



Kun Lin Brand Guideline

09.2025

Table of contents

Logo 02

Overview	02
Logomark	03
Full Logo A	04
Full Logo B	05
Logo Clear Space	06
Logo Minimum Sizes	07
Logo Misuse	08

Color 09

Pattern 10

Celestial-inspired	10
Sophistication & Harmony	11

Typography 12

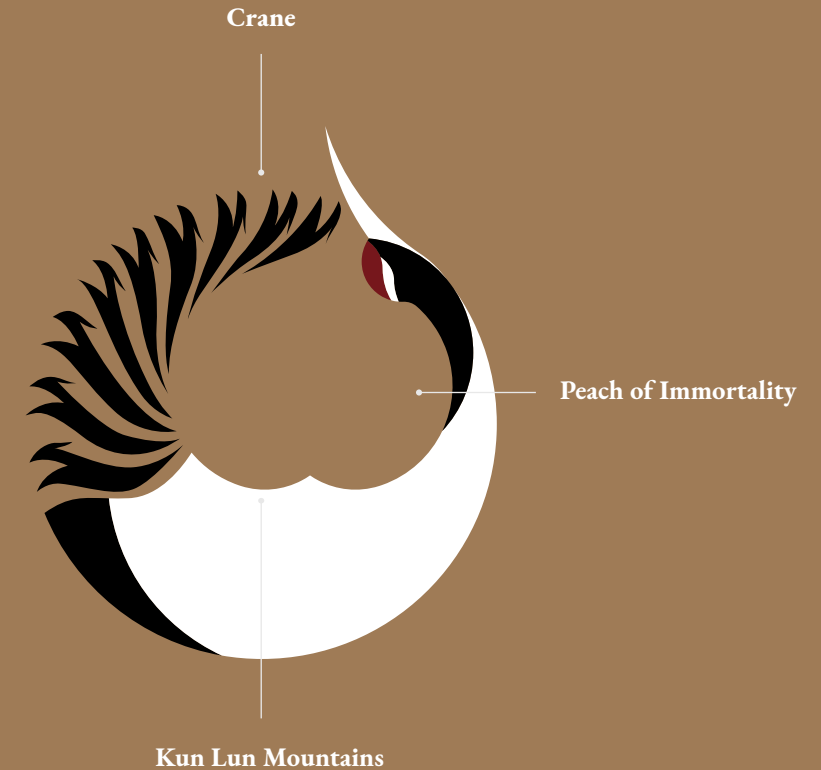
Overview	12
Usage	13

Examples 14

Logo

The Kun Lun logo unites three iconic symbols:

- Crane – A red-crowned crane representing timeless grace, longevity, and celestial elegance.
- Peach of Immortality – A mythological fruit symbolizing eternal life and divine blessings.
- Kun Lun Mountains – A sacred landscape where heaven meets earth, evoking mythical origin and celestial spirit.



Logomark

This is our core logomark – the primary emblem that visually represents the Kun Lun brand.



Full Logo A

A harmonious blend of the logomark and a traditional Chinese seal, this variant emphasizes cultural authenticity and heritage.



Full Logo B

A vertical composition pairing the logomark with the 'Kun Lun' wordmark – our secondary logo designed for flexible applications.



Kun Lun



Kun Lun

Logo Clear Space

Maintain a clear space of at least the height of the letter "K" around the logo. This ensures optimal visibility and brand distinction in both horizontal and vertical formats.



Logo Minimum Sizes

To preserve legibility, the logo must not appear smaller than:

- Print: 15 mm
- Digital: 42.5 pixels

Avoid using the logo below these thresholds to ensure clarity and brand integrity.



Kun Lun

15mm/42.5px



15mm/42.5px

Kun Lun

10.5mm/30px

Logo Misuse

Our logomark reflects our identity. While it offers flexibility when used alone, strict attention must be paid when combined with the wordmark. Always follow brand guidelines to avoid distortions or misrepresentations.



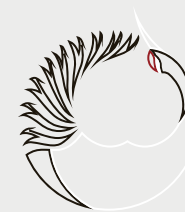
Kun lun



Kun lun



Kun lun



KUN LUN



Color

Color reinforces brand unity and emotional resonance. Consistent use of the Kun Lun palette strengthens recognition:

- Primary: Royal Gold, Burgundy
- Secondary: Sangria, Imperial Blue, Black, and White

Each tone is curated to reflect elegance and cultural depth.

