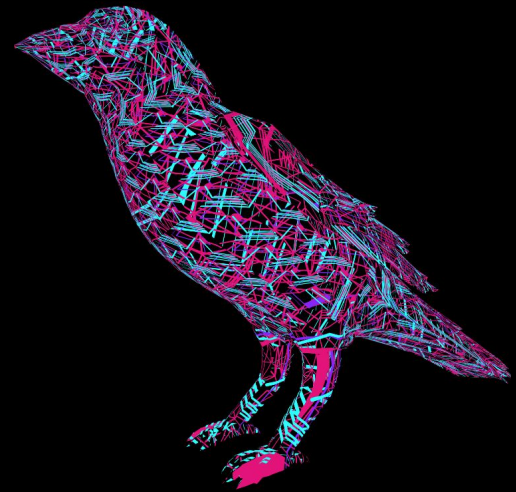
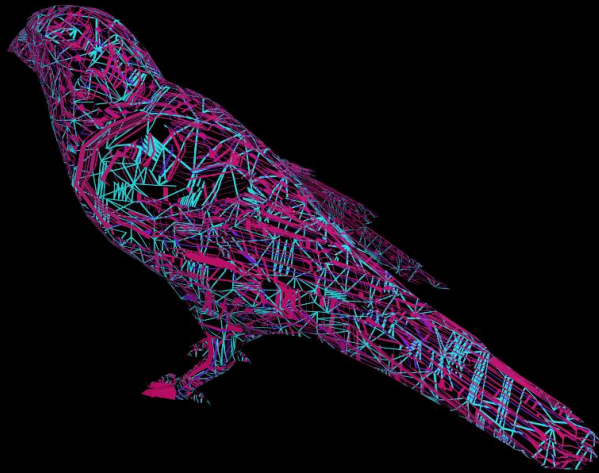
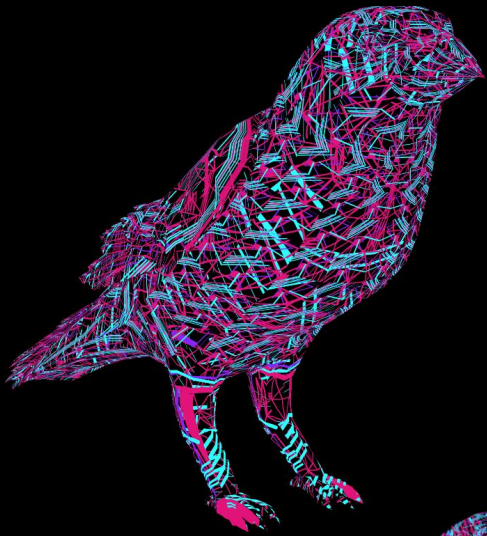
The Canary Model

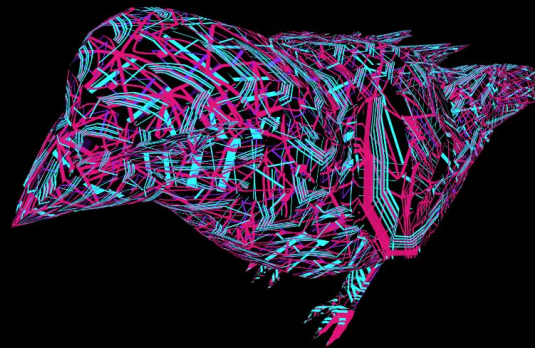
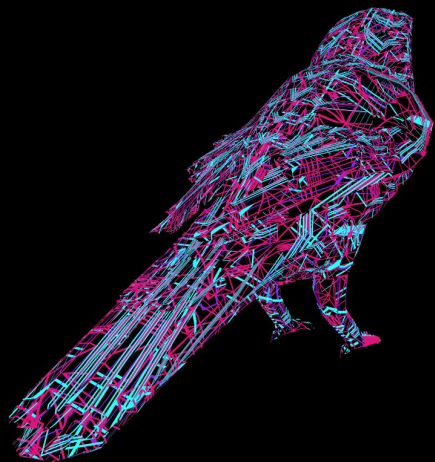
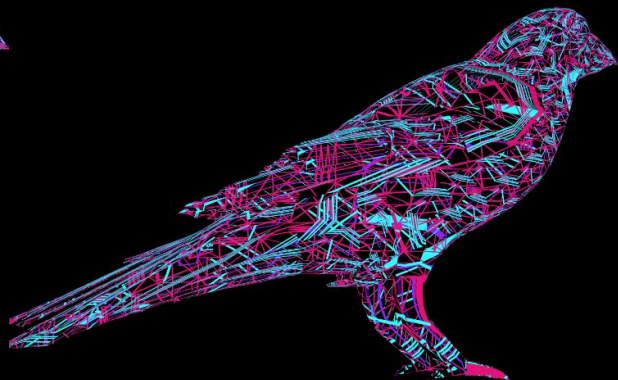
The Canary object model has **1300 vertices**. Each of them represents a **connection node**. An idea is to use the vertices to **represent each Society member**.

