

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 preferred 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.

<p>Kochava Black</p> <p>PANTONE Black 6 CMYK 0, 0, 0, 100 RGB 3, 0, 0 #231f20</p>	<p>Kochava Red</p> <p>PANTONE 200 CMYK 16, 100, 86, 7 RGB 192, 2, 48 #be202e</p>	<p>White</p> <p>CMYK 0, 0, 0, 0 RGB 255, 255, 255 #fff</p>	<p>Kochava Grey</p> <p>PANTONE Black 7U 2X CMYK 67, 60, 58, 43 RGB 69, 69, 70 #454545</p>
<p>Kochava Blue</p> <p>PANTONE 306 CMYK 71, 8, 3, 0 RGB 3, 179, 227 #03b3e3</p>	<p>Kochava Green</p> <p>PANTONE 369 CMYK 67, 12, 100, 1 RGB 98, 166, 13 #61a60e</p>	<p>Kochava Orange</p> <p>PANTONE 1505 CMYK 3, 76, 100, 0 RGB 235, 95, 0 #eb5f00</p>	<p>UAP Tagline</p> <p>PANTONE Warm Grey 9 C CMYK 47, 47, 51, 12 RGB 235, 95, 0 #86786f</p>

DO'S AND DONT'S

DO

Use red for kochava star

DO

Kochava blue should be used for href links