



# Brand Book

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## BRAND STORY

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## BRAND GUIDELINE

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The background is a dark teal gradient with scattered white stars. It features several geometric elements: a large teal circle in the bottom-left corner, a light blue triangle in the top-left corner, a dark blue triangle in the bottom-right corner, and two thin teal lines in the top-right corner. Three small teal circles are also present: one in the top-right, one in the bottom-left, and one in the bottom-center.

# Brand Story



Who We Are

WE BELIEVE DIGITAL TECHNOLOGIES  
UNLOCK A BETTER FUTURE, EMPOWERING  
PEOPLE TO **CHANGE THE WORLD.**



## VISION

Our vision is to empower people through digital enablement, enhancing agility and maximizing value.

## MISSION

Our mission is to deliver revolutionary AI document and data infrastructure that guide people to enhance efficiency, make comprehensive decisions, and create greater value.

## CULTURE

Digital enablement is at the core of our corporate culture. We are committed to creating value through transformative digital innovation, embracing forward-thinking mindsets and visionary ideas that can shape a better world.

## OUR PROMISES

### RELIABILITY

We aim to be the most trustworthy and reliable partner for global businesses to facilitate digital transformation and drive growth.

### AGILITY

We build a culture of agility by adapting quickly to internal and external market changes.

### INCLUSION

We integrate diversity and inclusion throughout our company operations, enabling everyone to enhance work efficiency with our solutions

## What is KDAN

The Four Roles KDAN Represents for Business Growth

**K**  
KEEPER

We are committed to safeguarding user data and ensuring information security through trustworthy and reliable digital services.

**D**  
DOER

On the path of rapid growth, we stand beside you, leveraging the best digital tools to ensure your success.

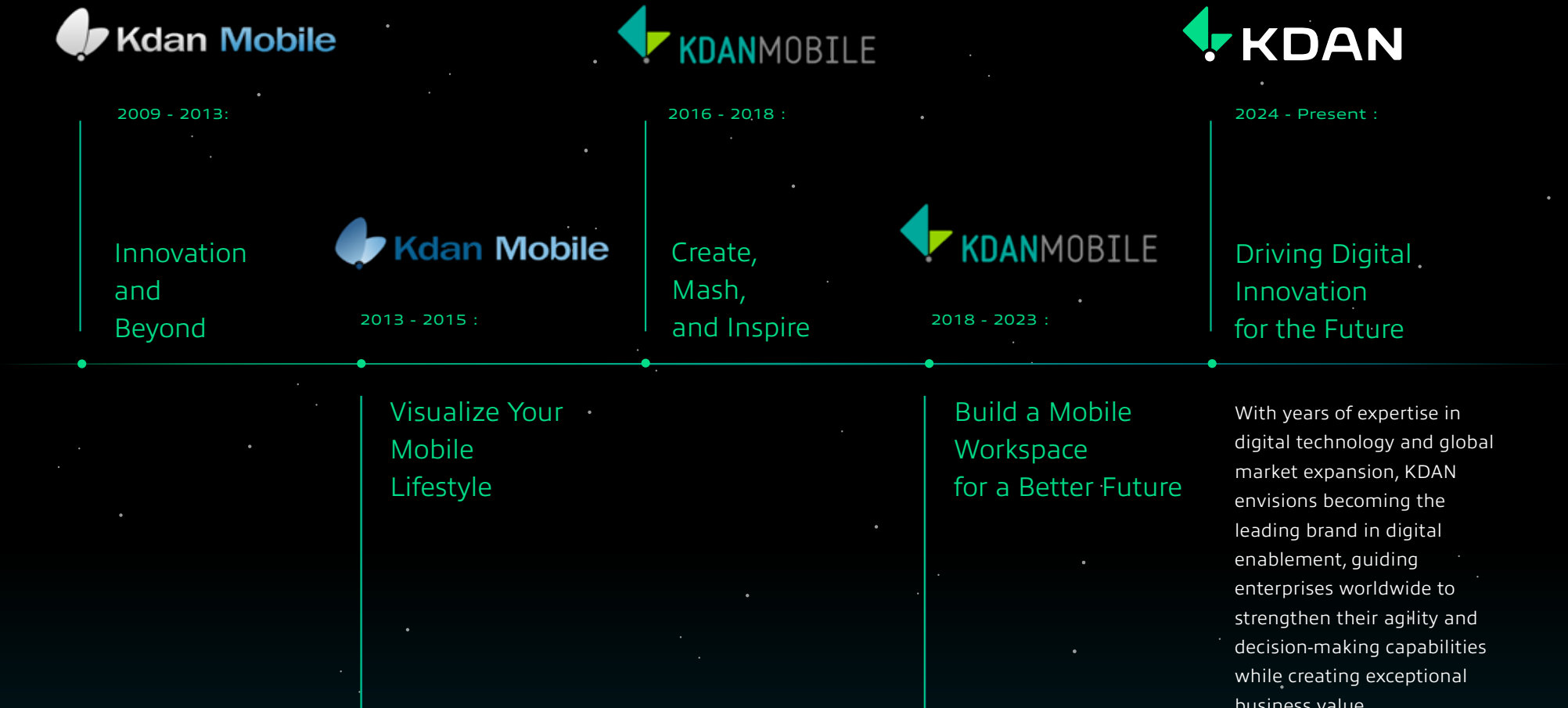
**A**  
ADVENTURER

We embrace the bold spirit of explorers, offering innovative and efficient digital experiences that enable teams to tackle unknown challenges.

