

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.



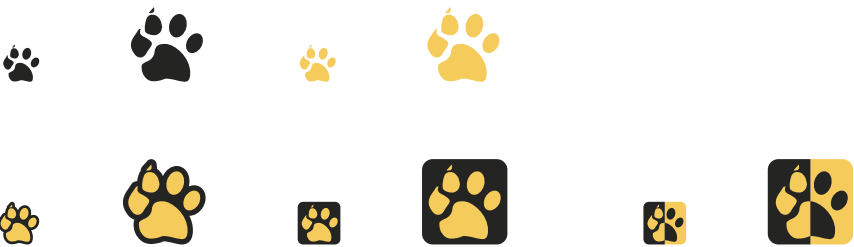
Icons

*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

Branding

#F5CB5C	brand-primary
#B89845	brand-primary-shade-1
#F7D57D	brand-primary-shade-2
#FBEABE	brand-primary-shade-3
#E8EDDF	brand-primary-shade-4

#242423	brand-secondary
#121212	brand-secondary-shade-1
#333533	brand-secondary-shade-2
#CFDBD5	brand-secondary-shade-3
#ECF1EE	brand-secondary-shade-4

Semantic

#DB4A3C	brand-danger
#90CA74	brand-success
#F5CB5C	brand-warning
#4CB7DB	brand-info