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01

OVERVIEW

CONCEPT

Scalable onchain asset management

KPK develops the structures that allow onchain finance to function with clarity, stability, and internal coherence. KPK's brand identity reflects a discipline grounded in verification, control, and long-term orientation.

PRINCIPLES

Resilience

Structures built to hold under pressure

KPK's systems maintain integrity under volume, volatility, and organisational shift, ensuring scale never erodes control.

Precision

Operating with clarity

We reduce complexity to its essentials, shaping information into forms that can be read and acted on without ambiguity.

Coherence

Design attuned to its context

DeFi grows through networks. We design mechanisms that respect dependencies and reinforce coherence across protocols and treasuries.

Insight

Decisions anchored in verifiable signals

We rely on transparent data and explicit constraints to guide decisions that remain sound as systems expand.

PRINCIPLES APPLIED TO DESIGN

Resilience

Holds under
pressure

The system is built from repeatable units that can accumulate without breaking. As density increases, structure remains intact, allowing complexity to grow while staying stable.

Precision

Defined by
constraint

Forms are reduced to what is necessary. Edges are clean, contrast is controlled, and every element is placed with intent. Nothing is approximate.

Coherence

One logic, across
contexts

Color, form, and layout follow the same underlying rules. Whether applied to interface, imagery, or print, the system behaves consistently and reads as a whole.

Insight

Information, made
readable

Visuals are treated as structured signals. Images and data are processed into forms that can be compared, interpreted, and understood within the same system.

02

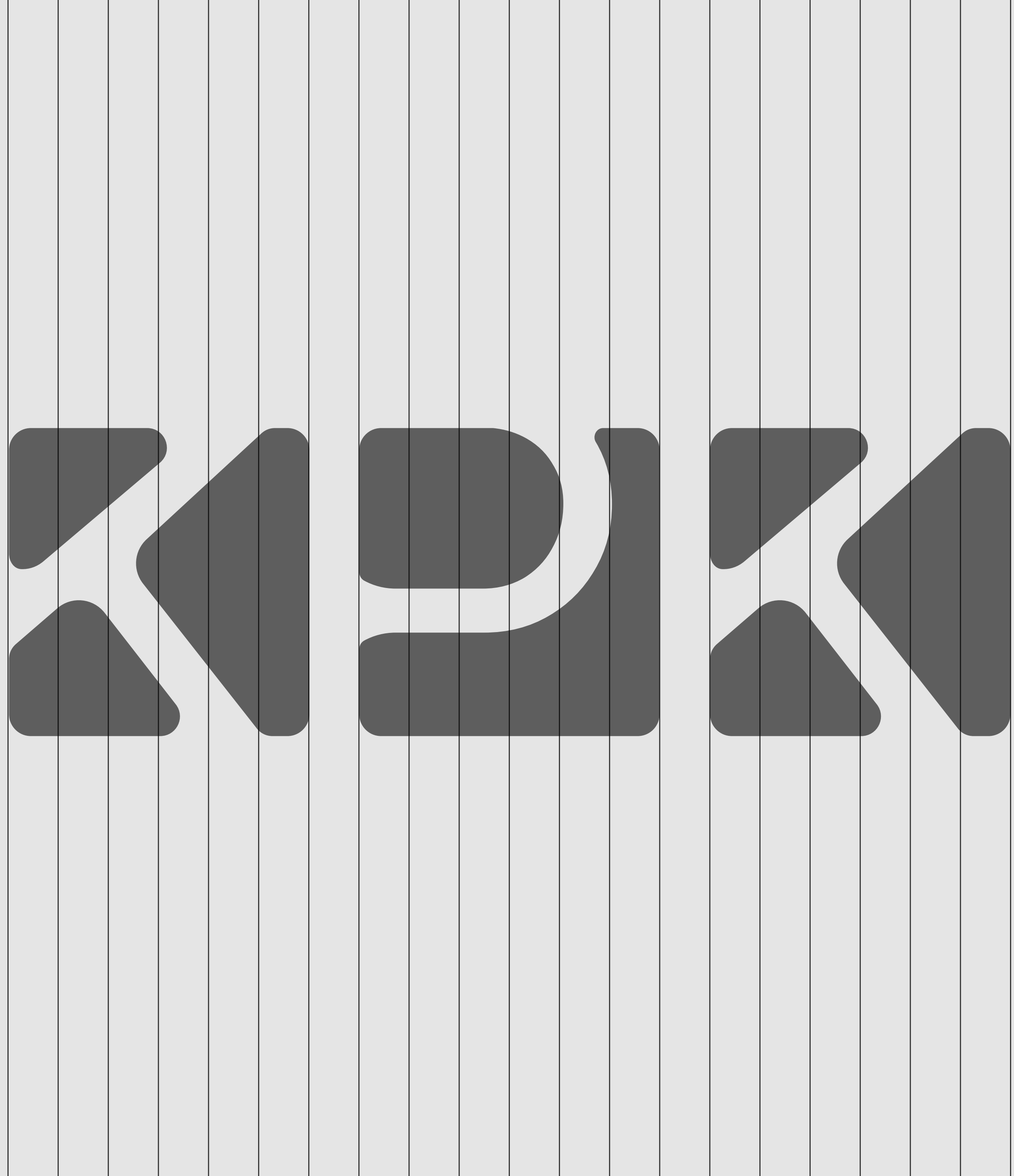
LOGOS

CONSTRUCTION

The KPK logo is built from modular geometric forms arranged on a strict internal grid, giving it the clarity and predictability of a well-designed system. Each shape is reduced to its essential gesture, creating a mark that feels engineered rather than illustrated.

Its construction mirrors KPK's philosophy: discrete components forming a coherent whole, expressing how complex onchain environments gain stability through structure, rules, and deliberate design.

The result is a disciplined, enduring symbol that conveys order, precision, and long-term intent.



FULL LOGO

The full logo version should be used primarily and prioritized in branding contexts where the brand name is not explicitly displayed, such as in prominent locations like the website header and official documents.



LOGO MARK

The logo mark has been carefully designed as a simplified version to ensure it remains clear and recognizable even when displayed in small spaces.

