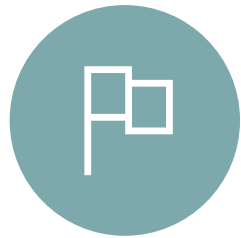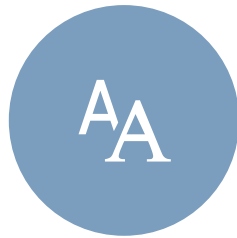# BRAND GUIDANCE

COCO MOBILE APP

Version 1.2

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Introduction

Global tech giant COCO is creating integrated microchips for the pet care field. The chip is firmly implanted beneath the skin of pets, and the owner can continuously monitor and respond to their pet's status using the information given by the chip. Through their retail locations and online platforms, COCO also sells one of the largest selections of veterinarian supplies, pet accessories, and pet food.

Logo in black and white

Logo in colors

Layers used in the logo

COCO

COCO

COCO

COCO

COCO App Icon

Typeface

The primary typeface that we use is **red hat display** and it is used across the whole brand.

Primary type

use-headings , titles : Red hat display - bold

Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum

Secondary type

Use-main text, document, links : Red hat display - semi bold, regular, italic

Lorem ipsum Lorem ipsum
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Color palette

These are the colors that we use as the part of the brand.

White Hex code-#FFFFFF RGB-255,255,255 CYMK-0,0,0,0	**gray X 11 gray** Hex code-#B8B7B7 RGB-184,183,183 CYMK-0,1,1,28	**Seashell** Hex code-#FFF4EB RGB-255,244,235 CYMK-0,8,4,0
Light cyan Hex code-#DEFDFE RGB-222,253,254 CYMK-13,0,0,0	**Dim gray** Hex code-#6B6969 RGB-107,105,105 CYMK-0,2,2,58	**Lavender blush** Hex code-#FFEDF2 RGB-255, 237, 242 CYMK-0,7,5,0
Maximum blue green Hex code-#1FBABF RGB-31,189,191 CYMK-84,0,3,25	**Onyx** Hex code-#3B3B3B RGB-59,59,59 CYMK-0,0,0,77	**Pink** Hex code-#F3BDC5 RGB-243,189,197 CYMK-0,19,22,5

Visuals

These are the images that we have mainly included in our app when designing interfaces.