

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**

Typegraphy

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

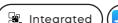


Zen

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

United States

1 month

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

Thank You