

ENGLISH PRECISION. JAPANESE SOUL.



Connections create influence.

ブランドアイデンティティ

Influence starts with a bond.

A creator can open a door. The right relationship gives people a reason to walk through it.



01

Human first

Treat creators as partners, not inventory.

02

Built on trust

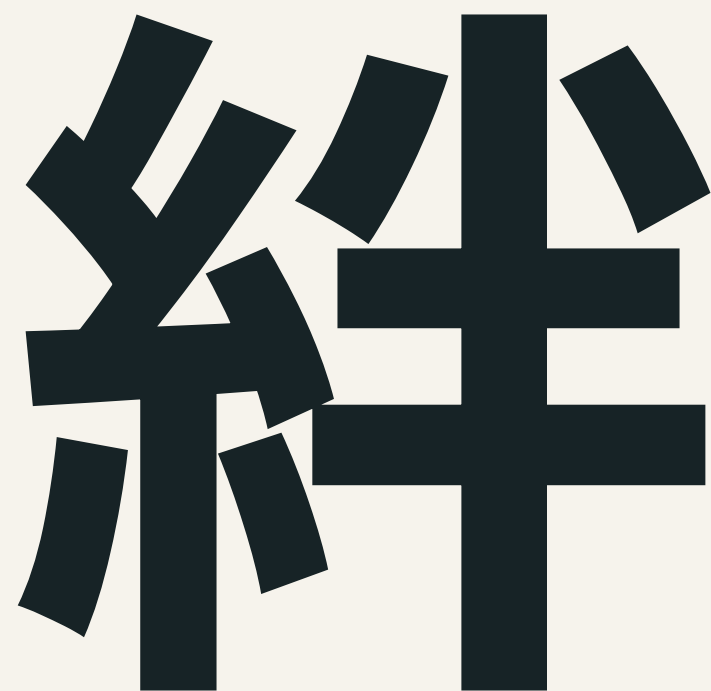
Make the connection feel considered.

03

Clear on impact

Use precise language about outcomes.

One identity. Two scripts.



KIZUNA / きずな

PRIMARY NAME

The Kizuna Network

Use in company references and introductions.

LOGO COMPANION

キズナ

Katakana rendering of Kizuna.

MEANING SIGNATURE

絆

The bond between people.

JAPANESE DISPLAY NAME

キズナネットワーク

Recommended Japanese rendering of Kizuna Network.

SOURCE: JAPANGOV / KANJIPEDIA. THE ENGLISH ARTICLE IS OMITTED IN THE JAPANESE DISPLAY NAME.

The complete signature.



The primary bilingual lockup pairs the woven K with the English name and a quiet Japanese companion.

A bond, drawn as a K.



Two crossing forms

The woven silhouette gives the mark its sense of connection.

A deliberate opening

Negative space keeps the separate forms visible.

A strong initial

The K makes a compact identifier for a software product.

THE SYMBOL IS AN ABSTRACT K. IT IS NOT A REDRAWING OR TRANSLATION OF THE KANJI.

The right signature for the space.

PRIMARY / BILINGUAL



COMPACT / PRODUCT HEADER



STACKED / SQUARE FORMAT



SYMBOL / AVATAR



Give the identity room.

X = ONE QUARTER OF THE SYMBOL HEIGHT. KEEP AT LEAST 1X CLEAR ON ALL SIDES.



Bilingual

360 px / 60 mm

English

280 px / 46 mm

Compact

160 px / 27 mm

Symbol

24 px / 4 mm

MINIMUMS ARE STARTING POINTS. CHECK THE ACTUAL DISPLAY, PAPER AND PRINT PROCESS.

Consistent in every setting.

COLOR / LIGHT



COLOR / DARK



ONE COLOR / BLACK



ONE COLOR / WHITE



Keep the geometry intact.



Do not stretch.



Do not rotate.