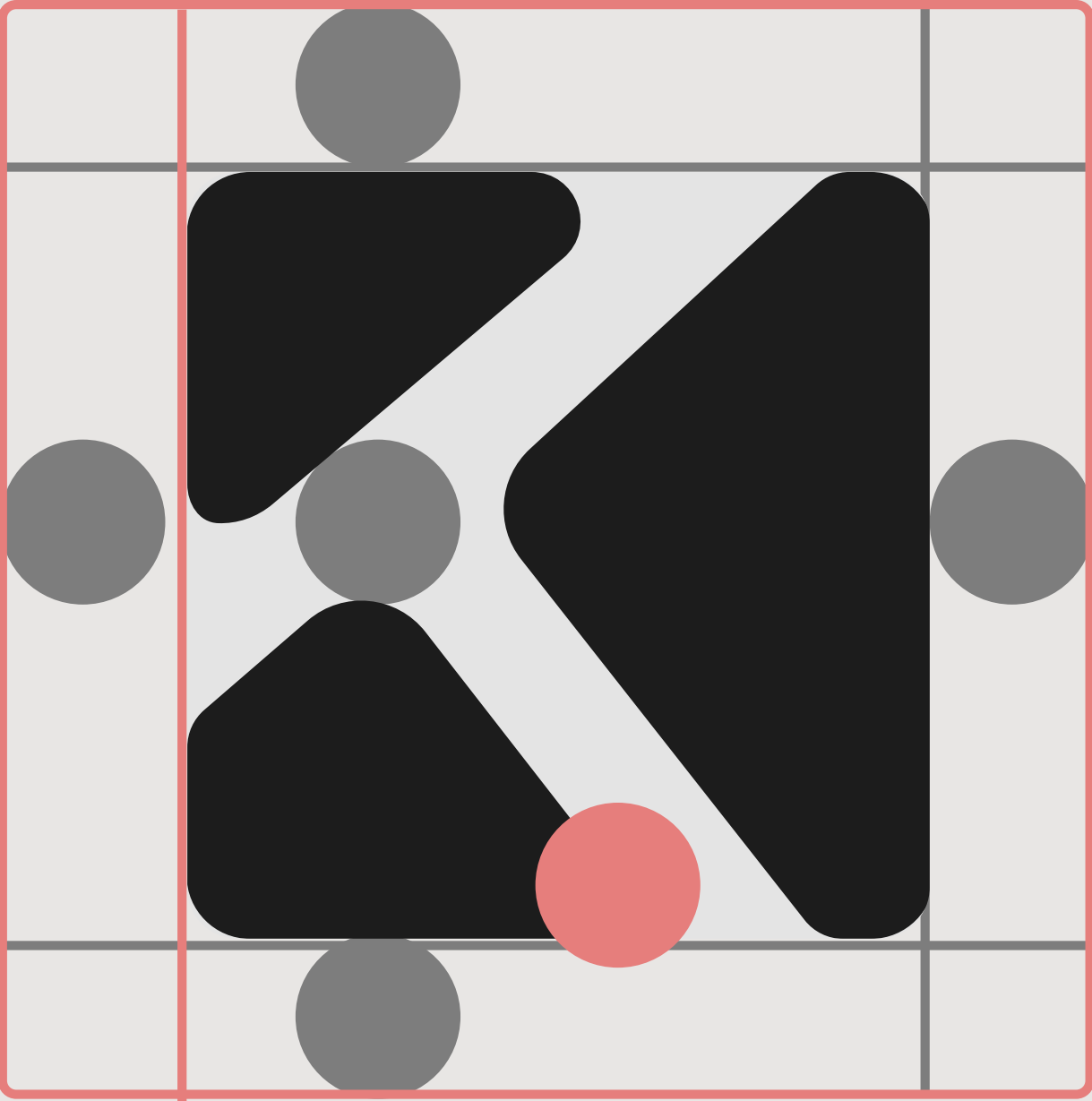
This makes it particularly suitable for use in contexts such as social media profile pictures or app icons



SECURITY AREA

Maintain at least one unit* of space between the logo and any other elements or the edges of the frame.

*Units refer to squares matching the width of the logo's rectangles.