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.

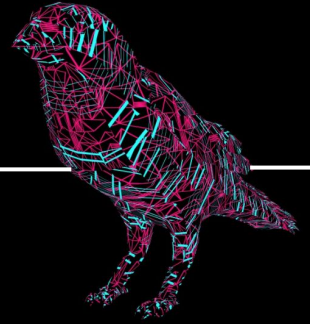


[Download Canary Model \(OBJ file\)](#)





Kappa Sigma Mu Brand Book



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.

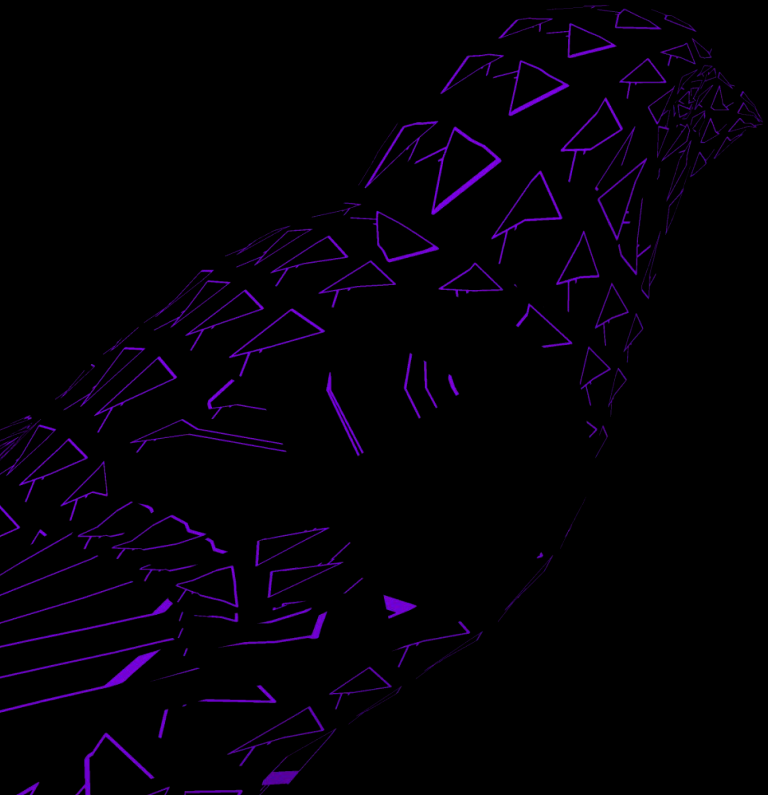
The user can experiment with external elements. The elements can **be overlaid, repeated, form abstract and fragmented backgrounds and shapes**.

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**.



