



BRAND GUIDE

KANJI PILBOX

INTRODUCTION

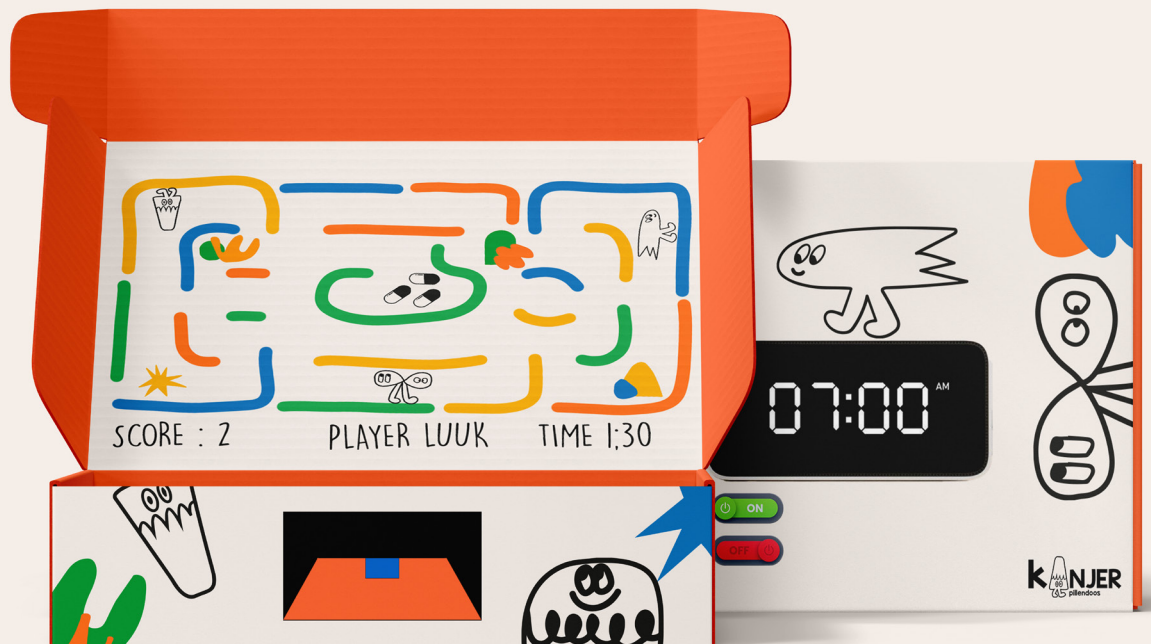
Kanjer the medicine box for children battling cancer.

Approximately 600 children, aged 0 to 18, in the

Netherlands are diagnosed with cancer every year.

These children have to take medication every day to combat their illness. Kanjer makes this moment bearable by offering medication in an interactive way

KANJER PILLBOX





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VISION 1.1

Kanjer goes beyond the physical. **We aim to be a beacon of hope and joy for children facing cancer, providing them with a unique and empowering way to navigate their treatment,** with hope and happiness. It goes beyond treating the physical symptoms, by addressing the emotional and psychological aspects of a child's journey through illness.



MISSION 1.2

We are dedicated to revolutionizing the landscape of pediatric cancer care by creating innovative solutions. That not only address the medical aspects but also uplift the spirits of young warriors and their families. **Turning routine health tasks into moments of joy and connection**

VALUES 1.3



Family-Centric Kanjer is designed for families recognizing the crucial role parents play in their children's health. Our pillbox promotes unity and shared responsibility in managing a child's well-being.



Empathy We are built on a foundation of empathy. We value the well-being of every child and our pillbox is designed to make the process easier. Ensuring both comfort and care in their healthcare journey.



Positivity Having to take medicine isn't always nice and the person taking the medicine doesn't always feel their best. We want to give a positive message to our user. We're proud of them and their effort to wake up fight.

A large blue circular graphic is positioned in the top-left corner of the slide.

WHY 2.1

By: transforming medication time into a **positive and engaging experience**, the Kanjer box helps alleviate anxiety and fear associated with the medical aspect of their treatment. The integration of a game element fosters a positive mindset, creating associations of joy and reward with the crucial act of taking medication. Beyond the immediate benefits, **the Kanjer box aims for a longer-term positive impact** by contributing to the overall well-being and mental health of children undergoing cancer treatment.



HOW 2.2

Caregivers can easily set the medication time on the Kanjer box, **personalizing the schedule to fit the child's daily life**. At the scheduled medication time, the Kanjer box serves as an alarm, signaling to the child that it's time for their medication. Upon opening the box, children find not only their necessary medication but also an integrated game, creating a seamless and engaging experience. The game aspect of the Kanjer box not only distracts children during the medication process but also infuses an element of fun, turning a potentially stressful task into a positive and enjoyable activity.



WHAT 2.3

The Kanjer box, **tailored for children battling cancer**, innovatively transforms the often challenging routine of daily medication into an interactive and enjoyable experience.

