

## WHY?

A brand is a promise. Our brand, Kakushin Inc.'s mission is to shift the landscape of healing from dependency on isolated symptom treatment to whole body, whole plant, whole life wellness by creating innovative patented precision micro-dosing devices, mood formulations, all while creating a new foundation for personalized medicine uniquely merging the patient, the symptom and the treatment plan intersect. Every interaction our audience has with our company (either personally or through correspondence) needs to reinforce the promise of our brand. This guide protects the investment we have made in our brand and helps to ensure consistency and recognition at all touch points.

## LOGO

### Print File:

**.eps file** Use: Color Printing, Scalable, Embroidery

The Mark



Knockout



Single Color



Full Color



### Web File:

**.png file** Use: On-Screen, Non-Scalable



### Exclusion Zone



The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured.

### Logo Laws

Never stretch the logo horizontally or vertically. Never change the colors or the font. Never scale the logo smaller than it appears on this page. Scaling larger is fine if using an .eps file. Always include at least .25" of clear space around the logo.

## FONTS

Futura Light

Futura Book

Futura Medium

**Futura Bold**

If words are the content, then our font is the voice we use when communicating visually. We chose Futura Bold as our principal font for it's strength and timelessness. It should be used for headlines and the logo. Futura Regular is the secondary font which all body copy or readable info should be set in. It was chosen due to it's versatility on the web and variety of weights.

## COLORS

	c	m	y	k	r	g	b		c	m	y	k	r	g	b
	31	0	65	0	196	214	118		78	100	32	37	67	27	75
	75	0	100	0	65	166	142		51	86	0	0	145	62	141
	90	30	95	30	0	99	46		16	36	0	0	216	180	210

