



KOKROKOO

Announcing you to the world

BRAND GUIDELINES

Who Are We?

Kokrokoo is popularly considered in the African traditional culture as the early morning cry of the cock to township folks as a means of announcing and advertising the break of a new dawn. In the spirit of this, Kokrokoo stands to become the leading voice in everything advertising.

Kokrokoo was founded by astute purpose-driven individuals from all walks of life in the year 2020. People that have the capability to engage systems and industries, including Advertising, for the benefit of the society and to the profitability of those they serve.

Who is this guide for?

People from all walks of life, classes and social standing that seek to demystify the complexities of advertising and become a member of the Kokrokoo advertising pool. Anyone that seeks to communicate Kokrokoo's purpose and mission to others whether through word of mouth, writing or design.

Purpose of this Guideline

To clarify what Kokrokoo stands for in the Advertising and Media Industry
To encourage all users and potential users of Kokrokoo on the values that undergird the Kokrokoo Brand
To develop the mindset of the Kokrokoo platform users on the position and influence of the Kokrokoo pool/network

BRAND COMMUNICATION STRATEGY



Why Korkokoo?

Korkokoo aims to replicate the consistency and timely projection of advertisements to a wider range of audience with the adoption of technological advancements in similitude to the early morning's cock crow.

Telling the Korkokoo Story

The Korkokoo story is a unique one that shows the way in which we can break barriers and showcase simplicity to the world. It goes a long way to appreciate the interconnect-edness of what technology serves to the Advertising Industry, making room for everyone to tell their story and thereby "Announcing you to the world"

Our Mission

We seek to create a network that opens up the advertisement industry to all classes of individual thereby helping to grow the market of our partners and clients.

Our vision

To redefine advertising and constantly grow the entire marketing space across the globe.

Our philosophy is...

1. Exceptionalism with value
2. Growth with purpose



Our Tone

Kokrokoo's Message

Kokrokoo's message is one that creates a sense of comfort and assurance.

The Kokrokoo message is cooperative and supportive.

The Kokrokoo message is empowering.

Our Key strength

1. Innovation
2. Excellence
3. Integrity

What to avoid?

1. Imbalanced messages tend to create loopholes in communication. Rather than communicate on just what we represent and what we stand for we believe in placing equal attention on our "whys" as well

2. Providing details of systems that are not familiar or are new may result in general assumptions. We therefore encourage accuracy in the details and the objective which are represented about us on any platform or to any audience. We will prefer that in telling our story we are classified as a Hub or a pool for Media Houses rather than an agency because we give free expression to Media Houses, their services and rates.





Our Logo, Our Seal, Our Mark.

The Cock/Rooster and Kokrookoo

Kokrookoo 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 client's idea, business and announcement to the world. The rooster itself is an animal that ushers in a new day by its 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 SCHEME



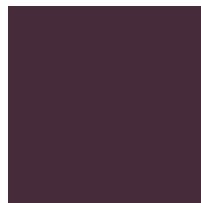
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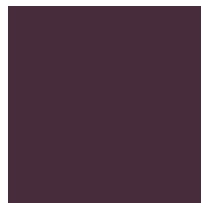
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Our Colour Scheme and Colour Palette create the atmosphere of comfort and excellence. They portray a sense of royalty which communicates that all our users are not just significant to their world but to the entire world hence through Us they can reach a whole new audience and market space from anywhere.

The colours scheme and palette of the Kokrokoo brand categorically can be expressed in diverse forms giving room for innovation and creativity.

Our Name

KOKROKOO is actually the brand name of the Kokrokoo Advertising Partners.

We are to be represented;

Officially as KOKROKOO ADVERTISING PARTNERS

Casually, as KOKROKOOAD PARTNERS

And informally, simply by the brand name KOKROKOO





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