TARGET AUDIENCE 3.1

Our primary audience are parents, caregivers, and most importantly **children, between the ages of 6 - 11.** Our approach resonates with those seeking a supportive and empathetic ally in their healthcare journey. We connect with parents and children reassuring them that Kanjer is a reliable partner, making the healthcare routine a positive and uplifting experience.



BRAND PERSONALITY 3.2

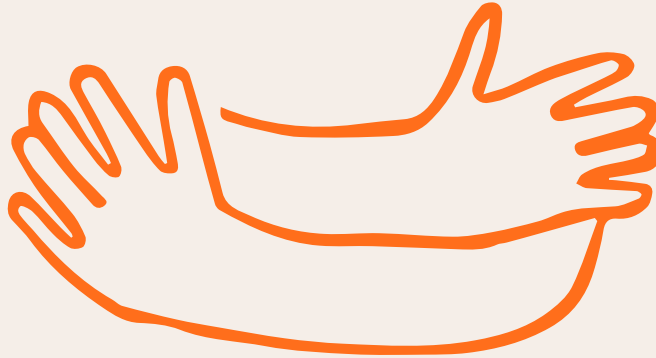
Kanjer is a playful **companion, a caring friend and an unwavering source of support.** Our personality is characterized by warmth, positivity and a commitment to turning moments of challenge into opportunities for growth.

BRAND EXPERIENCE 3.3

Kanjer is not just a product, it's an experience. From the moment someone interacts with Kanjer, whether through the product itself or our community initiatives. We aim to create a lasting impact, fostering a sense of belonging, resilience and joy.

ARCHETYPE 3.4

The Caregiver. Kanjer embodies the powerful and nurturing archetype of **The Caregiver**. This archetype is a guiding force that channels compassion, protection and unwavering support. Aligning seamlessly with Kanjer's mission to transform the pediatric cancer treatment experience.



TONE OF VOICE 3.5

The tone of voice is **warm, friendly and reassuring**. Emphasizing the pillbox as a trusted companion in the child's healthcare journey. The tone is approachable, **informal** and seeks to foster a connection, ensuring that children feel at ease while incorporating medication into their daily routine.

TONE OF VOICE 3.5.1



Kanjer: Your child's trusted companion in health. Warm, friendly and reliable for a stress-free medicine routine.



Example

Kanjer - turning medicine moments into smiles. A friendly companion for your child's healthcare journey.

Example



Logo

LOGO 4.1

The logo features a distinctive interplay of shapes and text encapsulating the **playful spirit** of Kanjer. The friendly, rounded typography complements the visual elements. Consistency in logo usage is paramount; maintain clear space and adhere to approved color palettes to preserve the integrity of the Kanjer identity.

LOGO 4.1.1





Colour pallet



COLOUR PALLET 5.1

The colour palette reflects the playfulness and fantasy world of kanjer. **The primary colors are dark, light and tint.** These can be used for indication and texts, composition and colors.

