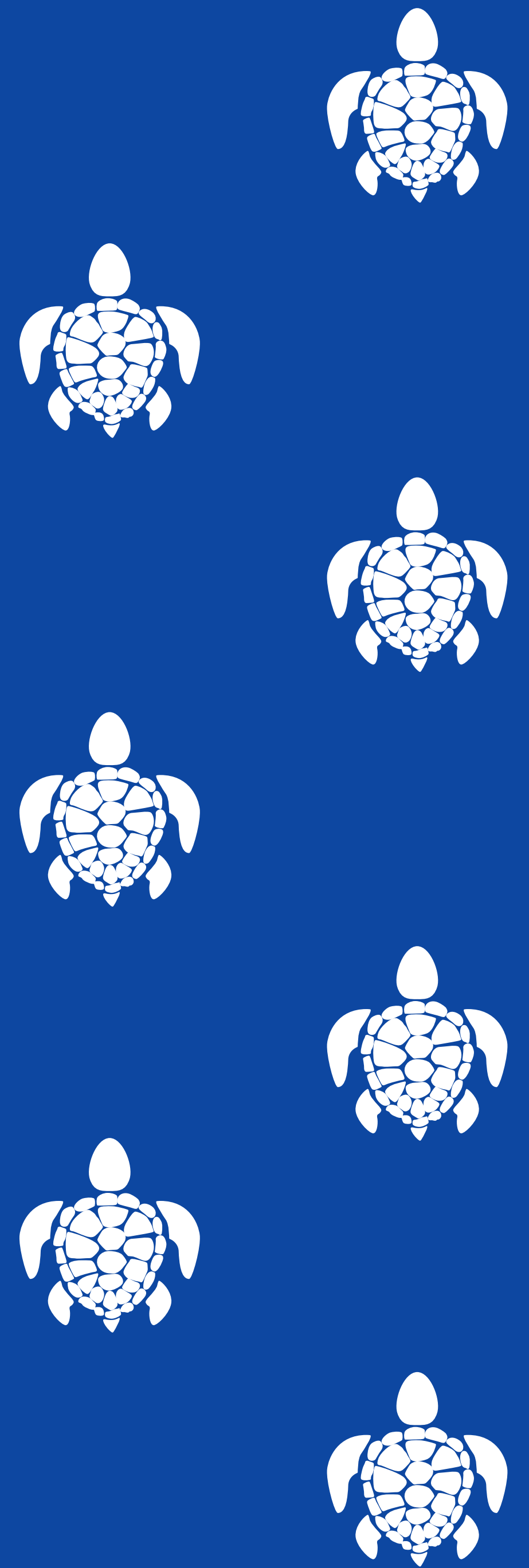


KOKUA
WELLNESS

brand guidelines



Brand Logo.

The Kokua Wellness© brand logo shows a turtle, both a native to Ventura County and a representative of the Kokua Wellness team taking it slow to win the race and ensure YOUR well-being.



Logo Variations

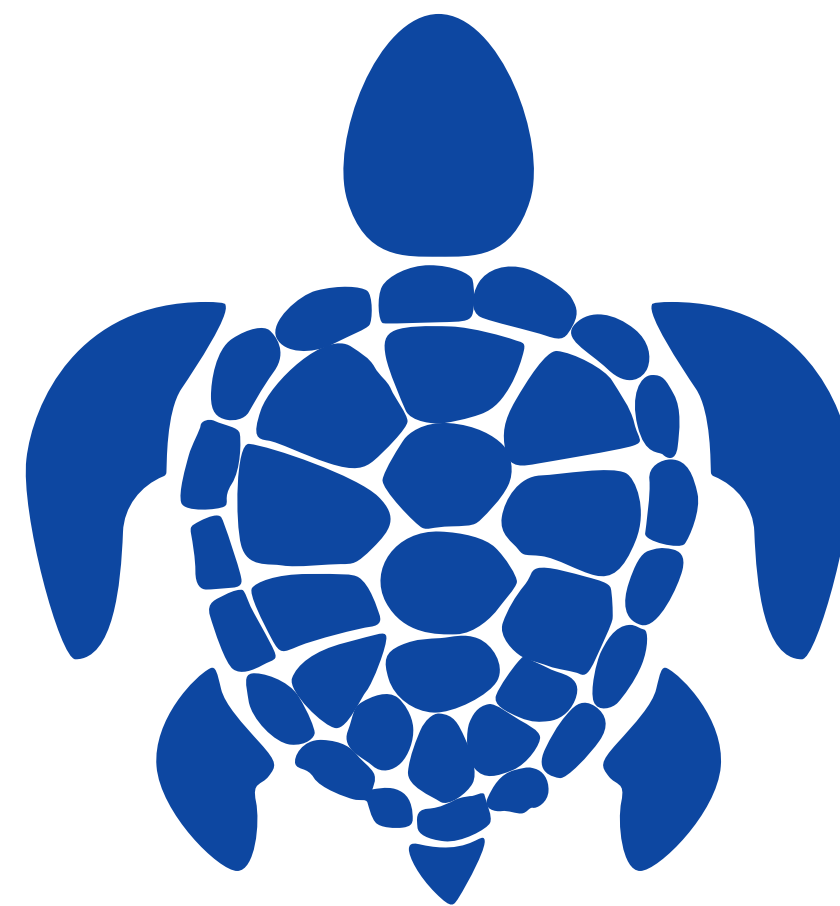
The logo brings out its differences in two colors, green and blue. Both colors are synonymous with wellness and a feeling of serenity, the kind of calm you can only find at home.

