



**Kiara**  
**Brand Book 2020**

# Boost Humans with AI

Humans have been dreaming about flying like a bird.

An AI should be a magical booster wing for humans.

We focus on solving humans' critical problems.

We make humans fly to the next stage.



Our Vision

P2 Kiara brand guideline



**Like a phoenix,**  
**we build technology to give hope to humans.**

Our Products

# We build the future of work.

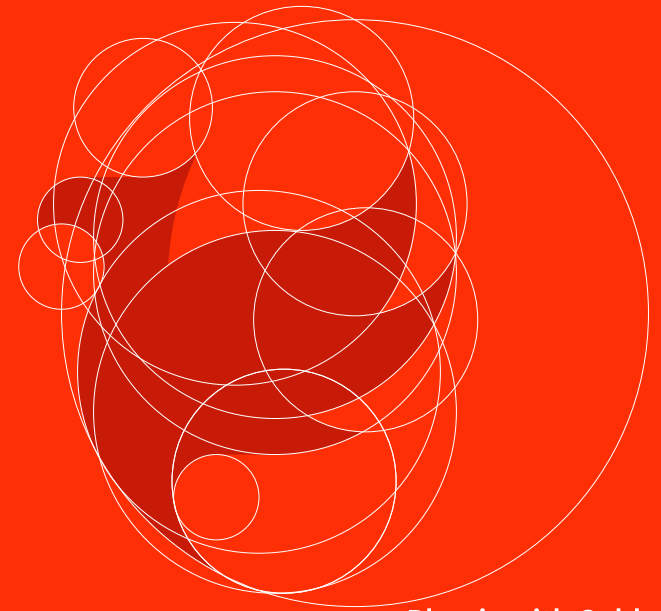
We eliminate the bottlenecks in  
people's workplace.

We boost people's productivity  
x10, x100, x1000.



# Logo Mark

P4 Kiara brand guideline



Phonix with Golden Ratio

# Color

P5 Kiara brand guideline



## Kiara Boost Red

R 255 G 47 B 5

HEX #FF2F05



## Red on Red

R 199 G 27 B 8

HEX #C71B08



## Black

R 34 G 34 B 34

HEX #222222



## White

R 255 G 255 B 255

HEX #ffffff



## Secondary Gray

R 102 G 102 B 102

HEX #666666

**Primary**

**Source Sans Pro Bold** camelcase

A B C D E F G H I J K L M N O P Q R S T U V W X Y

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

**Secondary**

Source Sans Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



**Boost Humans with AI**



**Boost Humans with AI**