COLOUR PALLET 5.2

Rain

RGB:15 116 188
CMYK:85 47 0 0
PMS: 106 - 7 C
0f74bc

Sun

RGB:255 110 27
CMYK:0 67 89 0
PMS: 30-8 C
ff6e1b

COLOUR PALLET 5.2.1

Grass

RGB:25 167 75
CMYK:79 0 90 0
PMS: 145-7 C
19a74b

Flower

RGB:249 174 0
CMYK:0 36 100 0
PMS: 14-8 C
#f9ae00

COLOUR PALLET 5.3

Dark

RGB:000
CMYK:91 79 62 97
PMS: ProcessBlack
C

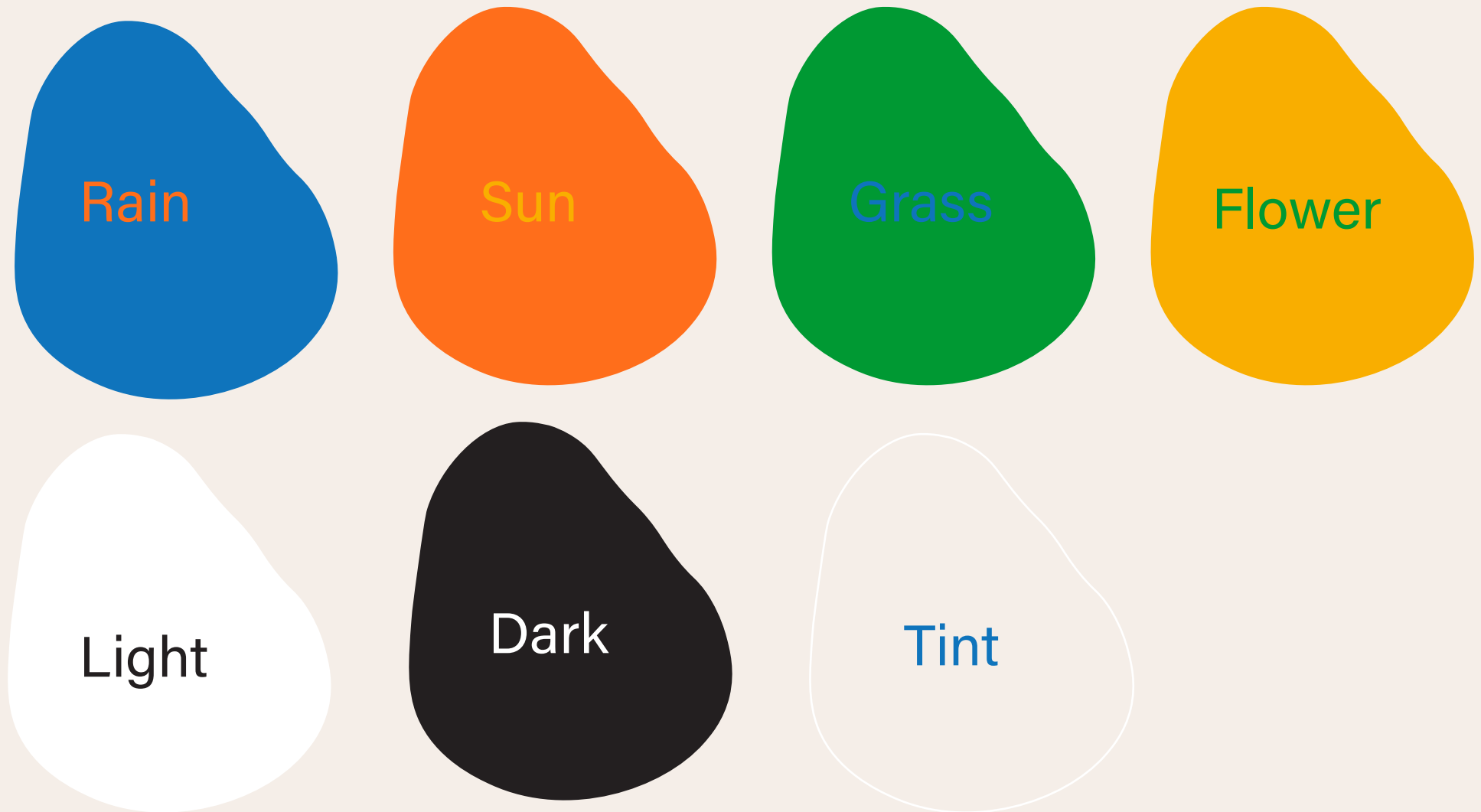
Tint

RGB:255 255 255
CMYK:0000
PMS:1-1 C
#ffffff

Light

RGB:245 238 232
CMYK:5790
PMS: 51- 1 C
#f5eee8

OVERVIEW 5.4



Graphic Elements

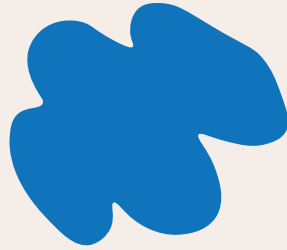
ELEMENTS 6.1

The graphic elements are created in a **“fantasy world”**, that encourages creativity and joy. **Embrace the fantasy** and imagination and make each interaction with the game an adventure. Feel free to play with the composition and colors. **Consult The Implementation to see how the element scan be used.**