Plus, the logo looks great on the website too! Not too busy, just like it should be for someone looking for a break for their mental well-being.



Rationale

Kokua Wellness has a mascot logo that pictures a turtle, right at home in its natural habitat alongside beaches and serene aquamarine water—with that flavor added through the colors of the logo as well. It represents that at Kokua, we take it slow and ensure that your mental health & well-being is the focus.

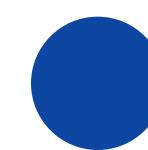


brand icon

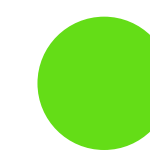
Logo Colors



The two main colors here are green and blue, both of which are the primary representatives of serenity, well-being, and a general feeling of just being at home. The sunny beaches of Miami and the cool blue of its waters is exactly what one needs for a therapeutic vacation, and the colors bring out that feeling.



HEX: f70894
RGB: 247, 8, 148
CMYK: 0, 97, 0, 0



HEX: 090f34
RGB: 9, 15, 52
CMYK: 97, 92, 46, 60

Font Used

The font used here is MADE Outer Sans. It looks and feels inviting, safe, and is easy to read as well.

Easy to see and easy to read makes for an excellent font to attach to a service focused on your mental well-being.

Style

MADE Outer Sans Thin

MADE Outer Sans Medium

MADE Outer Sans Light

MADE Outer Sans Bold

MADE Outer Sans Regular

MADE Outer Sans Black

MADE Outer Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

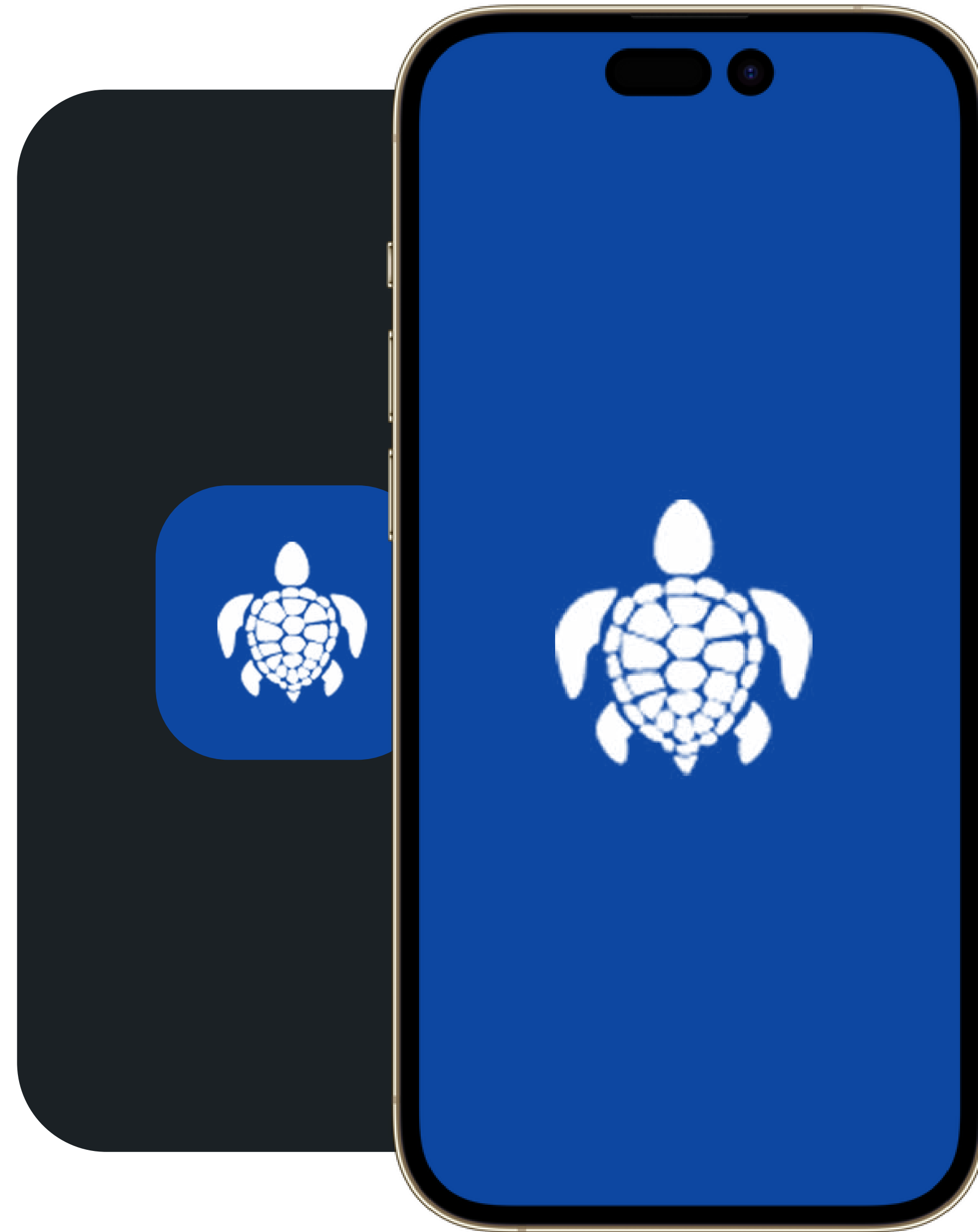
abcdefghijklmnopqrstuvwxyz

1234567890

Device Look!

