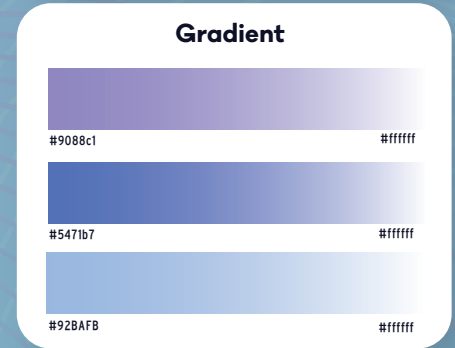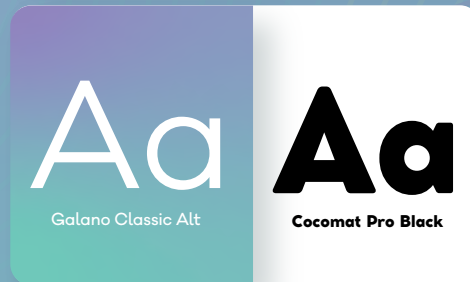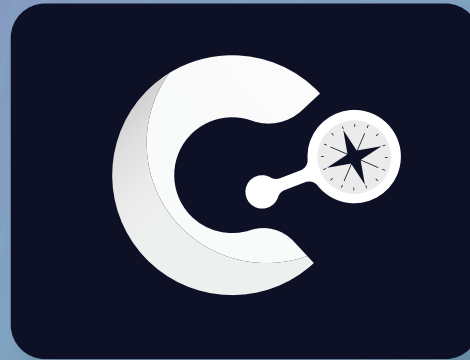# Logo Identity Guidelines

Nov, 2024

MobileAction

Contents

Compass

Product Overview

Compass is a comprehensive analytics and competitive insight tool. The aim is to overcome the barriers of manual KPI tracking and scattered competitive analysis that ASO and UA professionals encounter and understand the pre- and post-UA activity effects. It illuminates the pathway to optimized app performance, informed competitive positioning, and winning strategy formulation in the ever-evolving app market landscape.

Basic Typeface

Aa
Galano Classic Alt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa Galano Classic Alt

Aa Cocomat Pro Black

Gradient

#9088c1   #ffffff

#5471b7   #ffffff

#92BAFB   #ffffff

Logo Typeface

Aa
Cocomat Pro Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Thank You