DON'TS

Do not isolate elements

Do not deform elements

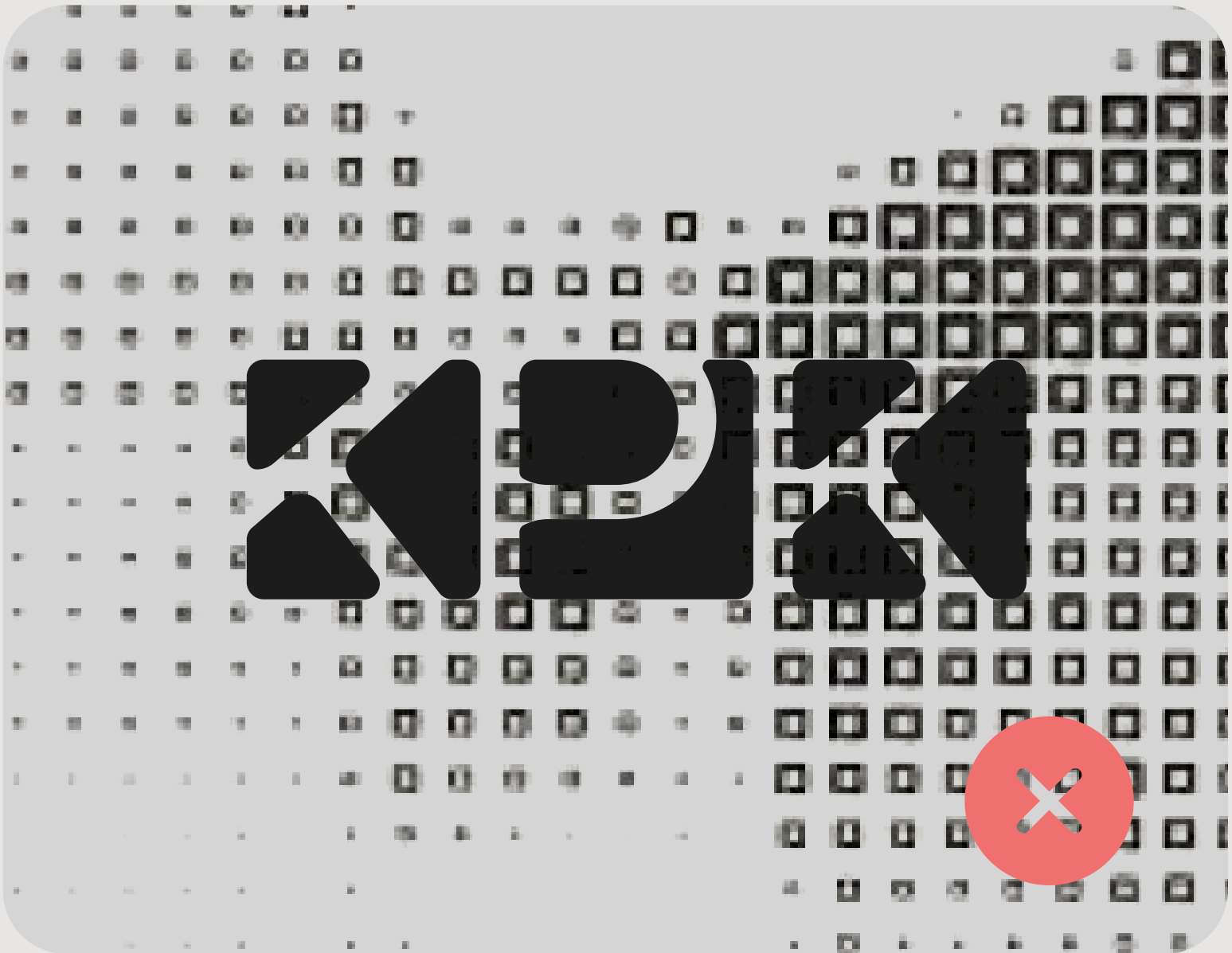
Do not color the logo

Do not change the font

Do not change the colors

Do not use on a low contrast or busy background

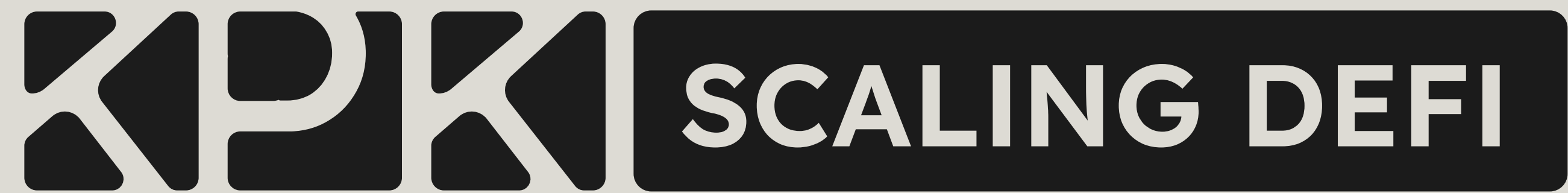
Do not place too close to other elements



EXTENDING THE BRAND

A black box containing capitalized text may be positioned next to the KPK logo for events, co-branding, and related uses.

The spacing between the logo and the box should match the spacing between the KPK letters.



03

COLORS

PRIMARY PALETTE

At least one of these colors must be used in all KPK brand applications.

Black and white are timeless, convey confidence, and work well across print, digital, and merchandise.

Let form, typography, and layout carry the design.

Ecrú should be the dominant color in most visuals.

Anthracite

10%
1F1F1F

Ivory

5%
DEDDD8

Ecrú

80%
E8E7E5

UI PALETTE

This is our secondary color palette, which is specifically designed to complement the primary palette. It is applied selectively to enhance the visual appeal and functionality of applications under certain limited circumstances.

Primarily, this palette is utilised within user interface elements and data visualisation components such as charts to provide additional emphasis and clarity.

Ivory

ivory-50	ivory-100	ivory-200	ivory-300	ivory-400	ivory-500 (Ecrú)	ivory-600	ivory-700	ivory-800	ivory-900	ivory-950	
#FAFAF9	#F8F8F6	#F4F3F1	#EFEFEB	#E7E7E4	#DEDDD8	#CAC8C0	#706E66	#514F48	#37352F	#1A1916	

blue

blue-50	blue-100	blue-200	blue-300	blue-400	blue-500	blue-600	blue-700	blue-800	blue-900	blue-950	
#F7FAFD	#EEF6FB	#E2EFF9	#CDE4F4	#ABD2ED	#80BAE4	#3F97D6	#206697	#194F76	#113650	#081926	

purple

purple-50	purple-100	purple-200	purple-300	purple-400	purple-500	purple-600	purple-700	purple-800	purple-900	purple-950	
#FBFCFE	#F4F5FB	#E5E7F5	#D3D6EE	#B5BBE3	#9099D5	#6D79C8	#394697	#2B3573	#232B5C	#161B3B	

green

green-50	green-100	green-200	green-300	green-400	green-500	green-600	green-700	green-800	green-900	green-950	
#F4FBF8	#ECF9F3	#E4F6EF	#D1F0E3	#A9E3CB	#82D5B2	#56C698	#2D8561	#206045	#184935	#0F2E21	

rose

rose-50	rose-100	rose-200	rose-300	rose-400	rose-500	rose-600	rose-700	rose-800	rose-900	rose-950	
#FEF9FA	#FEF3F5	#FDE9EC	#FBD7DD	#F9C5CE	#F6B0BC	#ED5A72	#A5122B	#770D1F	#600B19	#490813	

orange

orange-50	orange-100	orange-200	orange-300	orange-400	orange-500	orange-600	orange-700	orange-800	orange-900	orange-950	
#FEFAF3	#FDF6E9	#F9EBCD	#F6DEAC	#F3D490	#EFC66F	#E7AA2A	#C28500	#8E6710	#6A4C0C	#372806	

seafoam

seafoam-50	seafoam-100	seafoam-200	seafoam-300	seafoam-400	seafoam-500	seafoam-600	seafoam-700	seafoam-800	seafoam-900	seafoam-950	
#F7FCFD	#EFF9FA	#E4F5F7	#D0EEF1	#B1E3E7	#89D4DB	#4DBEC8	#2B848C	#22676D	#17464A	#0B2123	

terracotta

terracotta-50	terracotta-100	terracotta-200	terracotta-300	terracotta-400	terracotta-500	terracotta-600	terracotta-700	terracotta-800	terracotta-900	terracotta-950	
#FDF8F6	#FCF1EE	#FAE6E1	#F6D4CB	#F0B8A8	#E8937C	#DC5C39	#9C371C	#792B15	#521D0F	#270E07	

EVENTS AND CAMPAIGNS

Use saturated colors that contrast with brand dark grey and off white for special moments. Colors should reflect the event's meaning.

For example, blue was chosen for the Scaling DeFi in Cannes to represent sky and sea. For a campaign with Hyperliquid, we would use their brand teal.