OVERVIEW 6.2



Wave



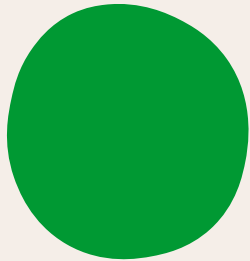
Swirle



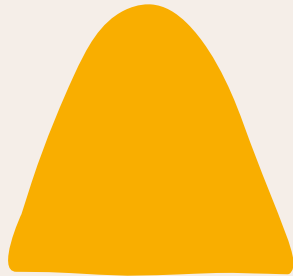
Stripe



Star



Spot



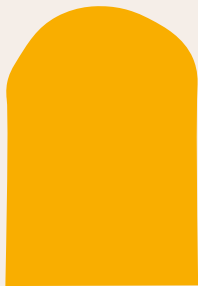
Pedlle



Spot

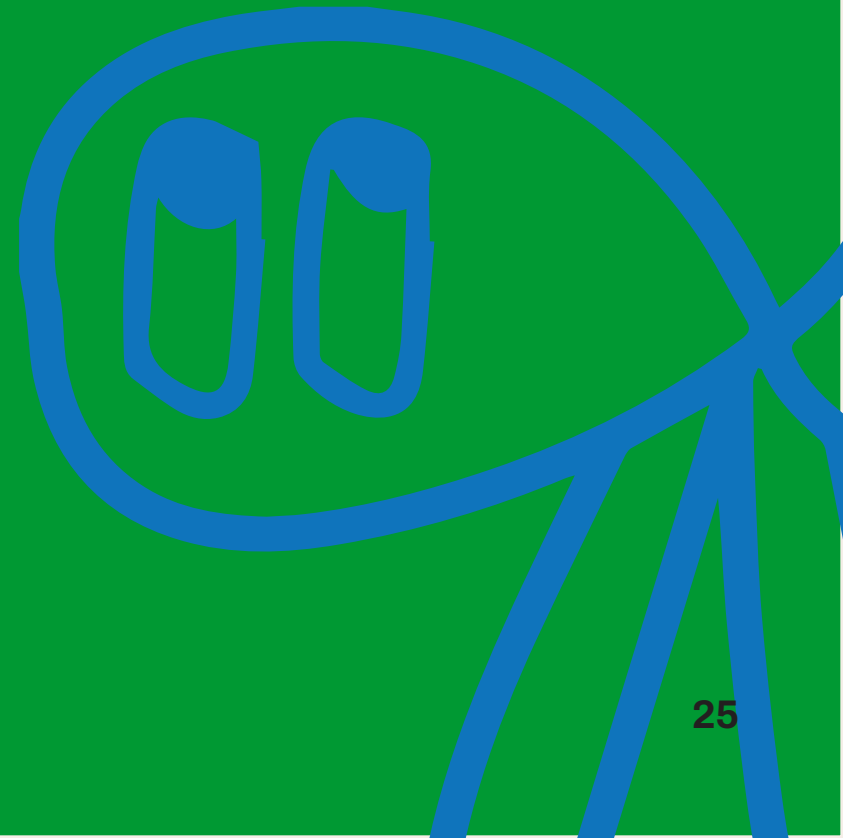


Dot



Stone

Mascots



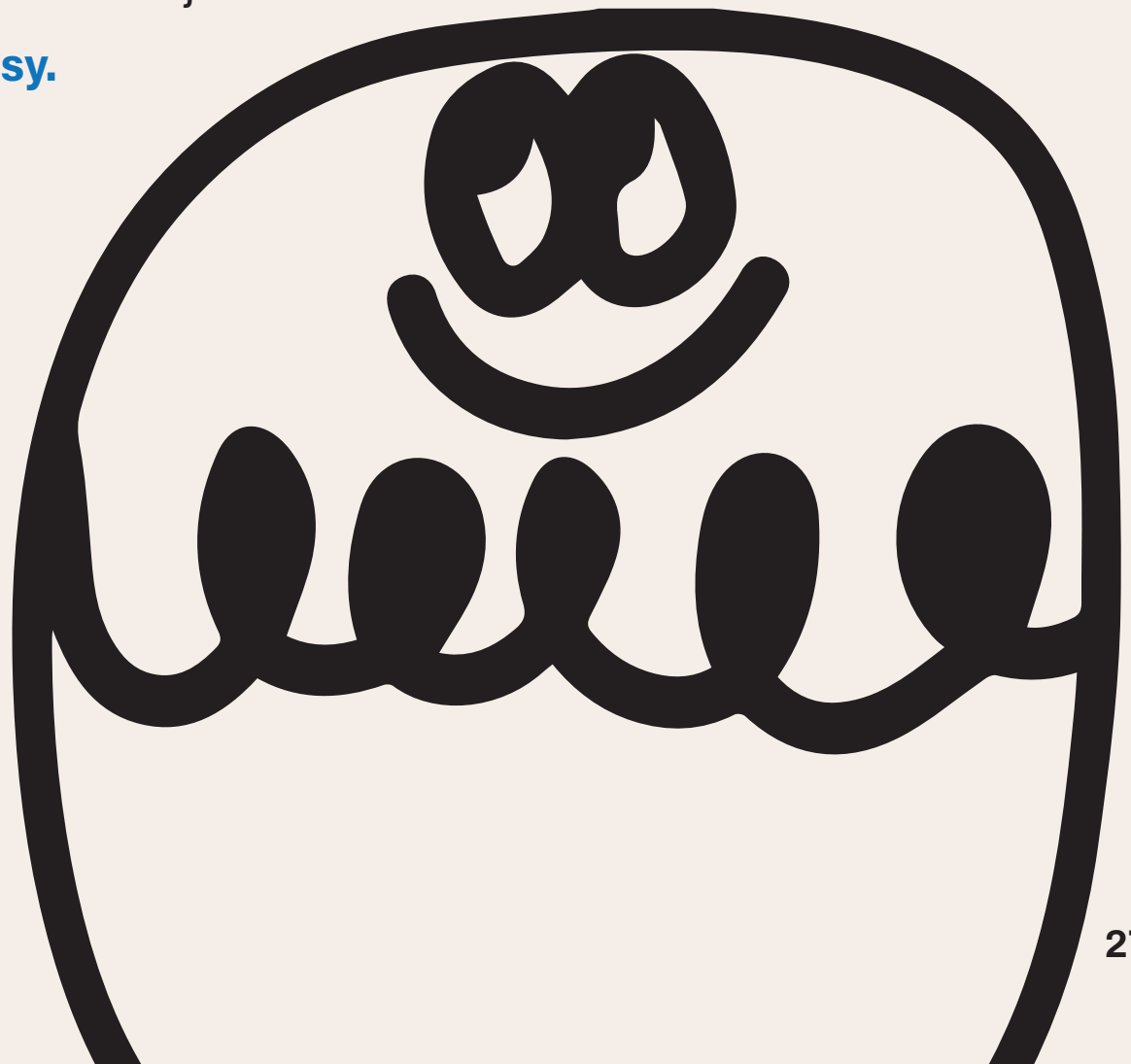


MASCOTS 7.1

Within Kanjer's visual identity **our four mascots take center stage**, the spirit of joy and companionship. These friendly characters, serve as the