**N**  
NAVIGATOR

In a dynamic market, we leverage our experience and data-driven insights to guide professionals confidently towards their goals.

# Brand Evolution







# Brand Guideline

## Our Logo

The KDAN logo consists of three elements representing the brand promise "A.I.R.".

### Reliability

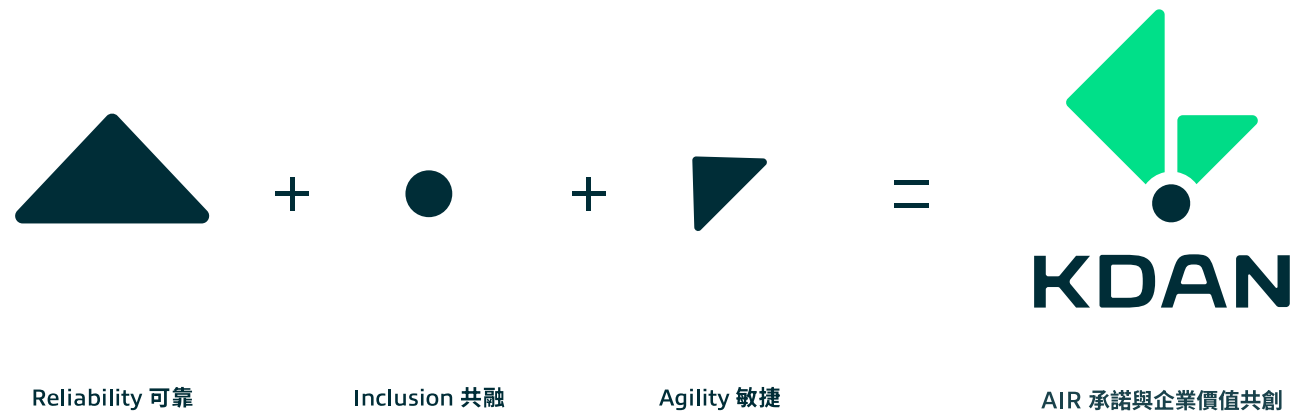
A solid equilateral triangle symbolizes reliability.

### Inclusion

A connecting dot represent inclusion as the starting point of innovation.

### Agility

A triangle pointing upwards conveys agility and the speed of exploration and expansion.



# Brand Colors

## Primary Colors

The KDAN brand colors identifies the fusion of technology, innovation, trust, and intelligence.

- The bright "Intelligent Green" symbolizes progress and innovation.

- The dark "Reliable Green" showcases stability and trust.

- A diverse and flexible palette of secondary colors enhances the brand's uniqueness.

## Secondary Colors



## Typography

### English

#### Allumi

Allumi is a tech-inspired typeface that blends rounded forms with geometric precision, reflecting KDAN's commitment to humanistic design and seamless digital experiences.

Allumi  
Allumi  
Allumi  
Allumi  
Allumi  
Allumi  
Allumi

DRIVING DIG  
INNOVATION  
FOR THE FU

Reliability  
Inclusion

Agility

## Typography

### 繁體中文

#### Noto Sans TC

Noto Sans 有豐富的字重設計，適用於廣泛的數位環境，黑體樣式符合品牌個性，展現沈穩風格且具現代感。

Noto Sans  
Noto Sans  
Noto Sans  
Noto Sans  
Noto Sans  
Noto Sans

數位賦能  
智創未來

穩  
健

敏捷

## Brand Family

To maintain brand coherence, the incorporation of circular and triangular elements across the group's services symbolizes the base of "inclusion" and "reliability,"

while offering diverse and secure digital enablement solutions.



KDAN FAMILY

## Brand Personality

We believe that every interaction inspires new possibilities. With our digital technology expertise and global perspective, we deliver reliable and powerful solutions whenever you need them.

With us by your side, you can focus on what truly matters.



**WE ARE A TEAM THAT  
VALUES INNOVATION,  
EMBRACES FLEXIBILITY,  
AND BUILDS CONNECTIONS  
WITH KINDNESS.**

# Voice & Tone

We connect people with digital innovation, guided by a deep understanding of global user needs and a strong belief in the value digital solutions bring to businesses.

Our brand voice embodies five key characteristics that shape every interaction with our team, partners, and users, ensuring communication is smooth, trustworthy, and impactful.

## Professional

From our tone of voice to the content we deliver, we demonstrate deep industry insight and professionalism.

## Firm

Communication is built on the foundation of data and experience, conveying confidence and reliability.

## Respectful

We embrace diversity, encourage experimentation, and respect every idea and voice to keep the dialogue flowing.

