



Kaitu

開途

BRAND GUIDELINES · 2026

To open *the road.*

Kaitu · 開途 · kǎi tú

開 (kāi) — to open. 途 (tú) — road, way, journey. Together: *to open the road* — what we do for every student and family we guide.

Write **Kaitu** in Latin script and 開途 in Traditional Chinese. On first mention: “Kaitu (開途)”. Never write 開路 or “KaiTu”.

Kaitu (開途, “to open the road”) guides students and families through admissions to any educational institution in the world, and through relocation by residency and citizenship by investment — with one dedicated consultant and one bespoke plan, at every step.



The chop, the wordmark, the lockups

The chop is a carved seal bearing 開途. Use it alone for small spaces and app icons; use a lockup when the name must be read.



Horizontal lockup



Stacked lockup with tagline



Chop



On dark



White chop on seal red



Textured chop – expressive use

The paper-plane chop

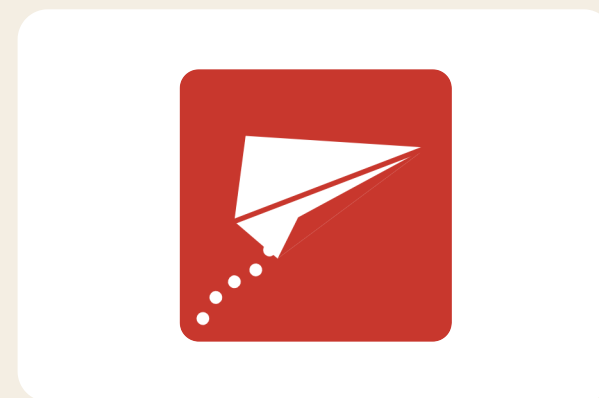
A companion to the 開途 chop: the same carved seal, bearing the paper plane from our films and its dotted flight path — the road, opened. Use it where the characters would be too small to read or as a playful secondary mark; the 開途 chop stays the primary logo.



Textured plane chop



White on seal red



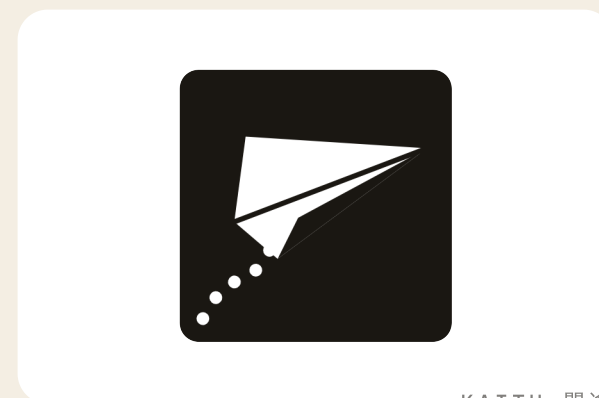
Plane chop – flat



Horizontal lockup with the plane chop



On dark



Ink, for single-colour print

KAITU 開途

Clear space & minimum size

Keep clear space around the logo equal to **half the chop's width** on every side. Minimum sizes: chop 16 px / 6 mm; horizontal lockup 96 px / 25 mm wide.

Use the logo files as supplied. Place the red chop on paper, white or light photography; use the white versions on ink or seal red.



Kaitu



Paper, ink and seal red



Seal red

#C8372D · RGB 200 55 45 · CMYK 0 73 77 22

Primary accent — the chop, calls to action



Seal deep

#9E2A22 · RGB 158 42 34 · CMYK 0 73 78 38

Pressed / hover states



Ink

#1A1712 · RGB 26 23 18 · CMYK 0 12 31 90

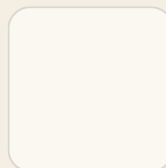
Text and dark surfaces



Paper

#F4EEE3 · RGB 244 238 227 · CMYK 0 2 7 4

Primary background



Card

#FBF8F2 · RGB 251 248 242 · CMYK 0 1 4 2

Raised surfaces



Jade

#2E5E4E · RGB 46 94 78 · CMYK 51 0 17 63

Admissions, success



Indigo

#1F3552 · RGB 31 53 82 · CMYK 62 35 0 68

Residency, trust



Ochre

#D8A24A · RGB 216 162 74 · CMYK 0 25 66 15

Highlights

Three voices

Fraunces

Headlines, the wordmark and warm moments. Tight tracking; italic in seal red for emphasis.

Geist

Body copy and interfaces — clear at every size.

GEIST MONO

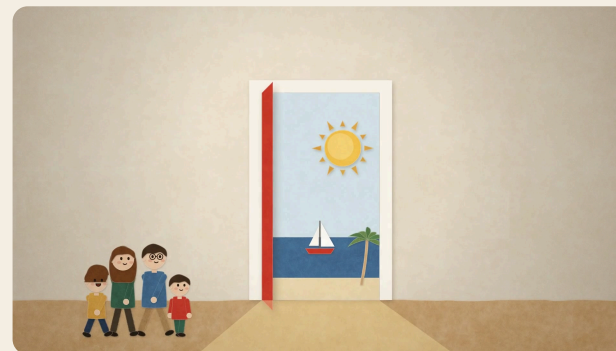
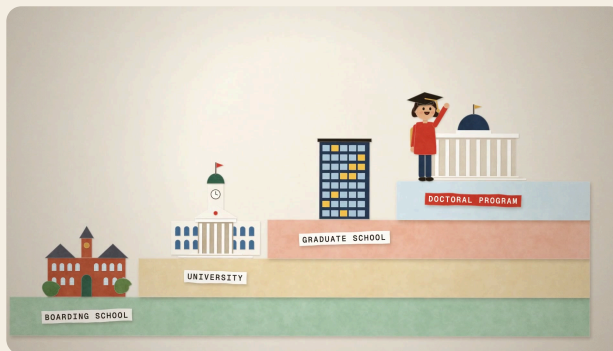
Small labels and eyebrows, uppercase with generous tracking.

開途

Noto Serif TC for Traditional Chinese.

Cut paper, stop motion, warm light

Our imagery is handmade in feel: layered paper, soft cast shadows, a gentle 12-frame stop-motion rhythm. People are diverse and optimistic; places are recognisable but never literal.



Warm, clear, discreet

Warm. We speak to families, not files. Short sentences, human words.

Clear. Every step explained; no jargon without a translation.

Discreet. Client matters are private. We never discuss pricing publicly — it is addressed only in private consultations.

We say “your road”, “one dedicated consultant”, “every step”.

We avoid guarantees of admission or approval, and superlatives we can't prove.

Paper front, seal-red back

Ready-made cards in three styles. Edit the name and details in the PowerPoint/Keynote template in this kit, then export to PDF for printing. 3.5 × 2 in or 85 × 55 mm, uncoated stock.



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kaitu.org

Press & partnerships: press@kaitu.org