Cannes blue



04

TYPOGRAPHY

TYPOGRAPHY

KPK uses Lexend, a contemporary geometric typeface selected for its clarity, character, and structured architecture.

Lexend performs seamlessly across interface, marketing and editorial contexts, offering both utility and visual distinction.

Use Montserrat if Lexend is not available

LEXEND REGULAR

Body text

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Gg Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

!@#\$%^&*()_+

LEXEND MEDIUM

Small titles

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Gg Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

!@#\$%^&*()_+

LEXEND EXA MEDIUM

Big titles

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Gg Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

!@#\$%^&*()_+

WRITING THE NAME

KPK is always written in uppercase.

As an acronym, uppercase is the natural form, consistent with the wordmark, visible in documentation and listings, and distinct from the KPK token (always "KPK token").

Products are named independently and carry the KPK prefix only where external attribution is required.

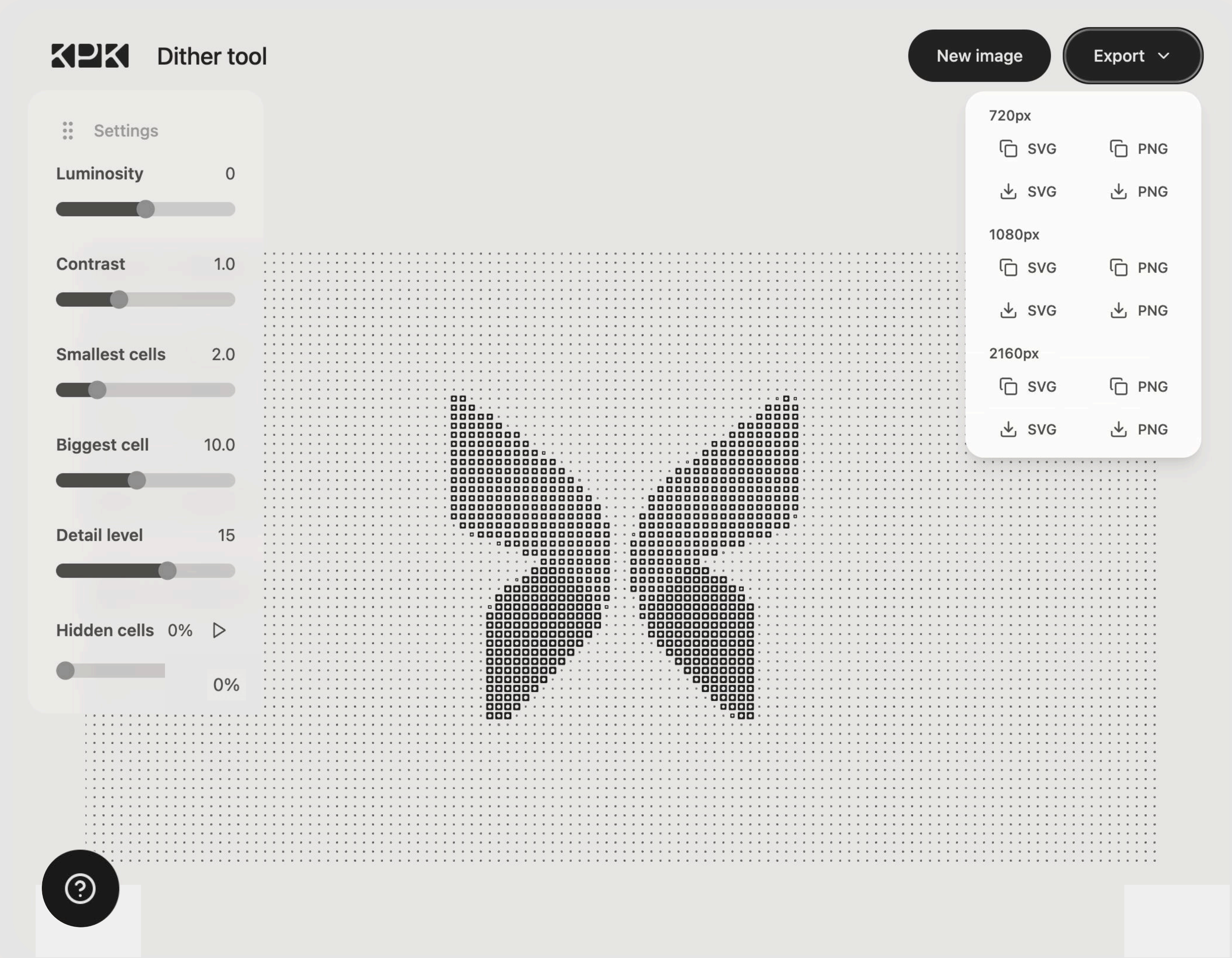
The image shows the letters 'KPK' in a very bold, heavy, sans-serif typeface. The letters are dark gray and are centered within a light gray rectangular area that has rounded corners. The 'K' and 'P' are connected, and the second 'K' is also connected to the 'P', forming a single, solid graphic element.

05

IMAGERY

KEY VISUAL

Visual compositions utilize the same



BLACK BOXES

The boxed text and icons align with the logo's style, providing clear separation from the background while enhancing visual hierarchy and organization.

Visually, these elements convey themes of coding and data, emphasizing the technical and analytical focus central to KPK.

The size and radius of the boxes should be uniform and consistent with each other, and with the logo if it is not the primary element.

Capitalized text is preferred.



SOLUTION ICONS

Each solution features its own unique icons, which can be utilized both in marketing materials and within the application.

These icons serve a dual purpose: they enhance the visual importance of the solutions and provide a quick and easy way for users to recognize and differentiate between them.



