



**komoot**



Logomark  
Guideline Information

Brand Guidelines - Graphic symbol

# Logomark guidelines



## LOGOMARK GUIDANCE

Reference = Logomark

General information

- The logomark should NOT be the primary logo used in design compositions or marketing initiative. Please always use the komoot brandmark wherever possible.
- The logomarks function is to maximise opportunities where space is limited, making legibility of the primary brandmark logo challenging to read. For example, social media logo positioning areas and email/newsletter footers.
- The logomark can be used as a symbol of authenticity on presentation slides as seen in this document.
- The logomark can also be used on marketing material where traditionally logomark are prevalent, like a website footer or email signatures.



## Logomark colourways

3 colourways are available.

Please make the primary colourway your first choice. White and black can be used when the primary colourway legibility is compromised in relation to the background colourway.



Primary colourway 01.



White colourway 02.



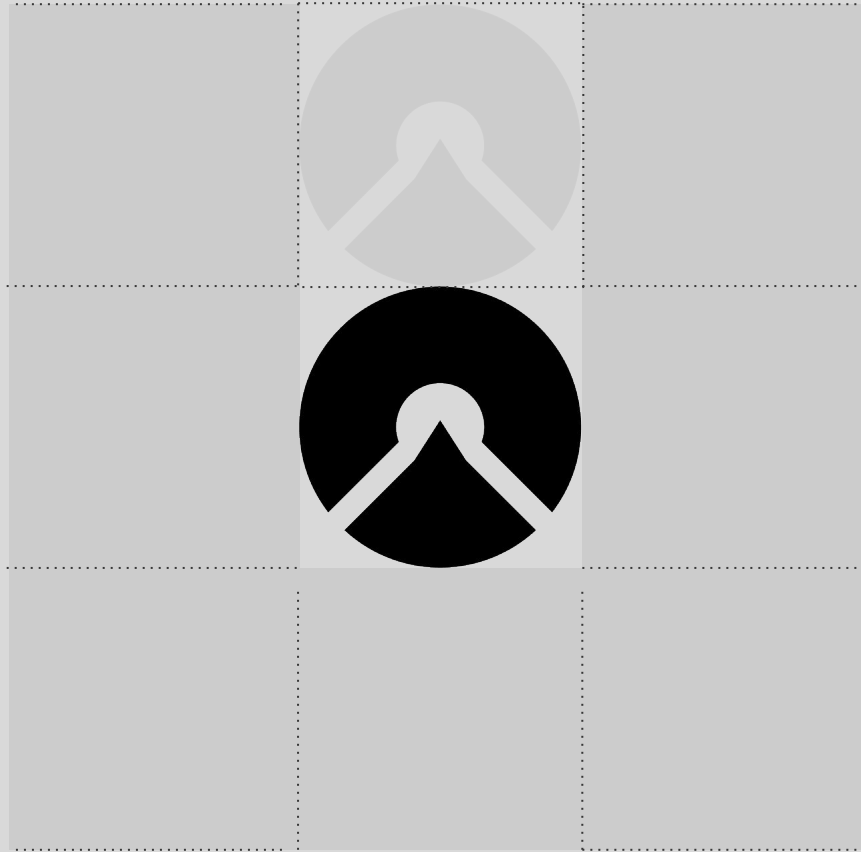
Black colourway 03.



## Clear space allowance

3 colourways are available.

The logomarks should always be surrounded by empty space. The clear space is the equivalent of the circumference of the logomark itself..



Thank You |  **komoot**