



Brand Guidelines

CoCarting



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01.

Visual Identity









Mono Color Logo

The mono logo should be used if print colors are limited or you have been asked for a single-color logo. Where possible use the white logo on a colored background



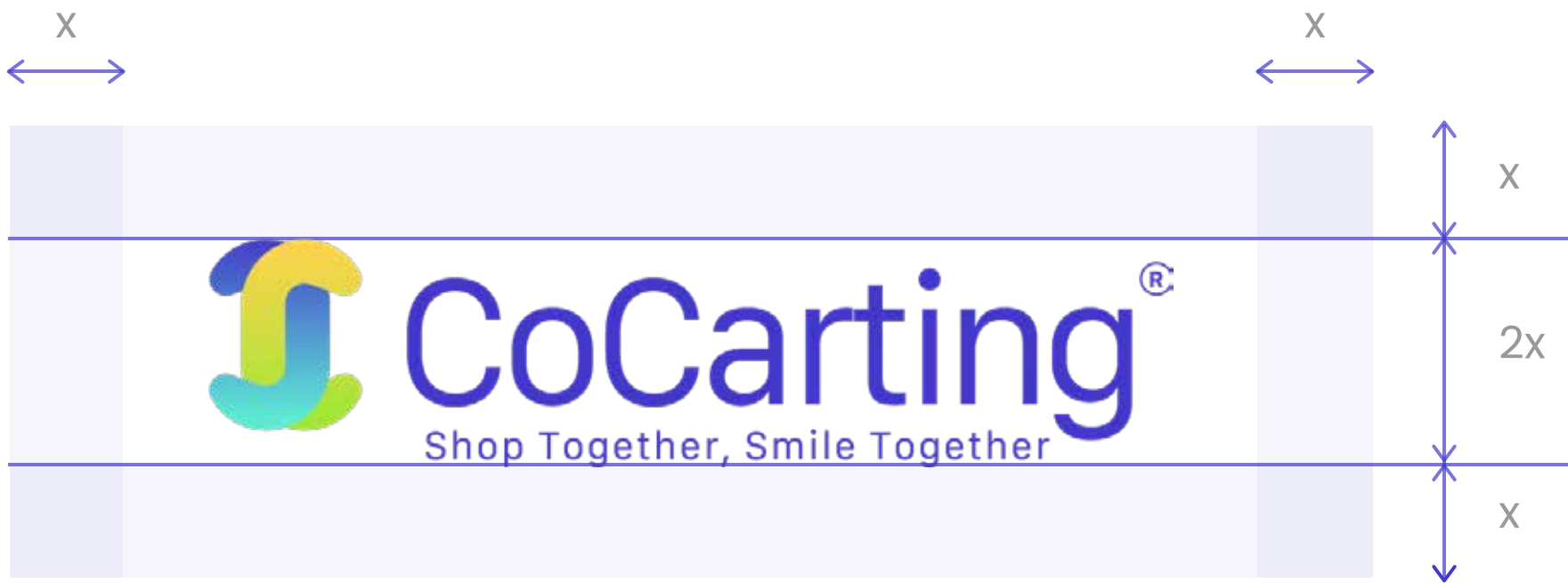
Thumbnail Mark

The Thumbnail mark featured in the brand guidelines page, serves as the digital emblem of the brand, encapsulating its essence and values in a compact visual form for easy recognition on users screens.



Safe Zone

Make sure that text or other design elements do not encroach on the logo. The marked space should always be given so the logo can be free from any distraction.