ROYAL GOLD

R: 158 G: 123 B: 85
C: 45 M: 55 Y: 70 K: 0
9E7B55

BLACK

R: 0 G: 0 B: 0
C: 93 M: 88 Y: 89 K: 80
000000

WHITE

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
FFFFFF

BURGUNDY

R: 118 G: 22 B: 27
C: 50 M: 100 Y: 100 K: 30
76161B

SANGRIA

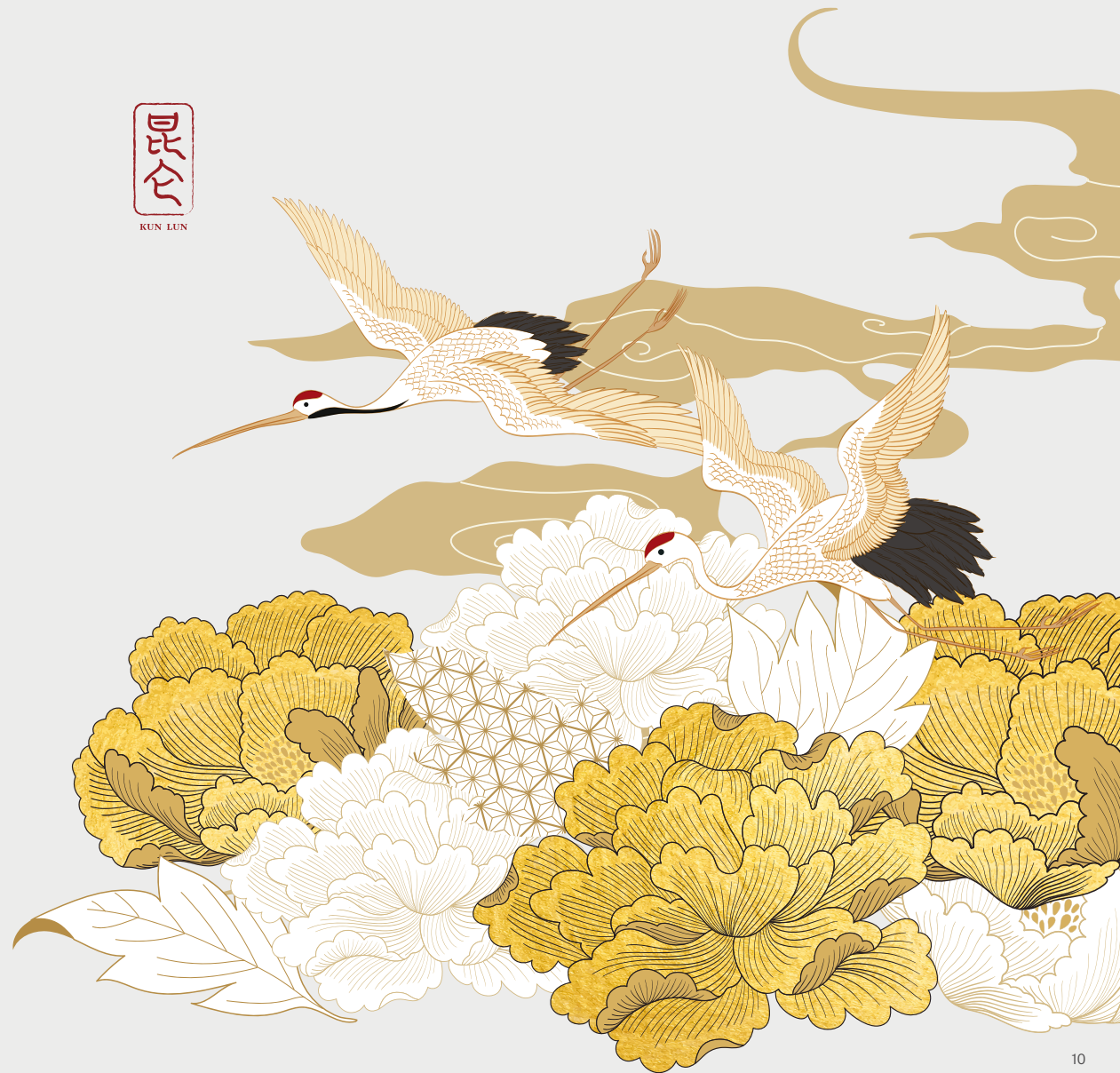
R: 85 G: 40 B: 38
C: 60 M: 85 Y: 80 K: 45
552826

IMPERIAL BLUE

R: 20 G: 30 B: 62
C: 100 M: 100 Y: 60 K: 34
141E3E

Pattern

Traditional Chinese motifs interwoven with the logo form a celestial-inspired illustration, reinforcing cultural sophistication and harmony.





Typography

Our brand typefaces are Kun Lun and Josefin Sans. Please use these fonts in accordance with these guidelines to ensure branding consistency.

Headline

Kun Lun

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@%\$#&?!

Sub Headline

Josefin Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&%\$#@?!

Body Copy

Josefin Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&%\$#@?!

Typography Usage

- Please be consistent with all type sizes and usage.
- Headlines should be big, bold, and the main focus over subhead and body copy.
- Headlines should be set in Kun Lun primary and secondary colors. Please choose the Kun Lun brand color that ensures optimal legibility.
- Do not scale, skew, shear or rotate text outside of recommended guidelines.
- Body copy should be no smaller than 8 pt.

A Taste of Immortality.

Lorem ipsum dolor sit amet, consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

A Taste of Immortality.

Lorem ipsum dolor sit amet, consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Examples

The Kun Lun brand is versatile and refined, lending itself seamlessly to a range of expressions – from artisanal products to premium experiences. The following examples showcase its adaptability, each rooted in Chinese aesthetics and crafted detail.











09.2025