Identity Guidelines

KOCHAVA ★

OUR LOGO

These branding guidelines will help you determine the best way to use our logo.

SPACING CONSIDERATIONS

Keep at least a Kochava Star worth of space between the Logotype and other elements.

USE OF OUR BRAND MATERIALS

Please don't use our name, logos, or screenshots ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation. And please don't edit or change the Kochava logo — we like it how it is!

KOCHAVA LOGO COLORS

Kochava Black is #231f20
Kochava Red is #be202e

DO'S AND DONT'S

DO Where contrast is limited, the logo may be reversed to white

DONT Add other elements within the suggested spacing

DONT No overlapping elements or patterns

LOGO USAGE

1. This is the primary version of the Kochava logo for use on white or light color backgrounds. This version, the black type and red star, is preferred.

2. The White logo with red star is preferred for use on dark color backgrounds, as well as dark areas within photographs.

3. The all white logo is preffered for colors contrasting with the Kochava red star.

4. Alternatively both "Kochava" and the star may be white or black depending on the relationship to the background color.

1

KOCHAVA★

2

KOCHAVA★

3

KOCHAVA★

4

KOCHAVA★

DO'S AND DONT'S

DO   Where contrast is limited, the logo may be reversed to white

DONT   Place logo where it may conflict with other elements

BRAND COLORS

When using any of these approved colors in association with the Kochava brand, please ensure that they are the precise colors defined herein.

Kochava Black

PANTONE
Black 6
CMYK 0, 0, 0, 100
RGB 3, 0, 0
#231f20

Kochava Red

PANTONE 200
CMYK 16, 100, 86, 7
RGB 192, 2, 48
#be202e

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
#fff

Kochava Grey

PANTONE
Black 7U 2X
CMYK 67, 60, 58, 43
RGB 69, 69, 70
#454545

Kochava Blue

PANTONE 306
CMYK 71, 8, 3, 0
RGB 3, 179, 227
#03b3e3

Kochava Green

PANTONE 369
CMYK 67, 12, 100, 1
RGB 98, 166, 13
#61a60e

Kochava Orange

PANTONE 1505
CMYK 3, 76, 100, 0
RGB 235, 95, 0
#eb5f00

DO'S AND DONT'S

DO   Use red for kochava star

DO   Kochava blue should be used for href links