Do's & Dont's

Here's what Not to do

- 1. Do not separate the logo text from icon
- 2. Do not twist or rotate the logo
- 3. Do not squash, scale, distort or wrap the logo
- 4. Do not resize the elemens within the logo
- 5. Do not alter the color of the logo
- 6. Do not outline the logo
- 7. Do not change the transparency of the logo
- 8 . Do not crope the logo incorrectly
- 9 . Do not apply drop shadows the logo


01

CoCarting

02

CoCarting®

03

CoCarting®

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CoCarting®

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CoCarting®

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CoCarting®

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CoCarting®

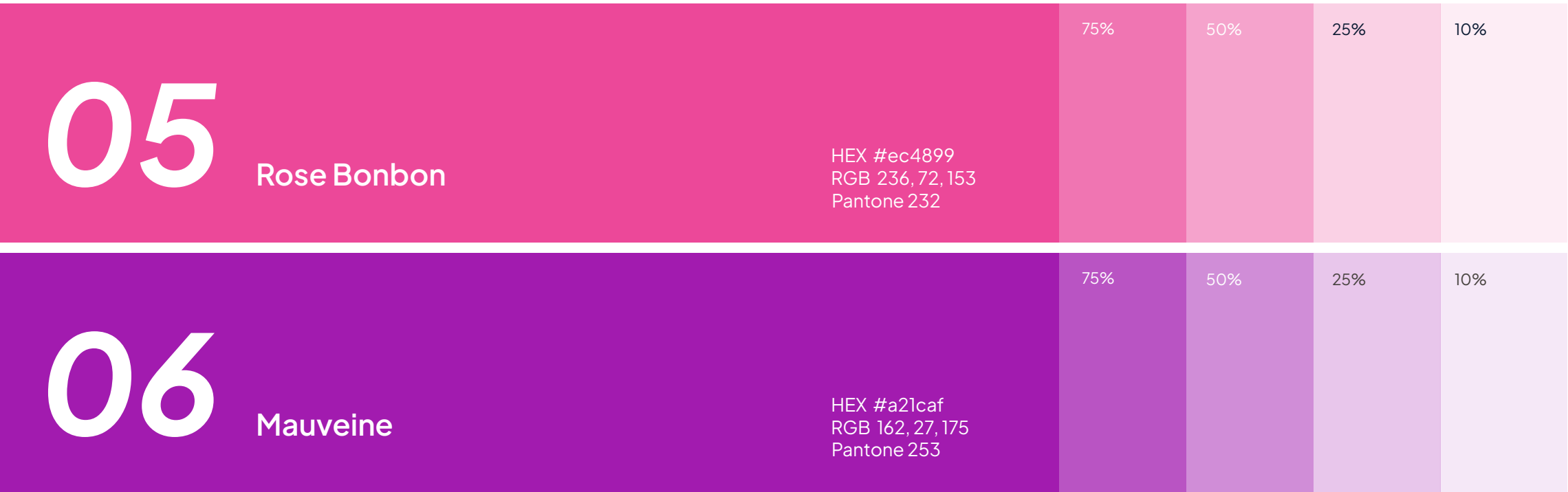
02.

Color Palette

01	Mustard	HEX #fbd44c RGB 251, 212, 76 Pantone 1225	75%	50%	25%	10%
02	Turquoise	HEX #5eead4 RGB 94, 234, 212 Pantone 333	75%	50%	25%	10%
03	Spring Bud	HEX #a3e635 RGB 163, 230, 54 Pantone 381	75%	50%	25%	10%
04	Palatinate Blue	HEX #4338ca RGB 67, 56, 202 Pantone 2736	75%	50%	25%	10%

Secondary Color Palette

Secondary colors complement the primary color and create a cohesive visual identity for the brand



Typeface Colors



03.