Funds



Vaults



Treasuries

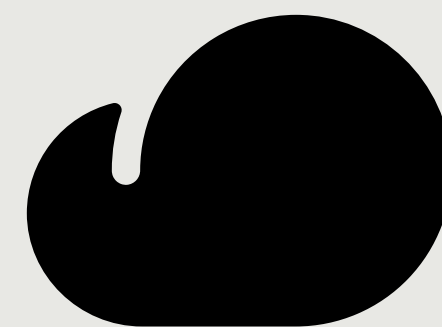
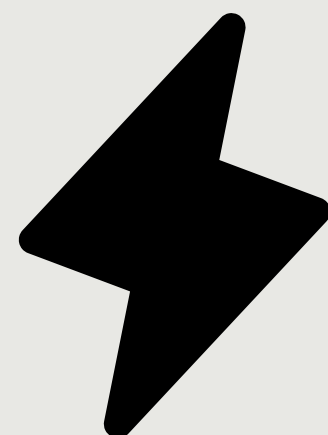
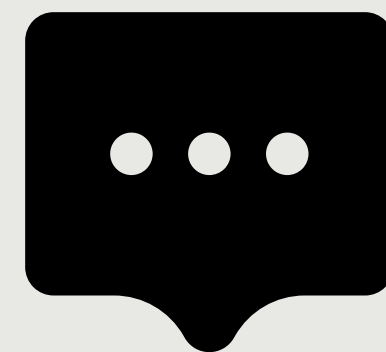
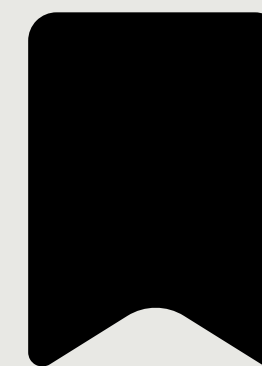
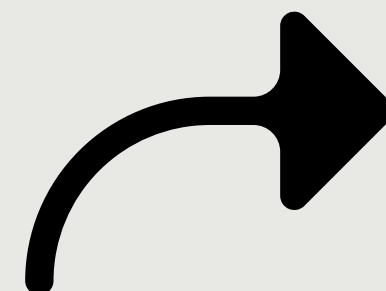
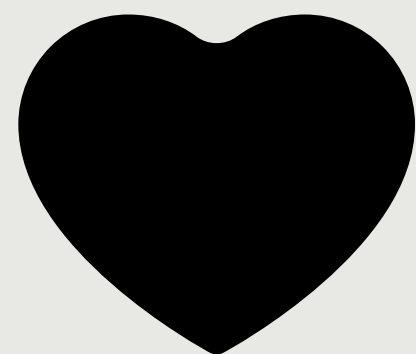
[Phosphor Icon link →](#)

SOLUTION ICONS

For large icons, it is recommended to use bold icons with rounded corners to maintain consistency with the logo design. These icons can also be placed within a black square to enhance visibility and create a cohesive visual appearance. For smaller usability elements within the user interface, IBM icons should be utilized as they are specifically designed for such purposes and ensure clarity and functionality.

Phosphor Icons for UI →

IBM Icons for interface →




05

ASSETS

SOCIAL BANNER


The avatar should be the same version on all social medias but the key visual can vary in colors, composition and shape from one social media to another.



KPK

kpk helps organisations secure, manage, and grow onchain assets by building the largest liquidity network in crypto.

Financial Services • 3K followers • 51-200 employees

 **Joaquin & 2 other connections work here**

+ Follow

Message

Home

About

Posts

Jobs

People

Overview

kpk helps organisations secure, manage, and grow their onchain assets. We're building the largest liquidity network in crypto to support your project's strategic goals.

Website

kpk.io

Show all details →



Edit profile

KPK

@kpk.io

Building the largest liquidity network in crypto to secure, manage, and grow onchain assets bv

 Berlin, Germany  kpk.io

 Joined December 2018

584 Following 320 Followers

Tweets

Tweets & replies

Media

Likes



KPK @lkpk_io 4d

Meet us in Paris this week



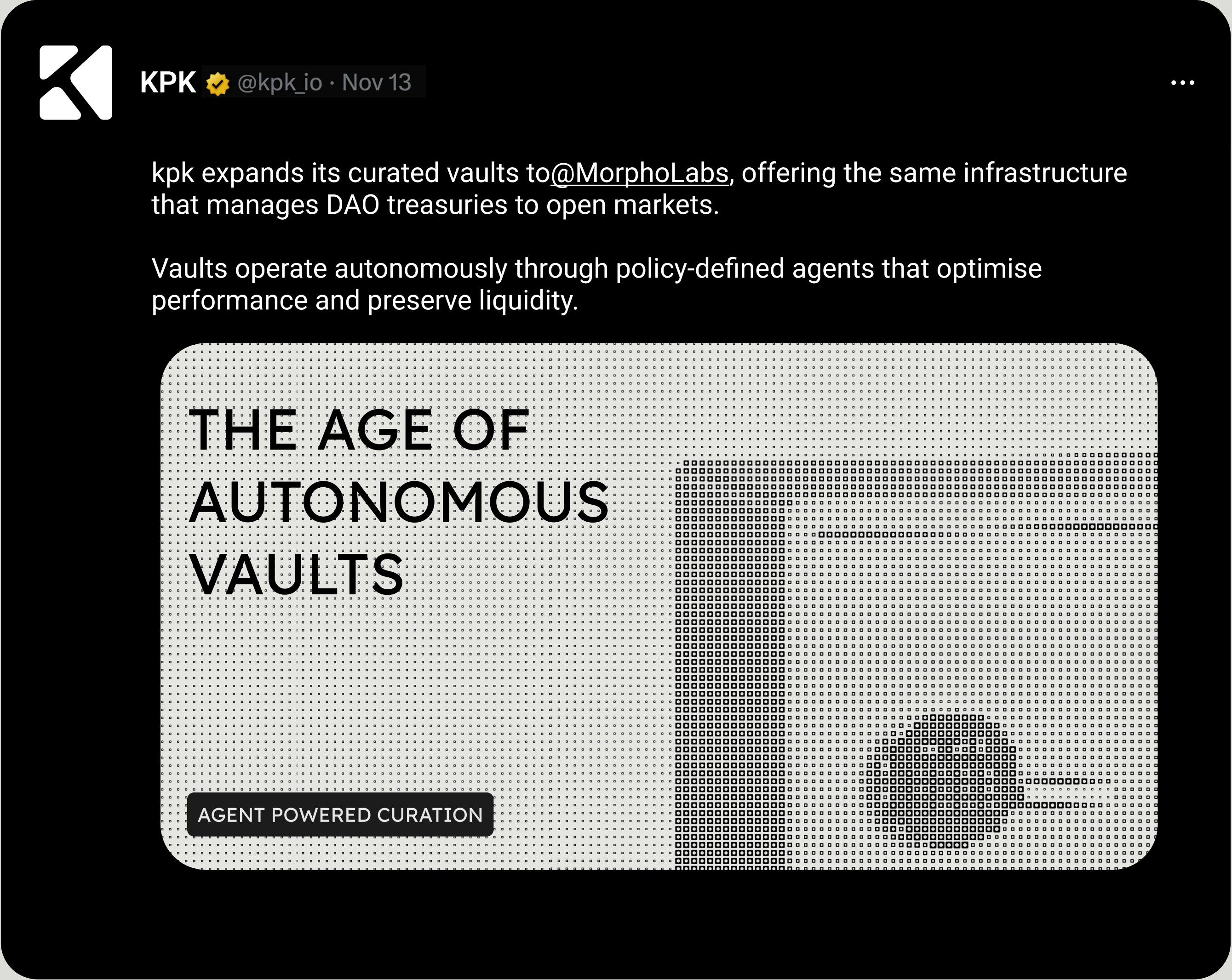
SOCIAL AND ARTICLES

Social media assets should prioritize typography with minimal embellishments. Photos and logos can be displayed using the dither effect combined with boxes.