クサマ
KAPPA
SIGMA
MU



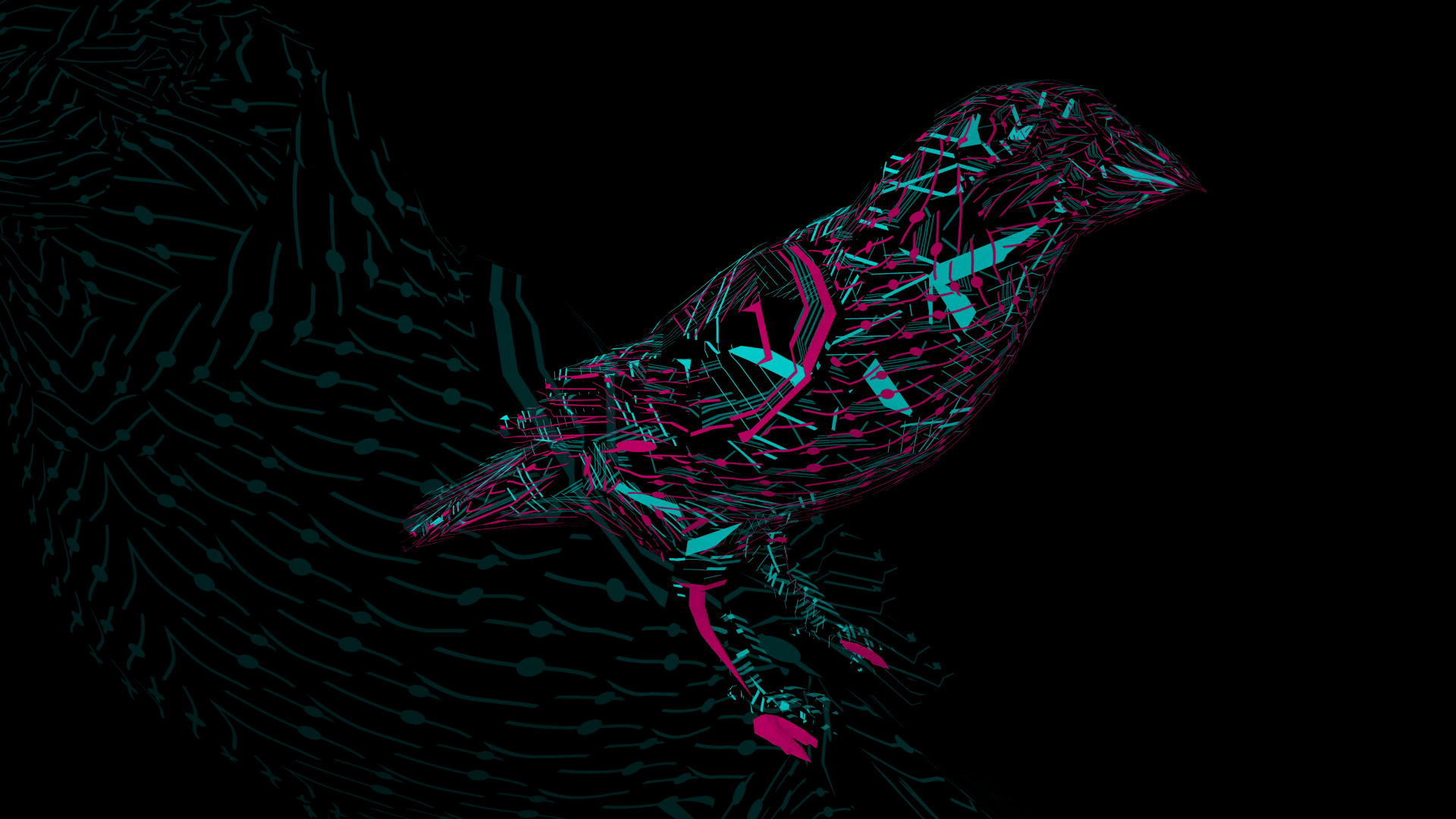
KAPPA

SIGMA

MU

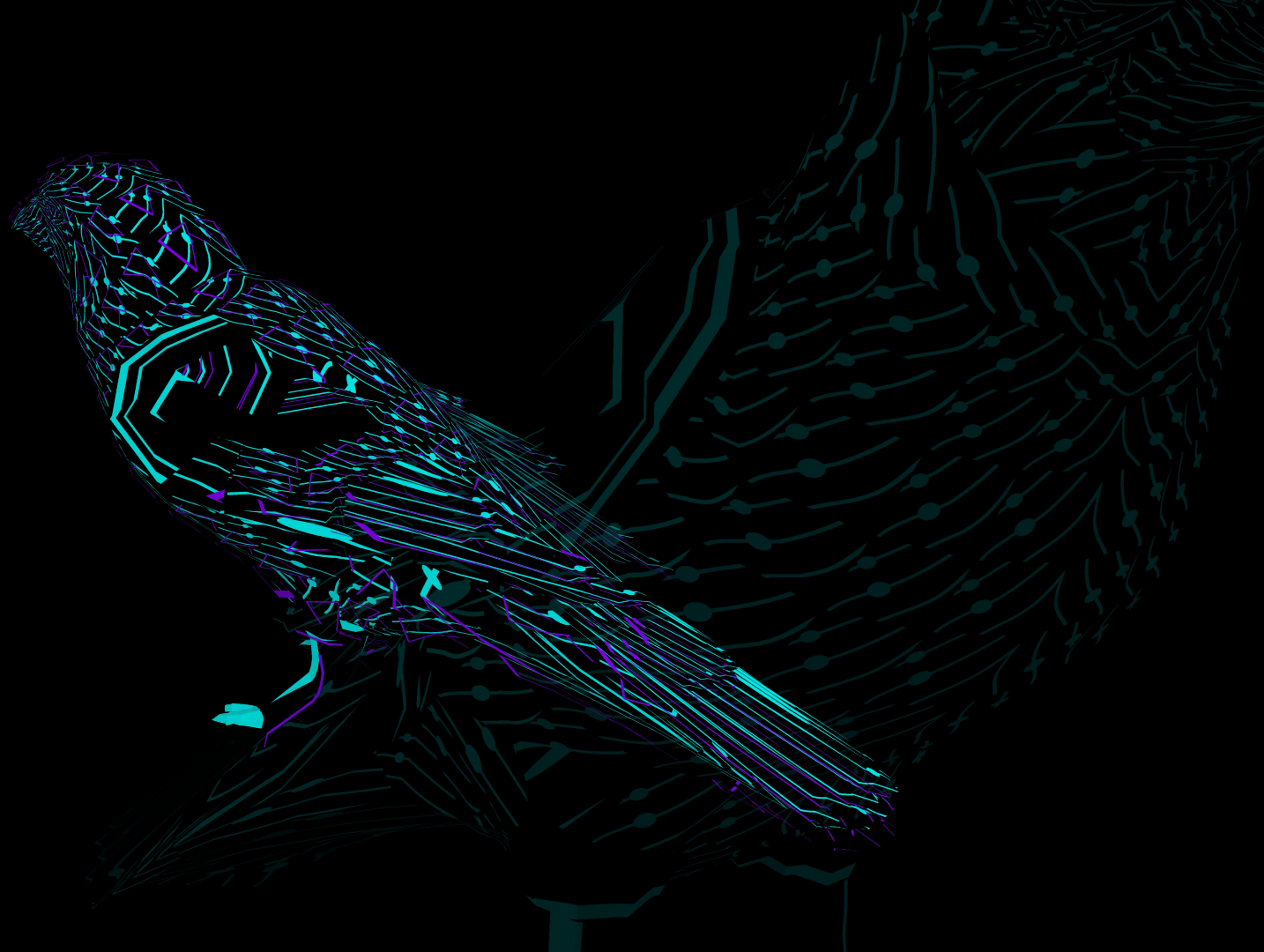
カピタ
シグマ







クサマ SIGMA
KAPPA
MU



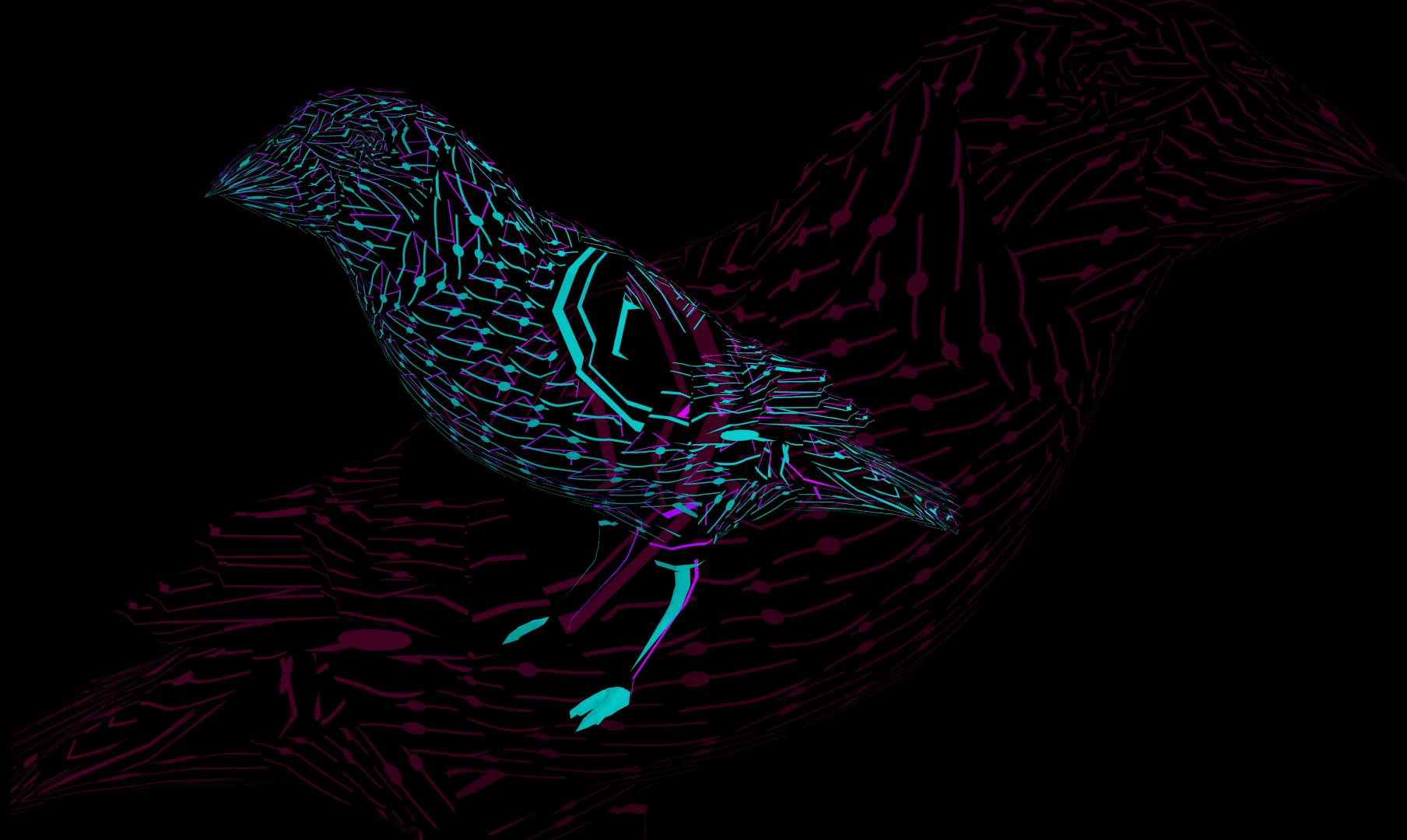


クサマ

K P P A

G M A

M U



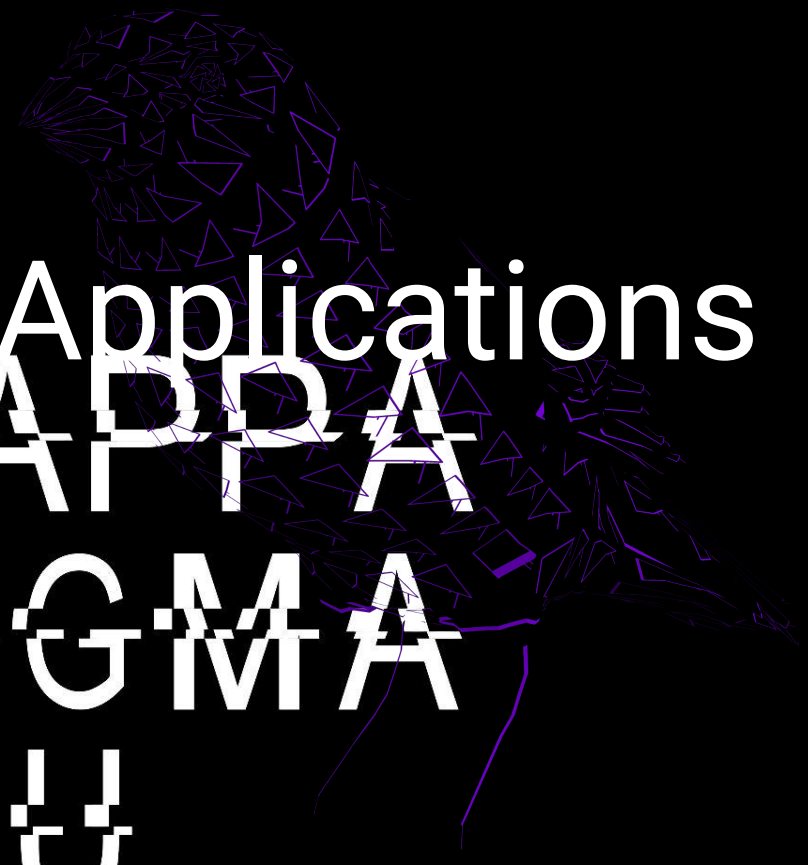
KAPPA

SIGMA

MU

クサマ





Social Media

KAPPA

Applications

KAPPA

SIGMA

MTU

Kappa Sigma Mu Brand Book

Social Media Applications

For Brand **Applications on Social Media** we follow the **same guidelines as for Freestyle Applications**. To do this, we've created a series of unique variations of cover images and profile avatars that can be merged.

Some of them present the brand elements mixed in a figurative way. Others in an abstract way. The idea here is to let the user choose which combination would be right for him.

And leave the gap open that he can also use the elements of this manual to make his own variations.

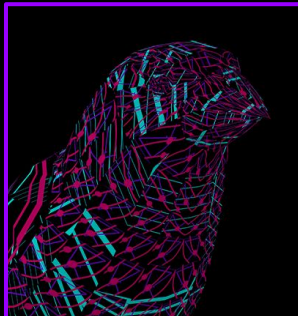
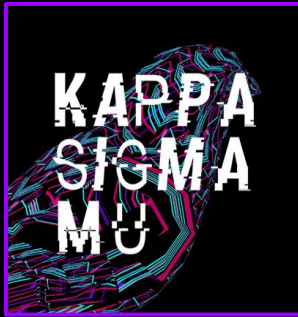


[Download
Facebook Pack](#)

[Download
Instagram Pack](#)

[Download
Twitter Pack](#)

[Download
Youtube Pack](#)