Typography

Georgia

Plus Jakarta Sans

Georgia

A a
B b

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Plus Jakarta Sans

A a
B b

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines

HAPPIER
CUSTOMERS

H1 | GEORGIA | SIZE 36

HAPPIER
CUSTOMERS

H2 | GEORGIA | SIZE 25

HAPPIER
CUSTOMERS

H3 | GEORGIA | SIZE 20

BRANDS THAT
BELIEVE IN US

H4 | GEORGIA | SIZE 17

Paragraphs

BRANDS THAT
BELIEVE IN US

H5 | PLUS JAKARTA SANS | SIZE 15

BRANDS THAT
BELIEVE IN US

H6 | PLUS JAKARTA SANS | SIZE 12

BRANDS THAT
BELIEVE IN US

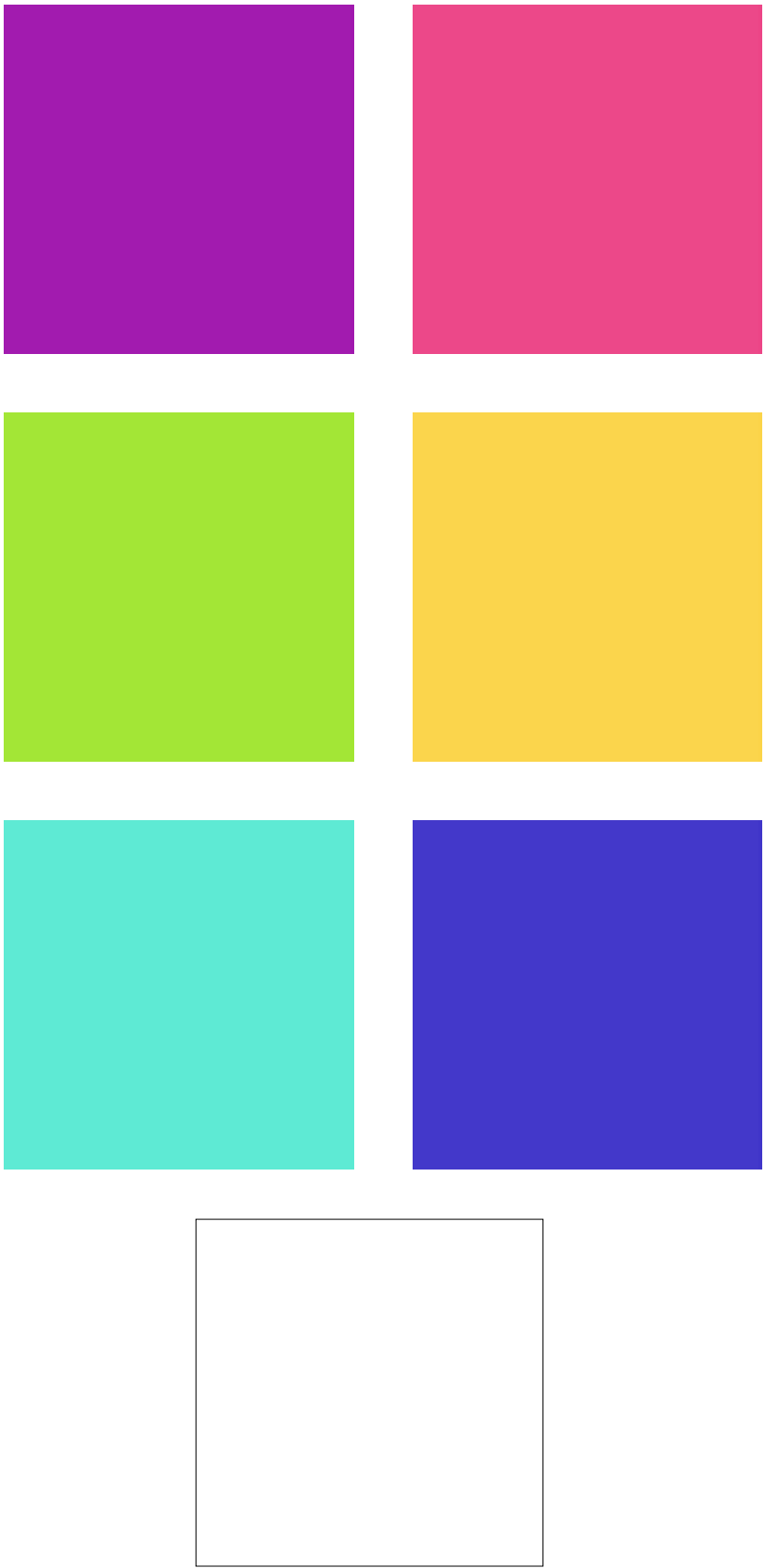
H7 | PLUS JAKARTA SANS | SIZE 10

04.