Square formats are generally preferred whenever feasible.

Articles should not include text, but text may be incorporated into images for all other assets.

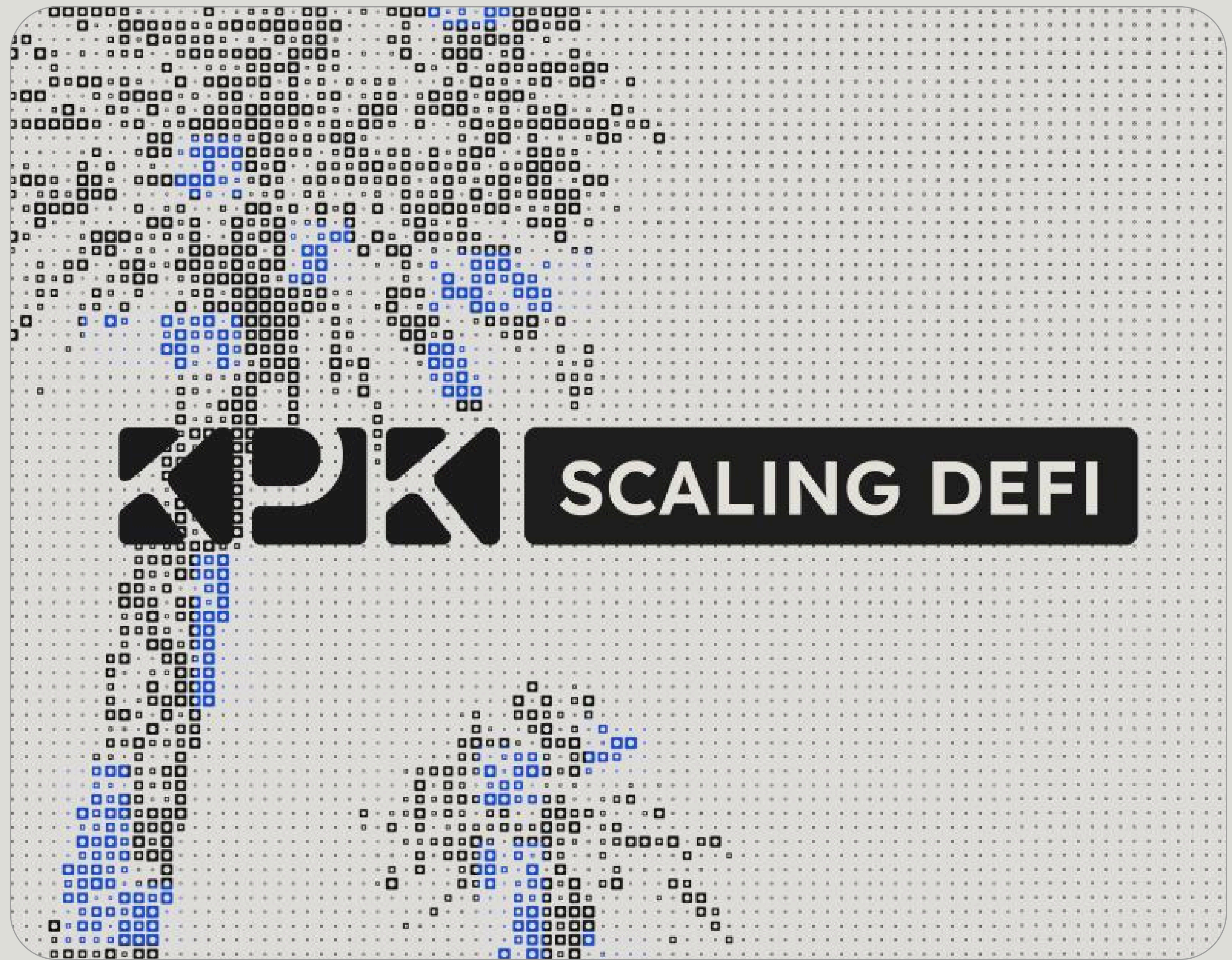
Animation is recommended whenever possible.



SOCIALS FOR EVENTS

Events can utilize vibrant and distinctive colors to effectively capture attention and create a clear distinction from the primary brand colors.

This approach helps in emphasizing the unique identity of each event while maintaining overall brand coherence.