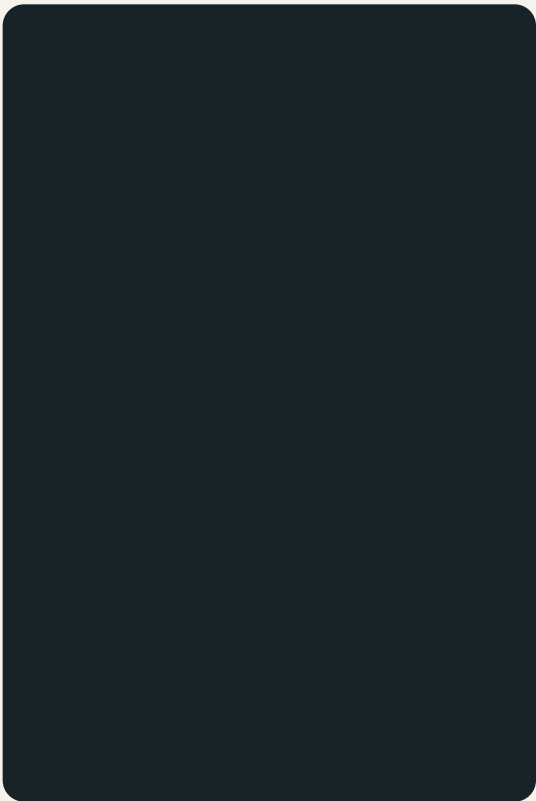
Do not invent colors.



Do not fill the weave.

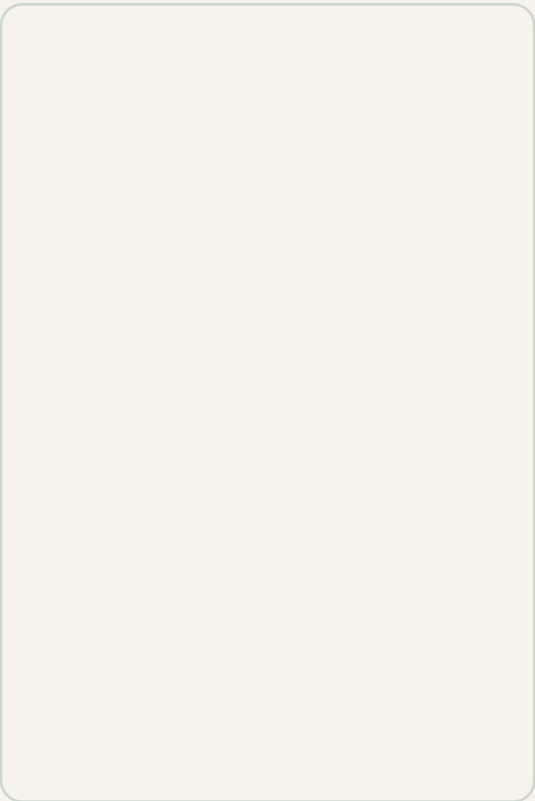


Warmth with a sharp signal.



INK
#172326

RGB 23, 35, 38
CMYK 39, 8, 0, 85



PAPER
#F6F3EC

RGB 246, 243, 236
CMYK 0, 1, 4, 4



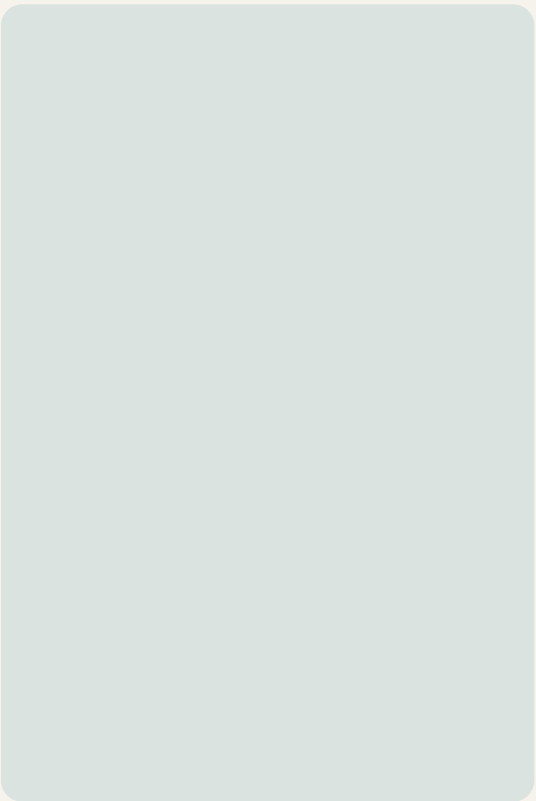
VERMILION
#F04D36

RGB 240, 77, 54
CMYK 0, 68, 78, 6



WISTERIA
#BEB4E8

RGB 190, 180, 232
CMYK 18, 22, 0, 9



MIST
#DAE3DF

RGB 218, 227, 223
CMYK 4, 0, 2, 11

START AT 65% PAPER / 25% INK / 10% VERMILION. SECONDARY COLORS ARE OCCASIONAL. CMYK IS AN APPROXIMATION.

Brand color. Readable product.