## Proactive

We communicate as innovators, proactively asking questions, sharing ideas, and driving change.

## Insightful

We leverage rational analysis and emotional observation to gain insightful opportunities and implement solutions by linking market demand with corporate value.



# Imagery

## Imagery Principles

Our imagery reflects KDAN's brand values: human-centric, diverse, and trustworthy. Follow these three principles to ensure brand consistency and resonance across all contexts:

### Diversity:

Show different genders, ages, and cultural backgrounds to express openness and inclusivity.

### Clarity:

Use clean compositions with clear focus to create an organized, reliable impression.

### Warmth:

Apply bright, soft, and warm lighting to convey professionalism, openness, and trust.



# Imagery

## Visual Elements

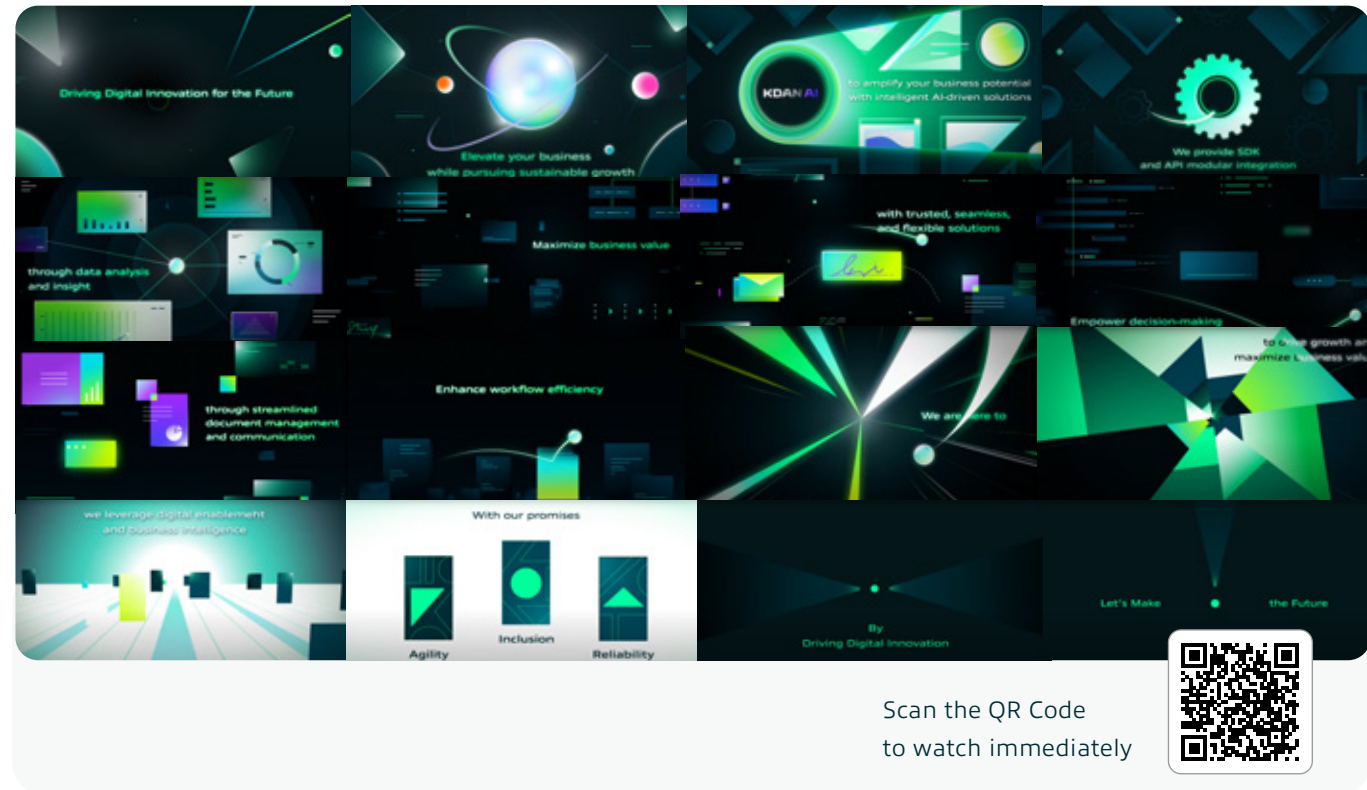
We use graphics and visual language to bring ideas to life, shaping KDAN's style. Photos, portraits, and brand-inspired graphics highlight subjects and express our core spirit.



## Voice & Audio

### Brand Video

Our imagery reflects KDAN's brand values: human-centric, diverse, and trustworthy. Follow these three principles to ensure brand consistency and resonance across all contexts:



Scan the QR Code  
to watch immediately



### Brand Audio

KDAN's brand jingle is bright, clear, and agile—a reflection of our commitment to efficiency, transparency, and progress.

Scan the QR Code  
and listen  
immediately





# DRIVING DIGITAL INNOVATION FOR THE FUTURE

[www.kdan.com](http://www.kdan.com)