07

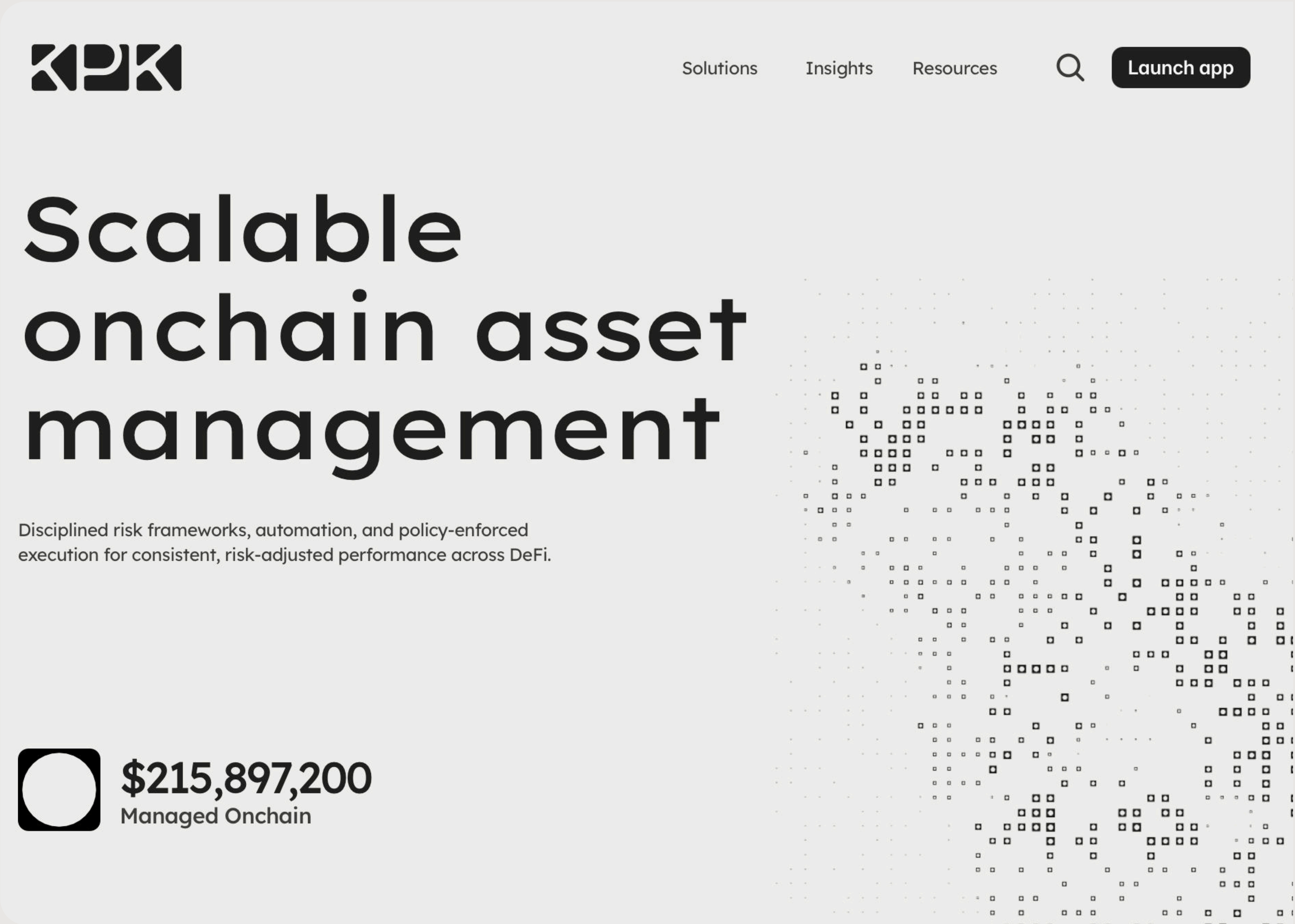
INTERFACE

INTERFACE

The interface is light and text-driven. Visual hierarchy comes from typography, spacing, and tone rather than decoration.

Color and form guide focus subtly, creating a calm and readable environment where content takes precedence.

Current content and layout might differ from styleguide.

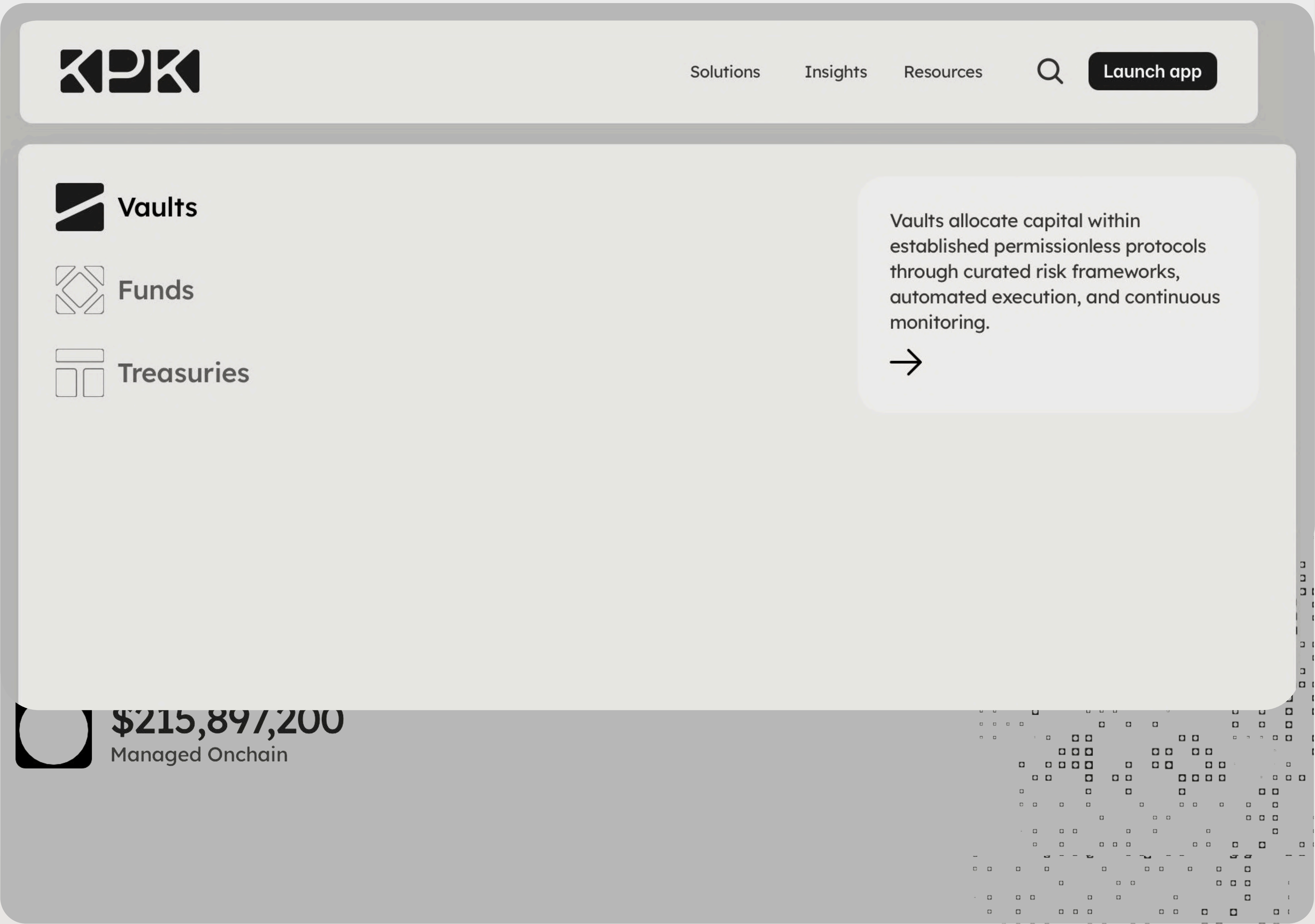


NAVIGATION

Navigation follows the same logic as the product. It prioritises clarity over depth, exposing key actions early while allowing more complex paths to unfold progressively.