KAPPA
SIGMA
MU



KAPPA
SIGMA
MU



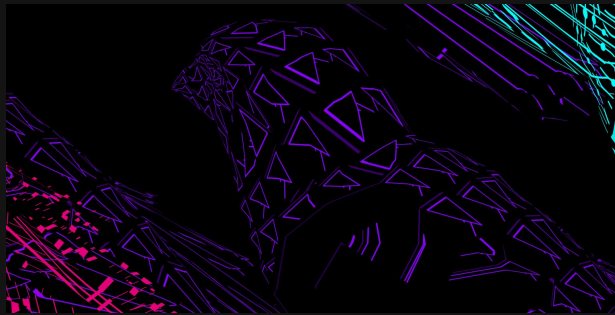
KAPPA
SIGMA
MU



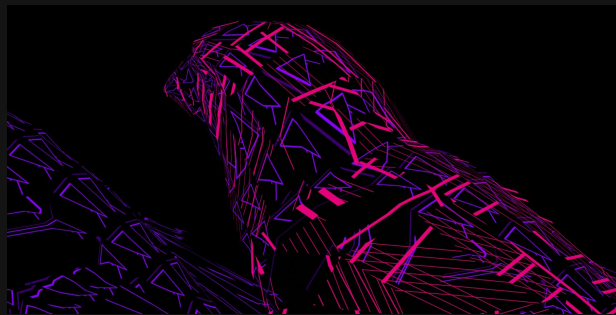
KAPPA
SIGMA
MU



KAPPA
SIGMA
MU



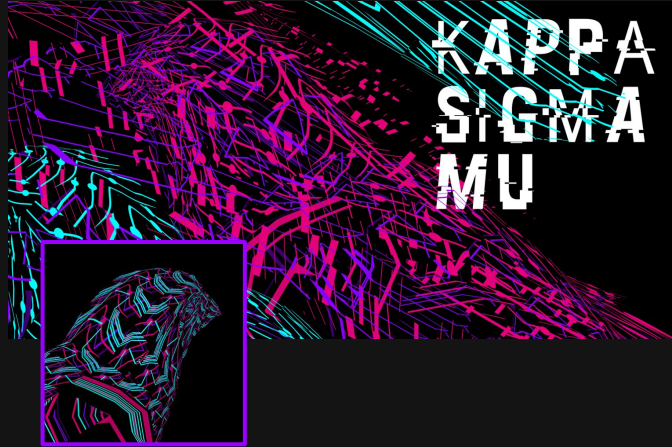
KAPPA
SIGMA
MU



KAPPA
SIGMA
MU

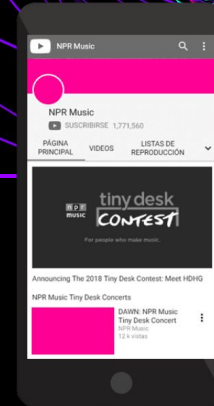
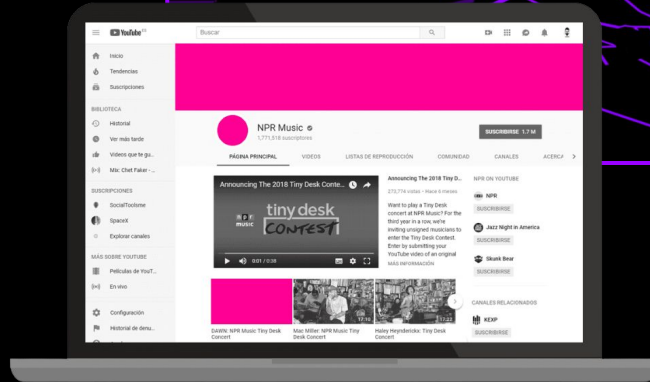
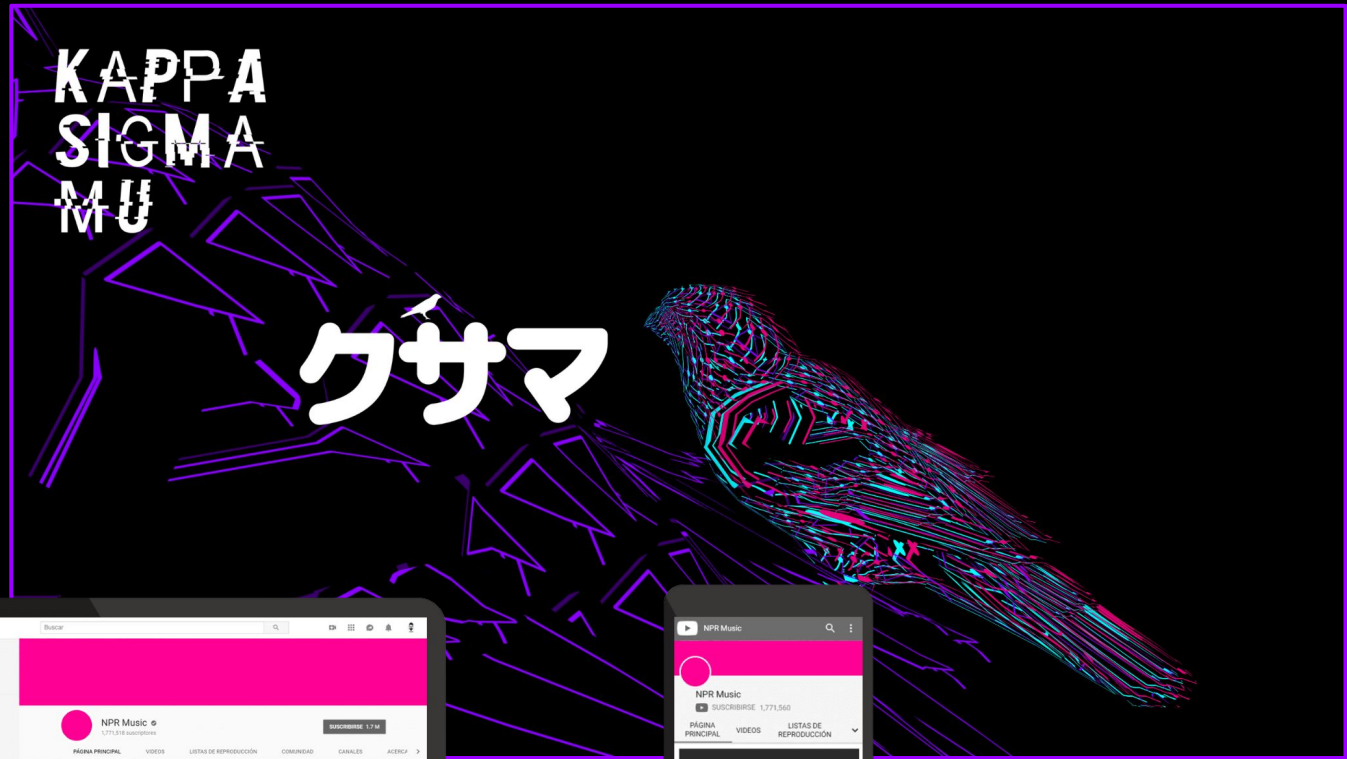
Social Media Applications

