



LOGO DESCRIPTION

THE COCK/ROOSTER AND KOKROKOO

Kokrokoo is an ideophone for the cock's crow which is the first sound associated with the breaking of day. Signifying the company's role in unveiling the clients idea, business and announcement to the world.

The rooster itself is an animal that ushers in a new day by it's crow, emphasizing the company's commitment to announcing the client to the world...

THE POINTER

A symbol of direction to the company which provides an easily accessible array of media houses and their services, to the client, enhancing convenience by so doing.

THE HAPPY MAN

Found in the cock's face as the eyes and wings. Symbolizes a customer excited and satisfied with the company's delivery as a result of provision of quality media products and services



COLOUR PALETTE

LOGO COLOURS



#eab52b

R: 234

G: 181

B: 43

C: 9

Y: 29

M: 97

K: 0



#e2a300

R: 226

G: 163

B: 0

C: 11

Y: 37

M: 100

K: 0



#ad4500

R: 173

G: 69

B: 0

C: 23

Y: 82

M: 100

K: 15



#462b3b

R: 70

G: 43

B: 59

C: 62

Y: 78

M: 51

K: 52



#341d39

R: 52

G: 29

B: 57

C: 75

Y: 87

M: 47

K: 55



#472c3c

R: 71

G: 44

B: 60

C: 62

Y: 78

M: 51

K: 51



KOKROKOO
Announcing you to the world