



Brand Guidelines

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Welcome to the United States of Kindness

The United States of Kindness by Kindland is a national movement designed to inspire compassion, unity, and everyday acts of good. These brand guidelines ensure consistency across all touchpoints, helping everyone represent the message of kindness with clarity and impact. It defines how the logo, colors, typography, and visuals work together to create a recognizable and uplifting brand experience.

Visual Identity



Logo

The primary logo is the main mark and should be used whenever possible for strong brand recognition. The secondary logo is designed for smaller applications, such as web, print, and collateral, where the circular logo may lose legibility. Both maintain the same visual identity and should be used consistently across all materials.





United States
OF KINDNESS

by Kindland

United States
OF KINDNESS

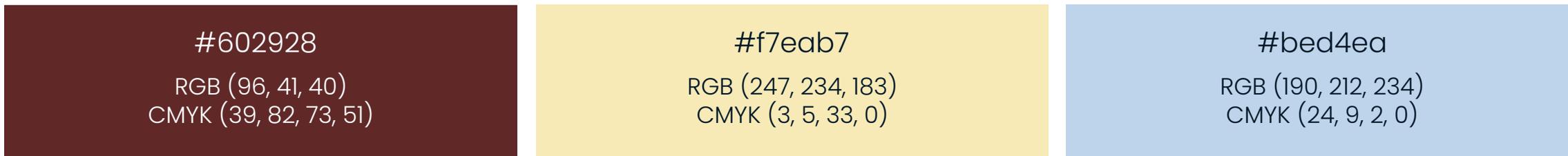
by Kindland



Primary Color Palette



Secondary Color Palette



The primary color palette should be used across all key brand elements, such as the logo, website, merchandise, and major campaign materials, to create strong recognition and consistency. The secondary palette supports the primary colors in backgrounds, illustrations, accents, and social media graphics, adding warmth and variety while keeping the overall look unified and approachable.

Headlines & Titles

DM Serif 700 - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!#%

Subheadline

Montserrat - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!#%

Body text

Poppins - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@!?!#%

HERE IS A SUBHEADLINE

Here is an Example of the Headline

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.



United States
OF KINDNESSTM

*by Kindland*TM