

BRAND BOOK — PUBLIC EDITION

KINOVA

AI Cinema. Finally Home.



MISSION, VISION & PROMISE

MISSION



Kinova exists to turn the world's AI film culture into a genuine entertainment ecosystem — the democratization of film production in the age of AI: fair, transparent, and technologically leading.

VISION



Kinova will become the global standard for AI film — like Netflix for series or Spotify for music. The first address for directors, studios, AI companies, and audiences.

„We give every vision a stage.“

02 — STANCE

THE MANIFESTO

We believe in stories. In light in the dark.
In the power of images greater than ourselves.

We believe filmmaking must never be a privilege —
never dependent on budget, connections, or studios.

We believe creativity knows no limits,
and that technology opens those limits, not closes them.

We are not a social feed. We are not a loud tech startup.
We are cinema.

We are Kinova. AI Cinema. Finally Home.

THE 6 CORE VALUES

01

FAIRNESS FIRST

Quality matters, not popularity.

02

FILM OVER FAME

Cinematic experiences, not social media mechanics.

03

HUMAN × AI HARMONY

AI is a tool; the art belongs to people.

04

RESPECT IN EVERYTHING

Respectful, clear, without pressure.

05

CLARITY & CALM

Calm, minimal, precise.

06

CULTURAL IMPACT > HYPE

We build culture, not trends.

04 — LANGUAGE

VOICE & TONE

Kinova speaks calmly, cinematically, clearly, and minimally — like a movie theater: warm, controlled, professional. No social media slang, no exaggeration.

**„We're not building a social thing here.
We're building cinema.“**

LOGO & COLOR SYSTEM



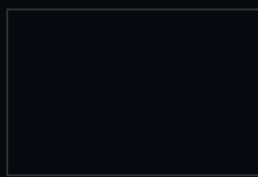
The wordmark runs in a red-to-orange gradient. The „O“ carries a diamond/star symbol (Nova) inside a circle — the brand's icon.



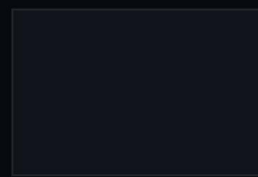
Kinova Red
#ED2D3A



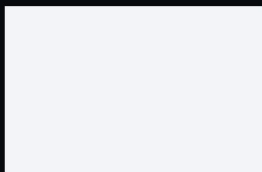
Kinova Orange
#FDB433



Deep Space Black
#070A0F



Deep Grey
#11141A



Soft White
#F2F4F7

THE KINOVA ECOSYSTEM

KINOVA CORE

The core platform for AI films.

CREATOR HUB

Dashboard, tools & community for every creator.

KINOVA TV

The Smart TV app, on every screen.

KINOVA INSIGHTS

Analytics & trends for creators and partners.

KINOVA STUDIO

Kinova Originals — premium productions.

KINOVA MUSIC

The integrated music layer of the ecosystem.

KINOVA MOBILE

iOS & Android, wherever you go.

KINOVA 5D CINEMA

The physical expansion — coming next.

A MARKET ON THE RISE

The global creator economy today counts more than 200 million creators and is worth over \$250 billion in 2026 — growing roughly 20-25% per year. AI-generated film is one of its fastest-growing segments. Kinova is building the home for this shift.

200M+

CREATORS WORLDWIDE

\$250B+

MARKET VALUE 2026

20-25%

ANNUAL GROWTH



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