heart and soul of the brand. Commitment to making health routines fostering comforting for children. The Kanjer mascots can be used in different expressions. **Make use of the character traits when using.** Feel free to experiment with placement.

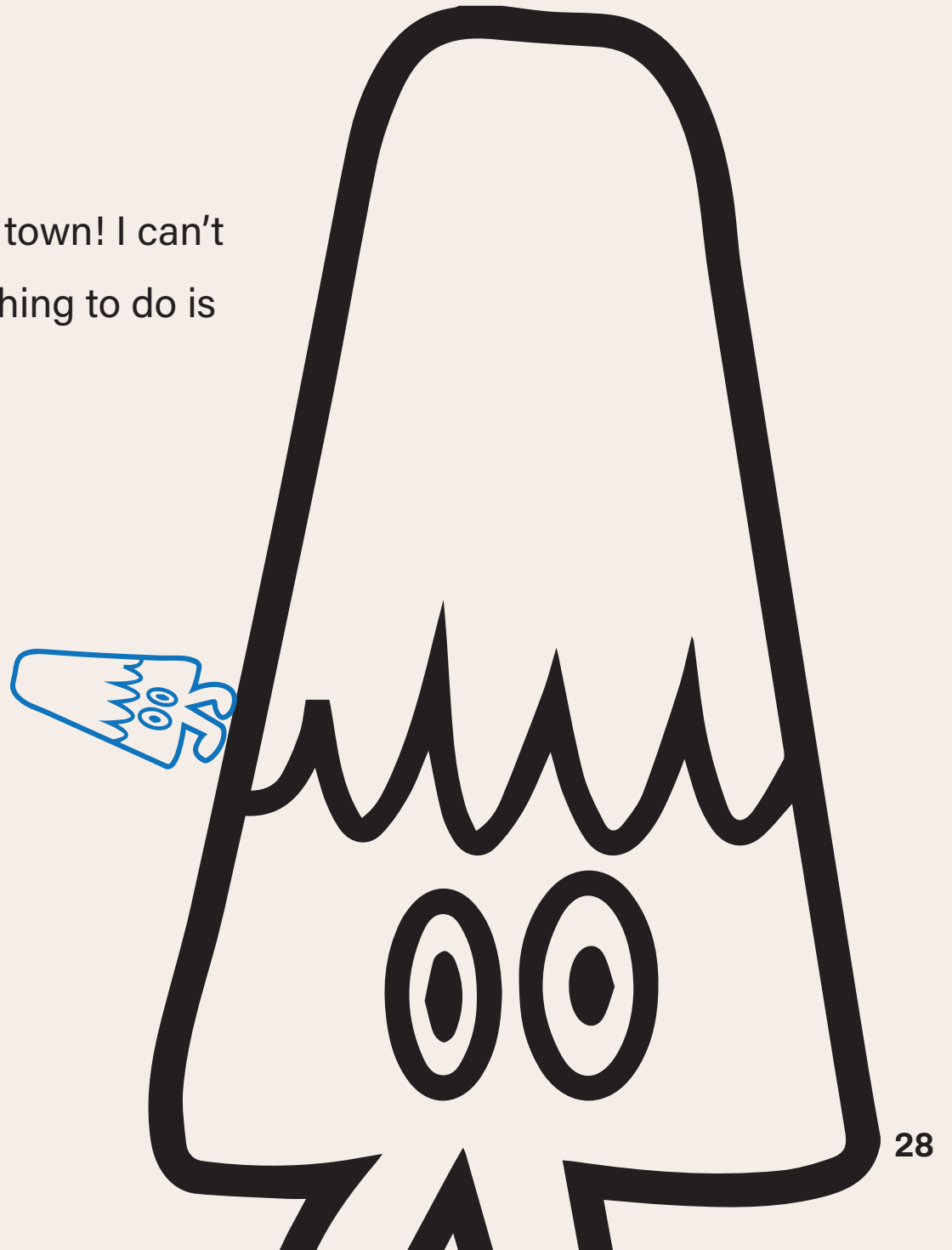
MEET DRIBBEL

Hi my name is **Dribbel**. I'm very **funny** and always looking for ways to cheer you up! Sometimes I just can't stop laughing. I'm also a little bit **clumsy**.