Aa	Ink on paper Body text	14.52:1	BODY PASS
Aa	Paper on ink Dark surfaces	14.52:1	BODY PASS
Aa	White on action red Primary action	5.98:1	BODY PASS
Aa	Ink on wisteria Highlight panel	8.34:1	BODY PASS
Aa	White on vermilion Large text only	3.61:1	LARGE ONLY

ACTION RED #B73324 / USE FOR NORMAL-SIZE WHITE BUTTON LABELS AND EMPHASIZED LINKS.

WCAG AA: 4.5:1 NORMAL TEXT; 3:1 LARGE TEXT AND ESSENTIAL NON-TEXT CUES. COLOR IS NEVER THE ONLY STATUS CUE.

A clear voice in both scripts.

LATIN / INTER

Aa 0123

Human. Precise. Connected.

Use Inter for product UI, marketing copy, numbers and English headlines.

JAPANESE / NOTO SANS JP

キズナ

絆 / キズナネットワーク

Use Noto Sans JP for Japanese. Keep native glyphs intact and avoid artificial letter spacing in body text.

DISPLAY

Inter 700 / 64-88 px

BODY

Inter 400 / 16-18 px

LABEL

Inter 600 / 12-14 px

BOTH TYPEFACES ARE INCLUDED UNDER THE SIL OPEN FONT LICENSE. LOGO LETTERING IS OUTLINED ARTWORK.

Let the scripts play different roles.

キズナネットワーク

The right
connection
changes everything.

INFLUENCER MARKETING. BUILT AROUND PEOPLE.

絆

A bond between people.

KIZUNA

The bond becomes a visual language.



CROP WITH INTENT.

Keep one recognizable crossing in large crops.



REPEAT WITH RESTRAINT.

Keep patterns out of text and data regions.

Speak like a thoughtful partner.

CLEAR

Say what happens next.

Prefer specific actions and familiar words. Keep creator communications warm, direct and respectful.

CONFIDENT

Let evidence do the talking.

Use real results when available. Avoid guaranteed outcomes, inflated scale claims and empty superlatives.

BRAND LINE

Connections create influence.

HOME PAGE

Build better creator partnerships.

INVITATION

Your next partnership starts here.

BUTTON

Create a campaign

Built to feel calm in daily use.



Overview

Campaigns

Creators

Messages

Reports

Overview

A clear view of your creator partnerships.

Active campaigns

08

Creator responses

24

Draft briefs

03

New campaign

Your campaigns

Everyday stories

In review

A fresh perspective

Live

Made for the moment

Draft

ILLUSTRATIVE PRODUCT SCREEN. ALL CAMPAIGNS, COUNTS AND STATES ARE SAMPLE CONTENT.

IDENTITY GUIDELINES / V1.0

2026

Confident before the first click.

**KIZUNA**

キズナネットワーク

Make your next connection count.

Influencer marketing, built around the right connections.

For brands

For creators

For brands

For creators

Why Kizuna

Get started



ILLUSTRATIVE HOMEPAGE COMPOSITION. COPY AND CALLS TO ACTION SHOULD MATCH THE LIVE PRODUCT.

Recognizable across the feed.



1080 x 1080 / SOCIAL



1128 x 191 / COMPANY COVER 1200 x 630 / OPEN GRAPH

One quiet gesture is enough.



01 / ENTER

160-240 ms

Short fades and an 8 px translation. Ease to a complete, still mark.



02 / CONNECT

Respect attention.

Use motion for feedback and transitions. Let the identity settle.



03 / REST

Reduced motion.

Show the static final state when reduced motion is preferred.

PRODUCT RULE: 8 PX SPACING GRID / VISIBLE KEYBOARD FOCUS / LABELLED STATES / NO CONTINUOUS LOGO ANIMATION.

Ready to put to work.

01	LOGOS	Outlined SVG, transparent PNG and vector PDF.
02	SYMBOL	Vermilion, ink, black and white; up to 2048 px.
03	DIGITAL	Multi-size ICO, app icons, touch icon and manifest.
04	JAPANESE	Kanji signature and Japanese display name.
05	APPLICATIONS	Social covers, avatars, Open Graph and patterns.
06	GUIDELINES	This PDF, editable vector pages and a text companion.
07	PRINT	CMYK vector PDFs. Proof with your printer.
08-09	FONTS + TOKENS	Licensed variable fonts, palette files and CSS tokens.

Start with README.md. Use SVG for digital layouts and PNG when an application needs a raster image. Every final logo is derived from the same vector geometry.