

# Product Identity Guidelines

Nov, 2024



## What is Compass?

Navigating through the whole user acquisition funnel can be overwhelming. ASO and UA experts often find themselves lost in multiple KPIs, apps, activities and countries, struggling to pinpoint the root causes of changes among hundreds of data points and seeking to follow the successful strategies of competitors.

# Contents

- **Typography**
- **Color Palette**
- **Iconography**
- **UI Components**

typography

## Primary Font

Aa

Mazzard H  
Semi Bold

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

Mazzard H  
Bold

Aa

Mazzard H  
Medium

## Secondary Font

Aa

Mazzard H  
Medium

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

# Color Palette

## Other Colors



Pale Green  
#98D3B4



Pink  
#F5C9DE



Dark Green  
#1CB46A



Yellow  
#F9AF22



Black Pearl  
#98D3B4



Soft Grey  
#98D3B4

## Text Colors

**Jordy Blue**  
C42 - M26 - Y0 - K2  
R146, G186, B251  
#92BAFB

**Purple**

C0.25 - M0.30 - Y0.00 - K0.24  
R144, G136, B193  
#9088c1

**Orange**

C0.00 - M0.30 - Y0.55 - K0.00  
R254, G178, B115  
#FAB173

# Iconography

## UI Components

### Dropdowns

My Competitors 12 Exclusive 5

-  Well  
Well • Health & Fitness • 4.2 • 94
-  Zen  
Zen • Health & Fitness • 4.6 • 97
-  Night Well  
Night Well • Health & Fitness • 4.8 • 93
-  Balance Up  
Balance Inc • Health & Fitness • 4.2 • 89

### Toogles



### Buttons

#### Primary

Integrated

Tracking

#### Secondary

Category Ranking

Review & Rating

#### Search Bar



#### Other Icons



### Icons





Explore



Zen

Zen • Health & Fitness • 4.6 • 97 • View in App Store



Tracking



United States

Category Ranking

Review & Rating

Brand Protection

App Visibility

Brand Protection

Market Intelligence



Add Competitor

Impact "Cpp Analysis"



Before / After Analysis of "CPP 1"

United States Nov 20, 2024

Category Rankings Organic Visibility Download Revenue SA Visibility Ad Visibility Sales Metrics MDP Metrics



Trace "Related Ac"



Zen



- Activities
- App Update
  - Custom Product Page
  - Post UI/Apple Search Ads
  - Ad Intelligence
  - Keyword Ranking
  - Keyword Popularity
  - Similar Apps
  - Featured Apps
  - Promotional Content
  - ASA/Paid
  - Keyword Ranking
  - Keyword Popularity

My Competitors 12 Exclusive 5



Well

Well • Health & Fitness • 4.2 • 94



Zen

Zen • Health & Fitness • 4.6 • 97



Night Well

Night Well • Health & Fitness • 4.8 • 93



Balance Up

Balance Inc • Health & Fitness • 4.2 • 89

# Thank You