

Logo (original)



Website Banner

*This image used a flattend version of the logo just to fit modern web design from aesthetic perspective. It should not be considered as the official logo.



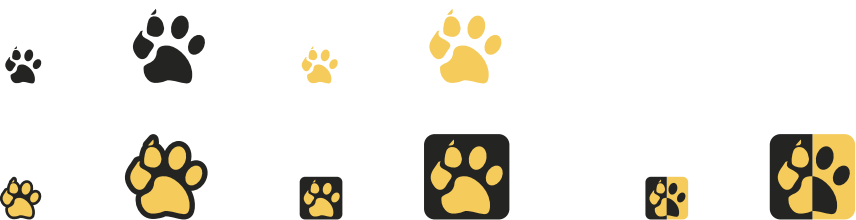
Icons

*Icons are different from logo. They are used as symbols to improve user experience, assiste way finding, or as brief references when the full logo/name is not used. For example: website favicon, website buttons social media avatar, etc. Below are some icon ideas for Motley Zoo that could be used in different occasions.

Inspiration - dog and cat paw



Dog paw + cat paw



Colors

*Shade colors are calculated by using Sass function darken and lighten, amount is 20%. HEX value listed here just for design use.

Branding		Semantic			
#F5CB5C	brand-primary	#DB4A3C	brand-danger	#F5CB5C	brand-warning
#DDA40E	brand-primary-dark	#95261C	brand-danger-dark	#DDA40E	brand-warning-dark
#FBEABC	brand-primary-light	#EB9A92	brand-danger-light	#FBEABC	brand-warning-light
#242423	brand-secondary	#90CA74	brand-success	#4CB7DB	brand-info
#000000	brand-secondary-dark	#5B9C3C	brand-success-dark	#2080A1	brand-info-dark
#585855	brand-secondary-light	#CBE6BE	brand-success-light	#A1D9EC	brand-info-light