The turtle icon feels right at home with the blue and green colors, and some other flavors added with cool blacks not only help with keeping the focus where it matters, but also looks great in a handheld device—or any screen for that matter. Created to be Simple but Significant.

Make it simple but significant

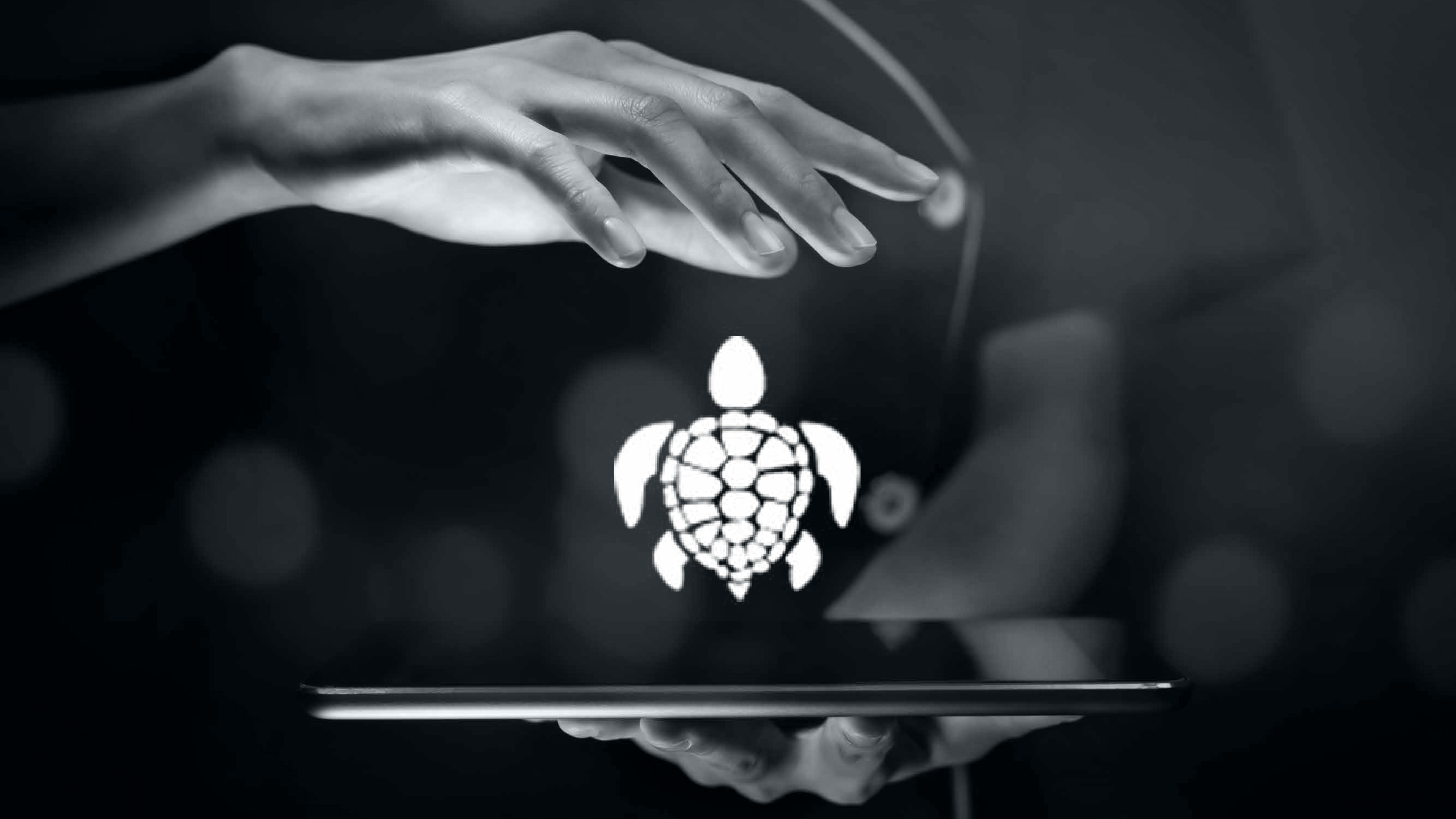


Website

The logo and colors are great when combined together, especially for text, readability, and keeping the page designs somewhat minimalistic.

The blue and white as a primary combination works well at displaying the 'natural' feeling on the website as well.







Thank You !