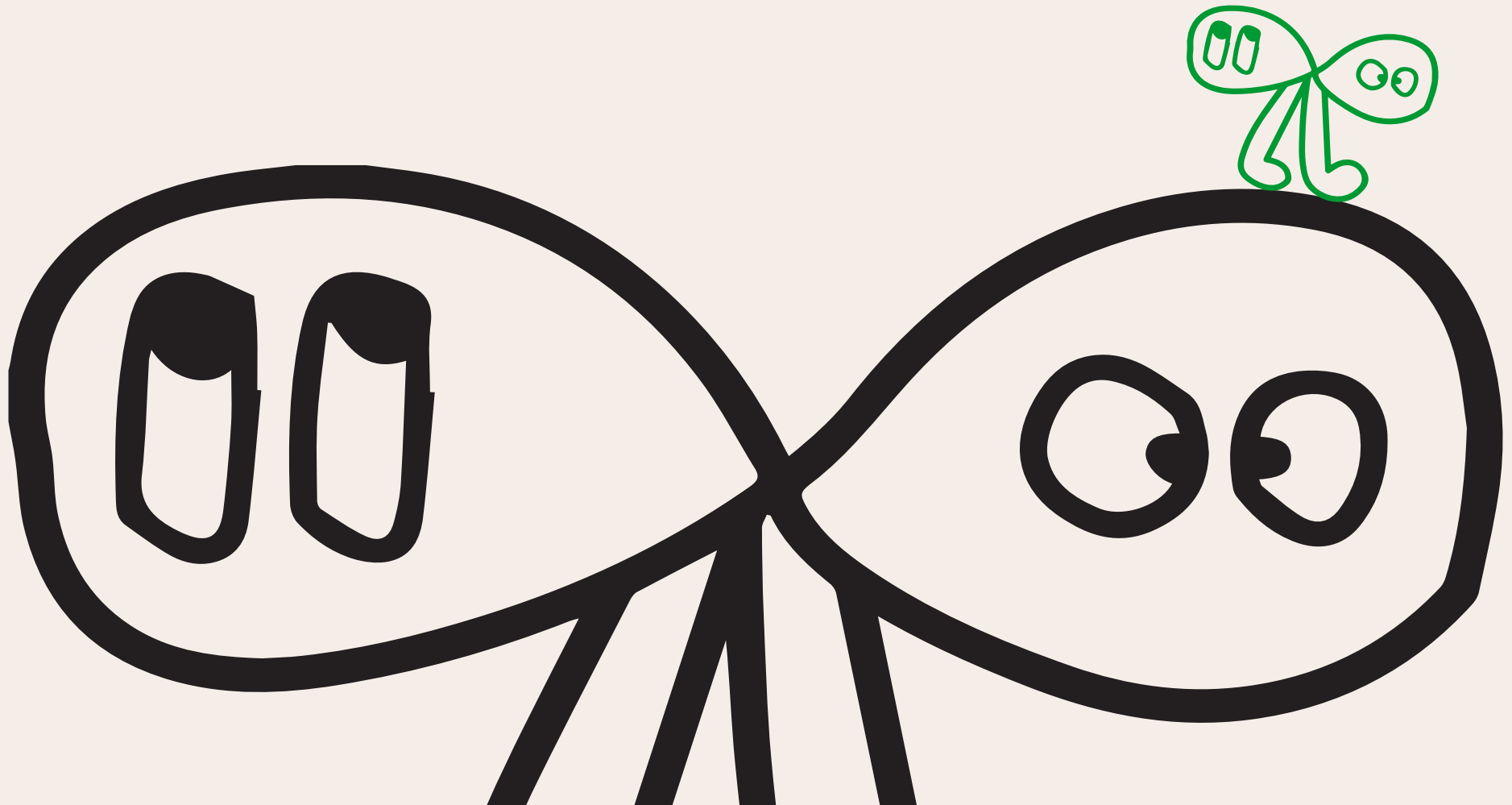
MEET SNOOP

Hi, I'm **Snoop**. I'm the biggest **jokester** in town! I can't wait to hear your best jokes! My favorite thing to do is going on **adventures**.



MEET POODLE

Hi, my name is **Poodle**. I'm very **smart** and I love playing games! Sometimes I can be a bit **stubborn**.