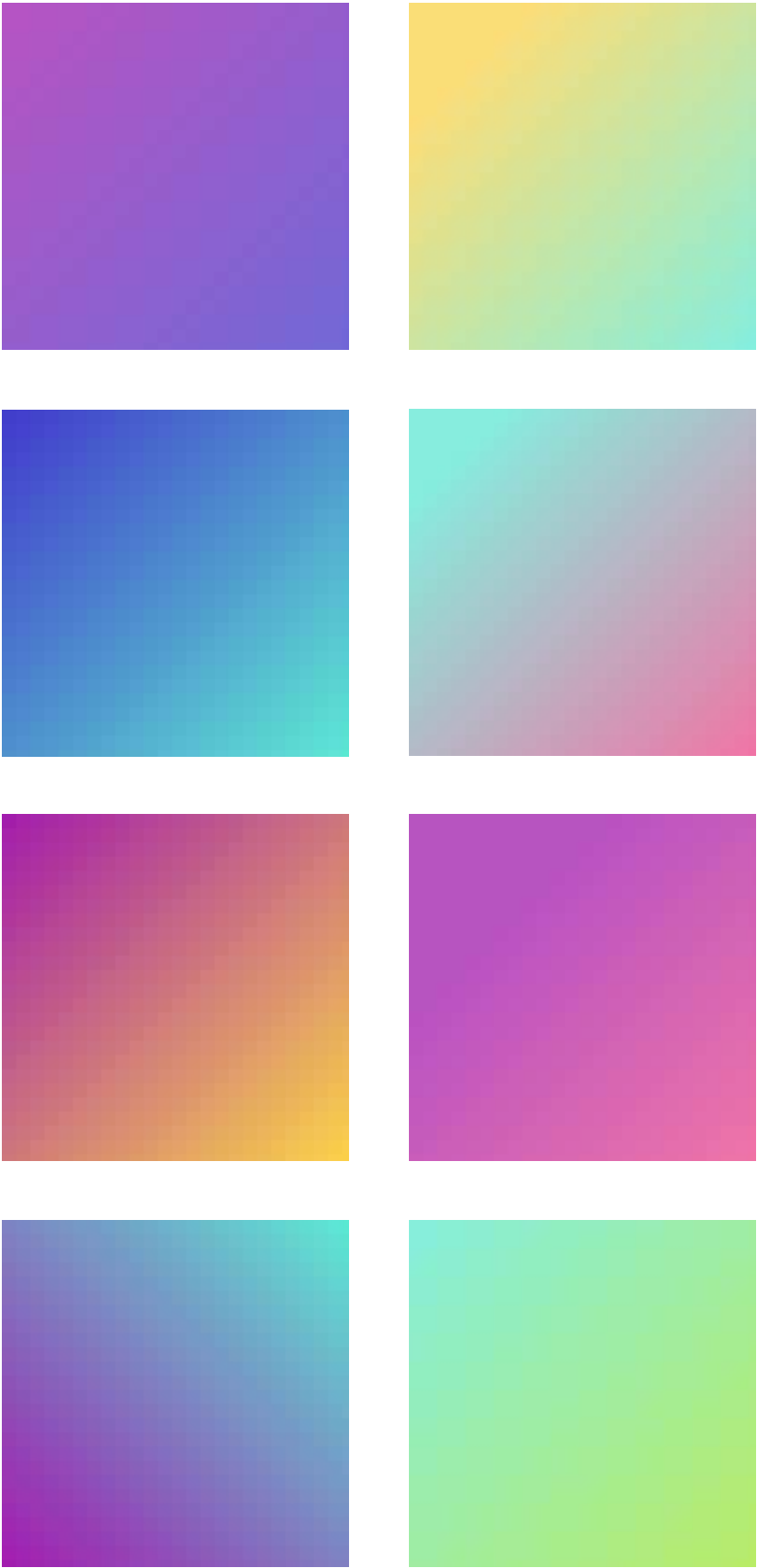
Social Media

Background Colors

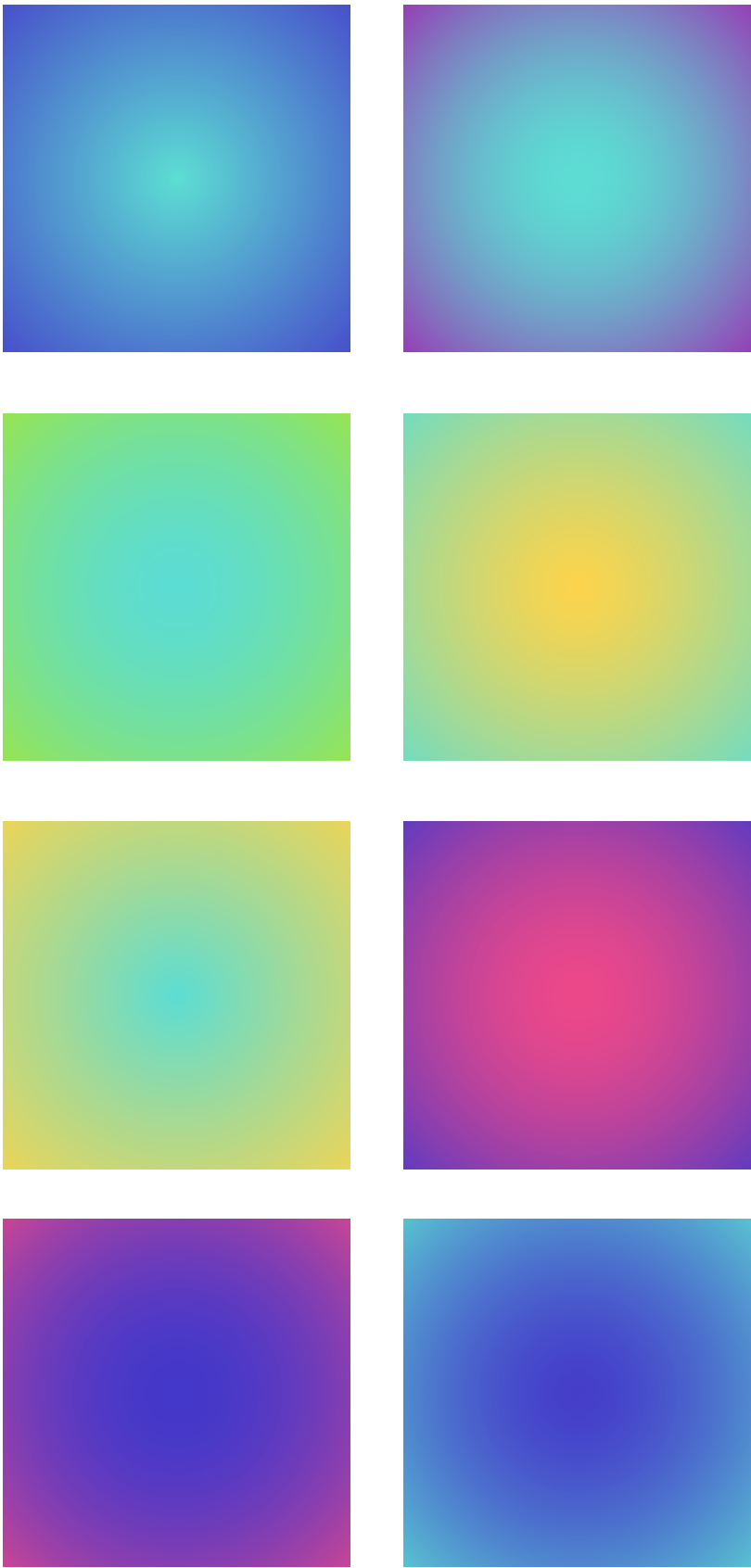
Solids



Linear Gradients



Radial Gradients



05. Mascot

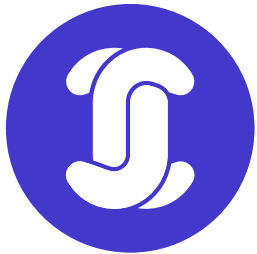
CoCo



06.

Iconography

Colored Icons



White Icons



Thank you