Some examples of the creative approach you will find in the Profile Cover and Avatars files for Facebook, Twitter, and Instagram.



Social Media Applications

The solution for this manual for Youtube cover is designed to adapt to many devices (including computers, notepads, cell phones, and TVs).



Swaggg
KAPPA
SIGMA
MTU
Applications





[Download
t-shirt File](#)



[Download
t-shirt File](#)



[Download t-shirt File](#)



[Download t-shirt File](#)

カッパ
KAPPA
SIGMA
Gift
Applications

Kappa Sigma Mu Brand Book

Gift Applications

Applications for Gifts are very common in brand communication as there are now thousands of solutions for this demand. As there is not a standard for this type of file (each vendor has its specifications, and most of the time, the final files will have to be adapted to fit), we decided to bring here some examples that can be done using the files as the t-shirts, which are the easiest to manipulate.





シグマ

KAPPA

SIGMA

ALU





KAPPA
SIGMA
MU

We also illustrate here application examples for **ancient techniques** such as stamping and embossing. In this case, due to the limitations of the supports themselves and the printing technique used, **we strongly recommend the restricted use of the logo fonts.**

[Download Files](#)





クサマ
KAPPA
SIGMA
MU

LAURO GRIPA



KAPPA
SIGMA
MU
クサマ

RRTTI-5220

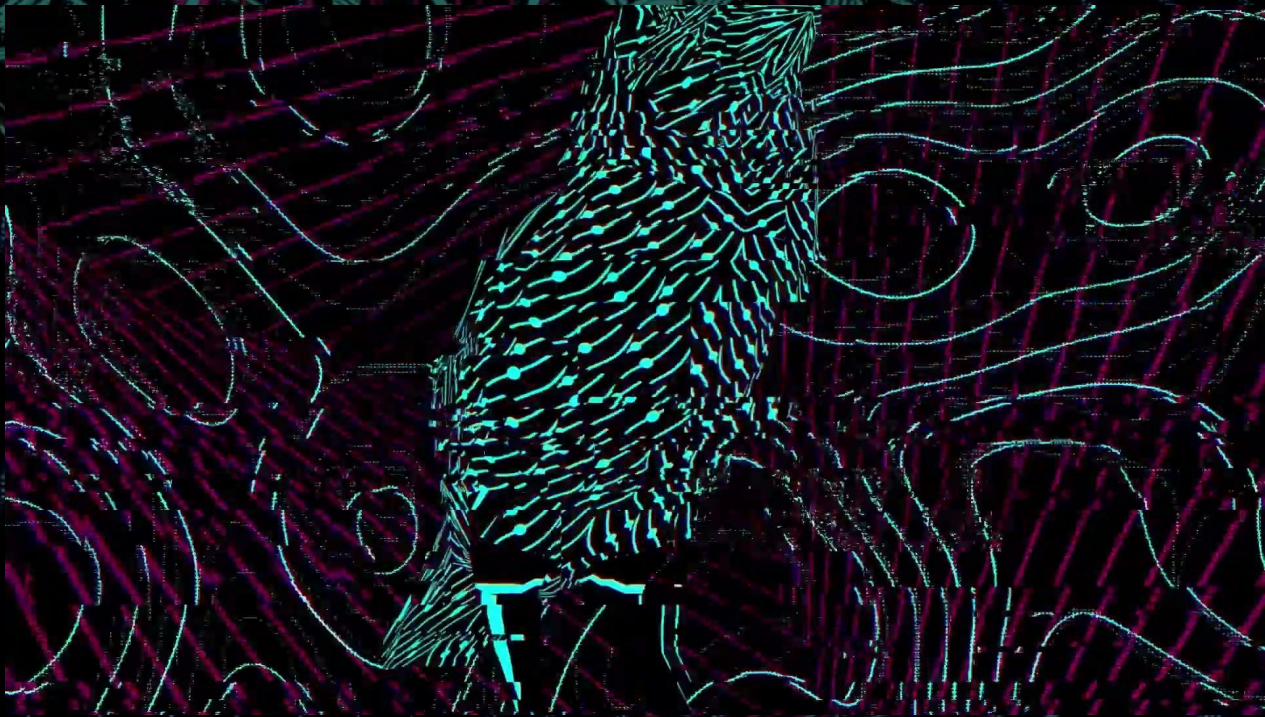
KAPPA

クサマシグマ

MU

Animated Vignettes

//// for Youtube ///



[Download Long Version](#)
15 seconds



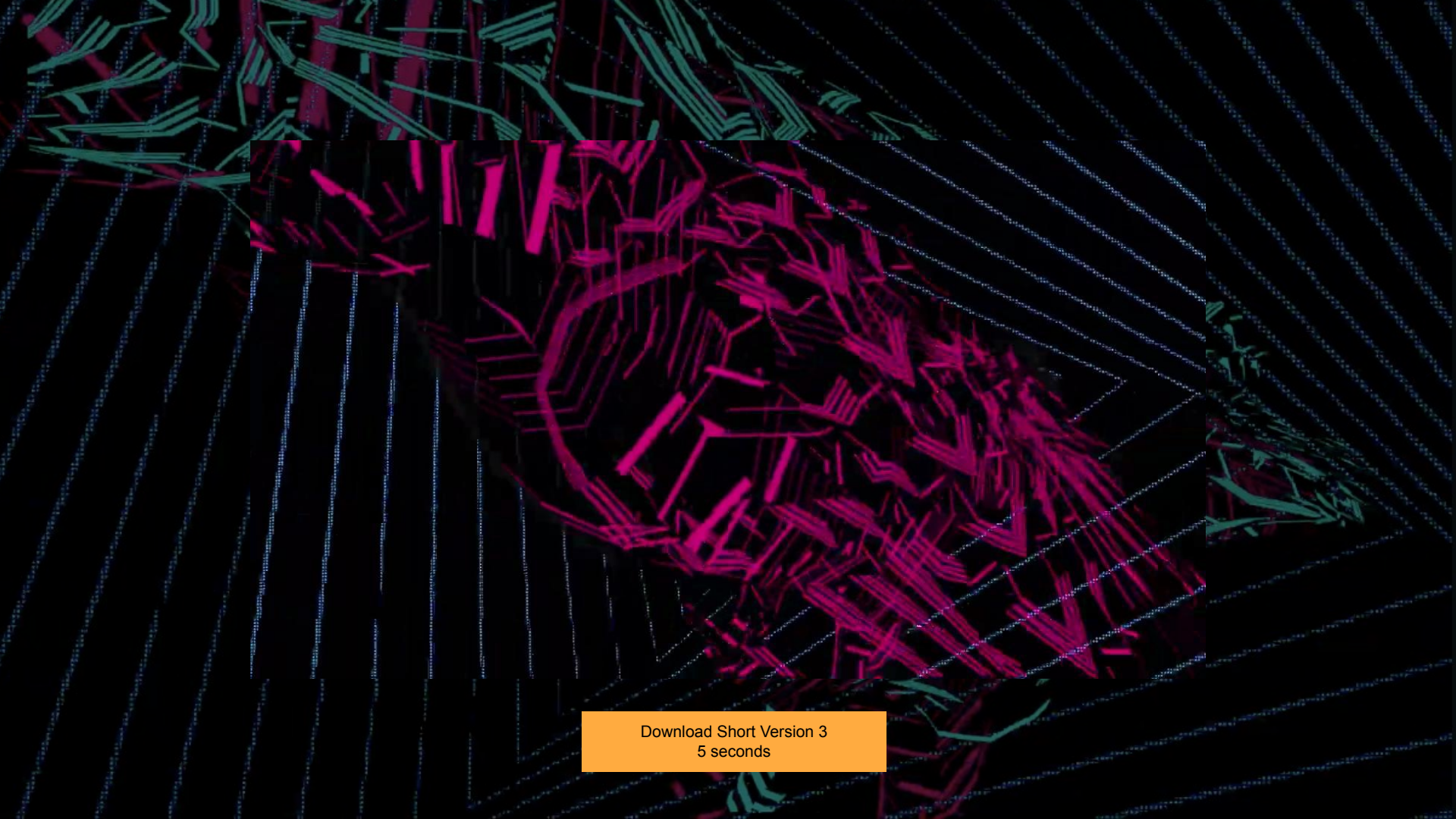
**KAPPA
SIGMA
MU**

Download Short Version 1
5 seconds

A white bird is perched on a red, textured object, possibly a piece of fabric or a decorative element, against a dark blue grid background. The bird is facing right. The red object has a fringed or frayed appearance. The background is a dark blue grid pattern.

クサマ

Download Short Version 2
5 seconds



Download Short Version 3
5 seconds

KAPPA

STELLA

/// BRAND Book ///

MUクサマ