Movement through the system remains continuous and legible.

Current content and layout might differ from styleguide.




APP

The application is structured to ensure seamless continuity between information and action.

Data is displayed within its relevant context, and interactions occur at decision points, enabling users to navigate the system without disruption.

Colors are reserved for partner logos and charts to highlight data and minimize distractions.

Current content and layout might differ from styleguide.



Vaults

Rewards

Connect wallet

Rewards Program

Complete missions to earn points and qualify for future rewards

TVL

\$34,643,086.33

Total points distributed

12,822,025.34

of participating wallets


36,053

Missions

Leaderboard

Season: 1

Duration: 82 days left



Subscribe to kpk DeFi Renaissance Fund

Get 5pts per USDC per second


1.8x

1.6x

Fund multiplier

136.43k pts

Subscribe



Subscribe to kpk USD Prime Fund


Get 5pts per USDC per second

1.5x

1.6x

3,522 pts

Subscribe




Supply to Gearbox WETH vault

Get 3pts per USDC per second

1.6x

0 pts

Supply




Supply to Gearbox wstETH vault

Get 3pts per USDC per second

1.6x

12.04k pts

Supply



Deposit to Morpho USDC vault

Get 2pts per USDC per second


1.5x

1.6x

+MORPHO

0 pts

Deposit




Supply to Euler Earn ETH vault

Get 2pts per USDC per second

1.6x

+rEUL



18.52k

Supply

BLOG

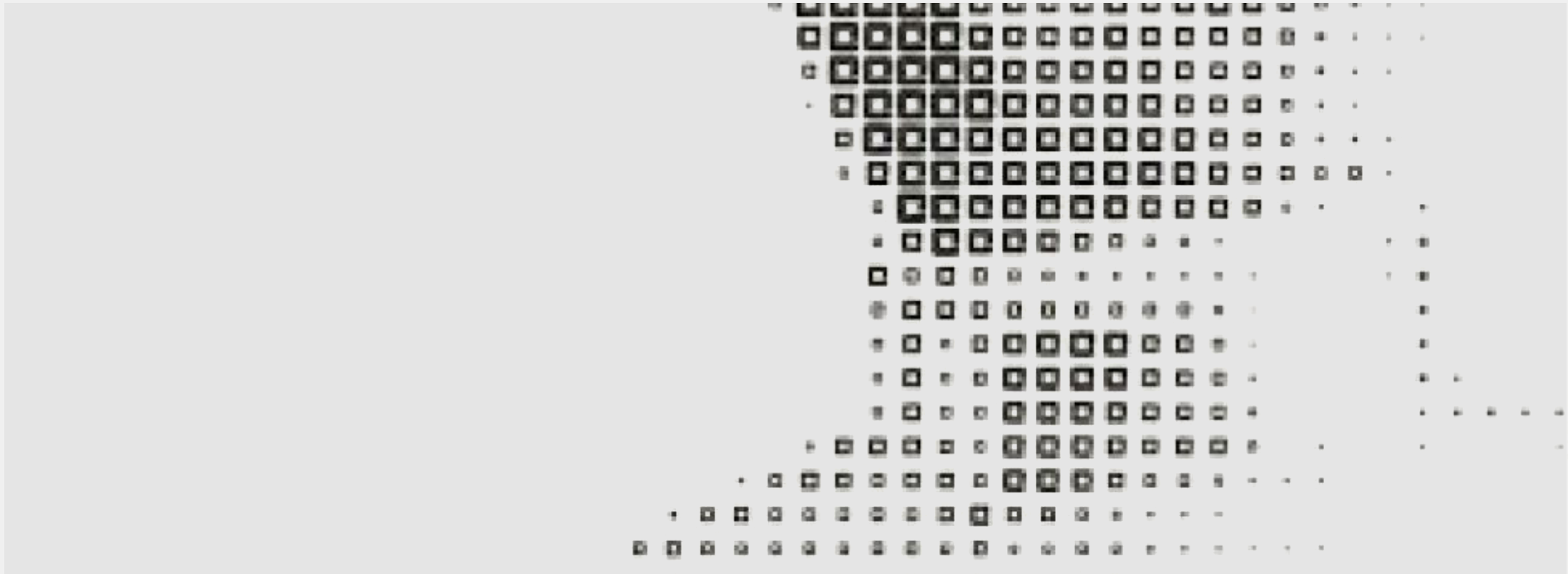
The blog structures complex ideas into readable narratives.

Content is organised through typography and spacing, allowing information to be understood without distraction or unnecessary emphasis.

Current content and layout might differ from styleguide.



Blog



Towards the Age of Autonomous Vaults

October 23, 2025 by Hassan

Over the past five years, kpk has managed billions in assets for leading DAOs such as Gnosis and ENS, through a non-custodial infrastructure built for security, scalability, and verifiable execution.

The Onchain Policies (Permissions Layer) at the core of this stack enforce granular controls that eliminate single points of failure and ensure every action remains predictable and transparent.

0xahs7...twg152

Intro

Agent-Powered Vaults

Automation in Action

KPK Rewards Programme

A System That Scales

Share article



08

MERCH

MERCH

The merchandise applies the visual language in a minimal and functional way.

Embroidered details and neutral tones keep the focus on form and material. Each piece integrates the logo as a quiet signature rather than decoration, extending the design system into everyday use.



MERCH FOR EVENTS

It is preferable to utilize colors such as blue in the design to clearly differentiate the product from standard merchandise.

This choice not only helps in enhances the overall visual appeal but also in creating a unique collector's item.



09

09 TONE OF VOICE

VERBAL IDENTITY

KPK's voice is precise, intelligent, and approachable. We speak with clarity and intent — simplifying the complex without diluting meaning.

The tone is confident but not corporate, designed to build trust across technical and institutional audiences while staying rooted in the principles of open collaboration.

Do

KPK is a non-custodial onchain asset manager. We apply disciplined risk frameworks across Funds, Vaults, and treasury mandates.

Do

Prime vaults target 75–100% withdrawal liquidity. During the March stress event, ~20% of liquidity was restored within seconds.

Don't

KPK is building the future of finance with AI-powered yield optimisation technology.

Don't

Our vaults are the safest in DeFi. Your funds are always secure and fully liquid.