Kalzin

Brand Kit

INNOVATIVE SAAS SOLUTIONS
FOR MODERN BUSINESSES



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ABOUT

BUILDING THE FUTURE OF SAAS INNOVATION



VISION AND MISSION

Our mission is to make enterprise-grade monitoring, analytics, and feedback tools accessible to all businesses — not just Fortune 500s.

We simplify complex systems through intuitive design and intelligent automation, empowering businesses of any size to make data-driven decisions, improve operations, and elevate customer experiences.

By 2030, we aim to be the leading platform for actionable insights into performance, user behavior, and customer satisfaction.

LOGO

YOUR GROWTH, BACKED BY INSIGHT.









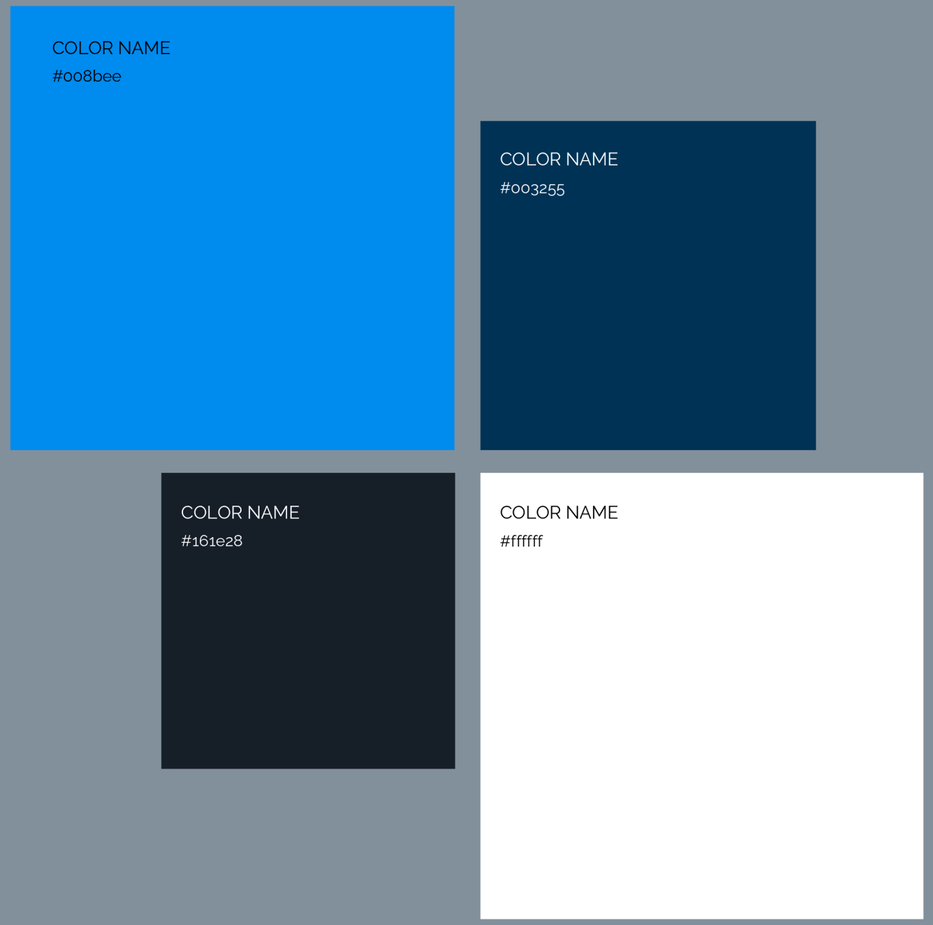
CLEAR SPACE GUIDELINES

There must always be sufficient space surrounding the logo to avoid competition from other visual elements and to maintain its visual impact.

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the height of the letter forms in the palz.in logo and is proportional, regardless of logo size.

COLORS

SUBTLE HUES, HARMONIOUS ELEGANCE



COLOR USAGE RULES

We want every interaction to be a joy, so we chose colors that are vibrant, delightful, and uplifting. We've listed a full complement of colors to ensure consistency across both digital and print.

TYPOGRAPHY

WORDS THAT SPEAK,
FONTS THAT DEFINE



BauhausITCbyBT

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

1234567890
!@#$%^&*()_+<>?/\

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 laboris nisi ut aliquip ex ea commodo consequat.

heavy **bold** **semibold** medium light

TYPEFACE

Aa

BauhausITCbyBT-Medium

Weight: 400

abcdefghijklmnopqurstuvwxyz
ABCDEFGHIJKLMNOPQURSTUVWXYZ
0123456789@#$%&*+!



IMAGERY

VISIONS UNLEASHED, STORIES CAPTURED









IMAGE USAGE RULES

Here we present business cards, posters, and social banners in real-life contexts. These mockups reflect how our visuals extend into tangible touchpoints, ensuring every customer interaction is consistent and memorable. They communicate professionalism and trustworthiness.

MOCKUP

DESIGNING FUTURES, SHOWCASING POTENTIAL







Mockups bring ideas to life, showing how design translates into real-world experiences. Each mockup is crafted to visualize creativity, maintain brand consistency, and inspire future possibilities.



Our landing page mockup highlights clarity, bold visuals, and a structured flow. It emphasizes first impressions, ensuring visitors instantly understand who we are and what we stand for. This mockup showcases strong typography, brand colors, and strategic content placement designed to drive engagement.

This mockup illustrates how our brand translates seamlessly to mobile. With a clean and intuitive interface, it demonstrates usability, accessibility, and brand consistency. The design ensures users feel connected to our identity no matter the platform.



CONTACT US

CONNECTING THROUGH EVERY INTERACTION

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