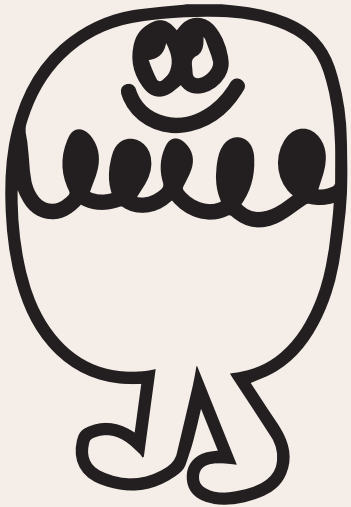


MEET LOOP

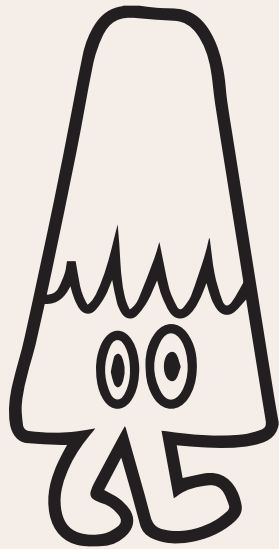
Hello, I'm **Loop**. I'm very **fast** and always looking for ways to **cheer you up!** My favorite activity is run very fast and play outside.



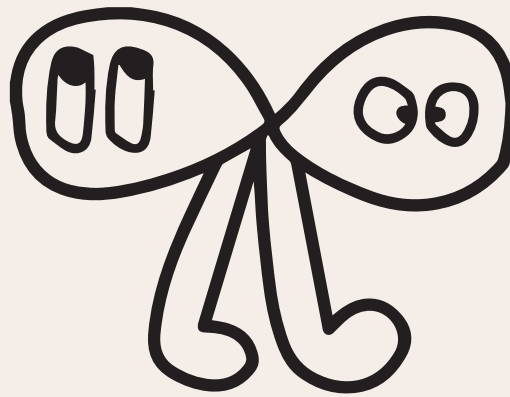
OVERVIEW 7.2



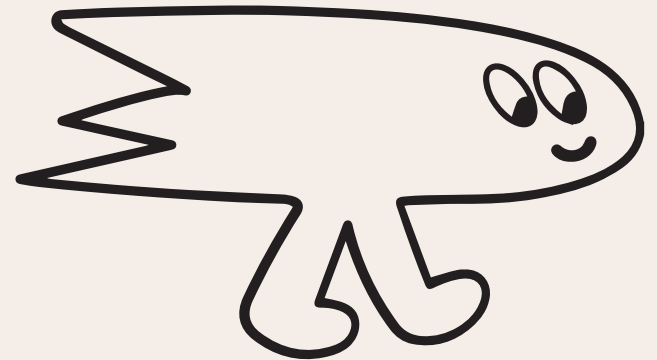
Dribbel



Snoop



Poodle



Loop



Typography





TYPOGRAPHY 8.1

Kanjer uses **two fonts, Acumin Variable Concept and DK Lemon Yellow Sun Regular**, in communication materials. The typography should reflect the playfulness of the brand. The different fonts and the scenarios in which these fonts should be used are shown below. There are two options for the headlines, when an expression is informative use Acumin Variable Concept Bold.

FONTS 8.2

Headlines

**"Meet Kanjer, your friendly healthcare buddy, turning
check-ups into happy adventures for families."**

Acumin Variable Concept Black

Headlines

"MEET KANJER, YOUR FRIENDLY HEALTHCARE BUDDY, TURNING
CHECK-UPS INTO HAPPY ADVENTURES FOR FAMILIES."

DK Lemon Yellow Sun Regular

FONTS 8.3

Sub text

**"Meet Kanjer, your friendly healthcare buddy, turning
check-ups into happy adventures for families."**

Acumin Variable Concept Bold

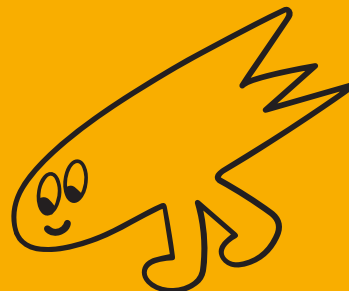
Bodycopy

"Meet Kanjer, your friendly healthcare buddy, turning
check-ups into happy adventures for families."

Acumin Variable Concept Regular



Imagery



IMAGERY 9.

Our visuals mirror the essence of the brand: **vibrant and lively scenes that capture the spirit of childhood.** Portraying moments of connection and positivity. **Feature our mascots and game elements prominently to enhance recognition.** Maintain a cohesive visual language, adhering to the approved color palette and style guide. Whether in digital or print **Kanjer's imagery should convey a sense of comfort and playfulness.**






Implementation

IMPLEMENTATION 10.

These implications offer valuable insights for designing diverse products for Kanjer. The examples provided showcase remarkable versatility in expressing the brand, illustrating a wide array of potential design possibilities.



**Turning medicine
moments into
smiles.**

**A friendly
companion for
your child's
healthcare
journey.**

www.kanjer.nl



Taking medication has never been easier

Warm, friendly,
and reliable for
a **stress-free** medicine
routine"



KANJER
pillendos

Taking medication has never been easier

Warm, friendly,
and reliable for
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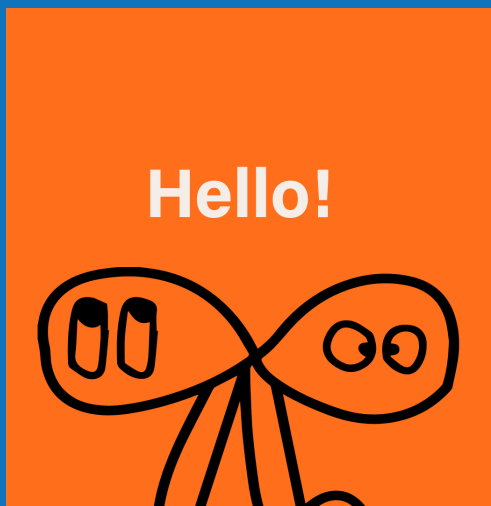
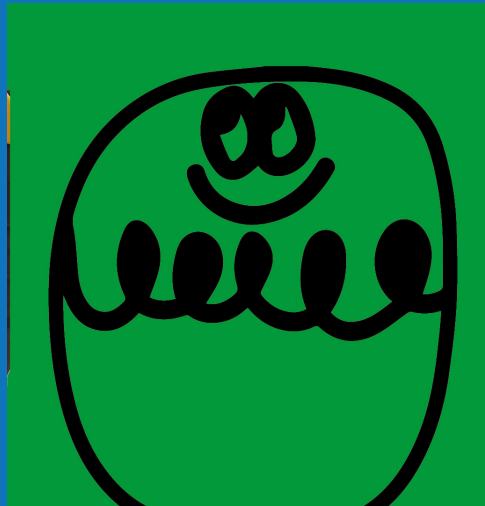
KANJER
pillendos

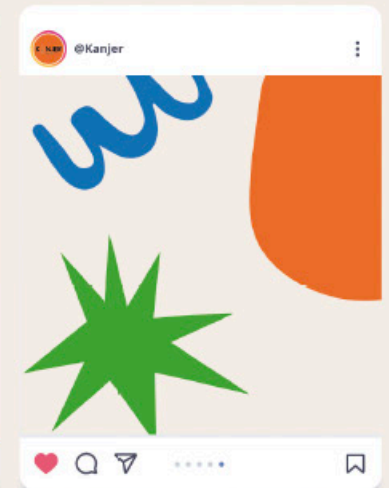
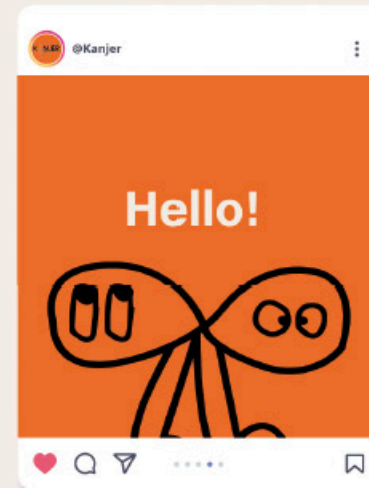
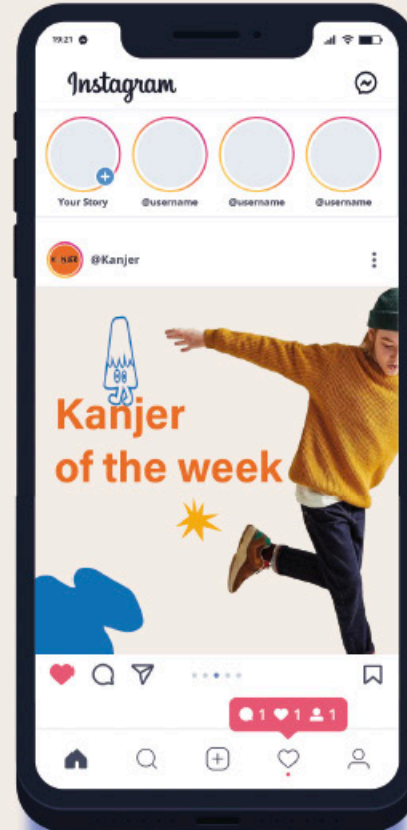
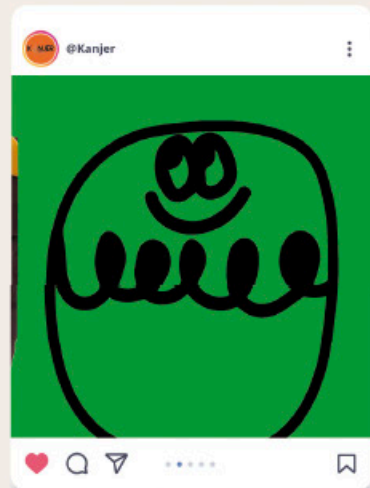
kanjer,
Step into
your *fantasy*
world











HAPPY
DESIGNING

