



Logomark & Partnership logos
Brand guideline Information

Brand Guidelines - Primary brandmark

Komoot brandmark guidelines



GENERAL INFORMATION

Logo guidance requests.

- Please do not alter the structure or the composition of the logos shown in this guideline.
- Please do not alter the colours of the designs. If a colourway is not shown then we do not permit its use to represent the komoot brand.
- All logos are available in Illustrator eps format in CMYK and RGB colour ways. Logos are also available in PNG formats.



LOGO ANATOMY

The komoot logo consists of 2 main parts: Symbol and type. They should always be used together in pre-defined proportions and layouts.



Symbol

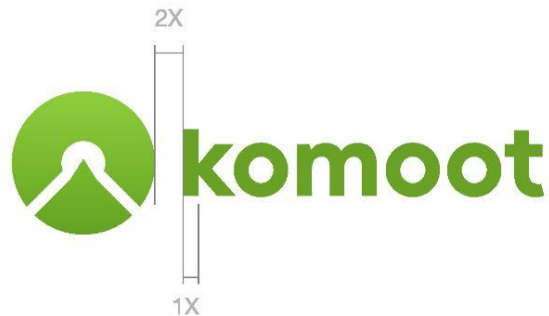
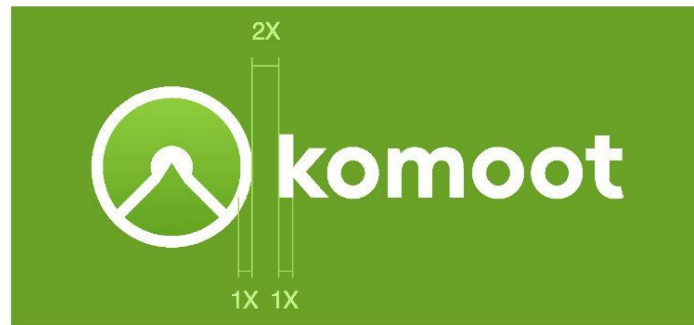
komoot

Type



LOGO LAYOUTS

The distance between the symbol and the type of the logo is defined by the width of the letter K's stem. The space between the logo and the type equals 2X this width.





CLEAR SPACE

The komoot logo should always be surrounded by empty space. The minimum area of space is equivalent to the diameter of the sign (including the white border for the logo with white type). This area of separation is the minimum and should be increased wherever possible.





LOGOMARK COLOURWAYS

4 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 colour.



Primary



Green



Black



White



PRIMARY LOGO USAGE (SCREEN)

Use the komoot logo
predominately in green and
white colours



Perfect: Use this example whenever possible.



Good: Use the logo with the green type only on white backgrounds



PRIMARY LOGO USAGE (PRINT)

Print products with a solid background filled with primary green have a special rule, because the print version of the primary logo uses a solid colour instead of a gradient. Other backgrounds use the same rules as the RGB logo.



Perfect: Use the monochrome white logo on solid backgrounds filled with primary green



Don't: Use the primary logo on backgrounds filled with primary green



LOGO USAGE

You may use the logo with white type on different image backgrounds.



Good: Use the logo with white type in combination with darker image backgrounds



LOGO USAGE



Acceptable: Apply any darker colour background if no other option is possible.



LOGO USAGE



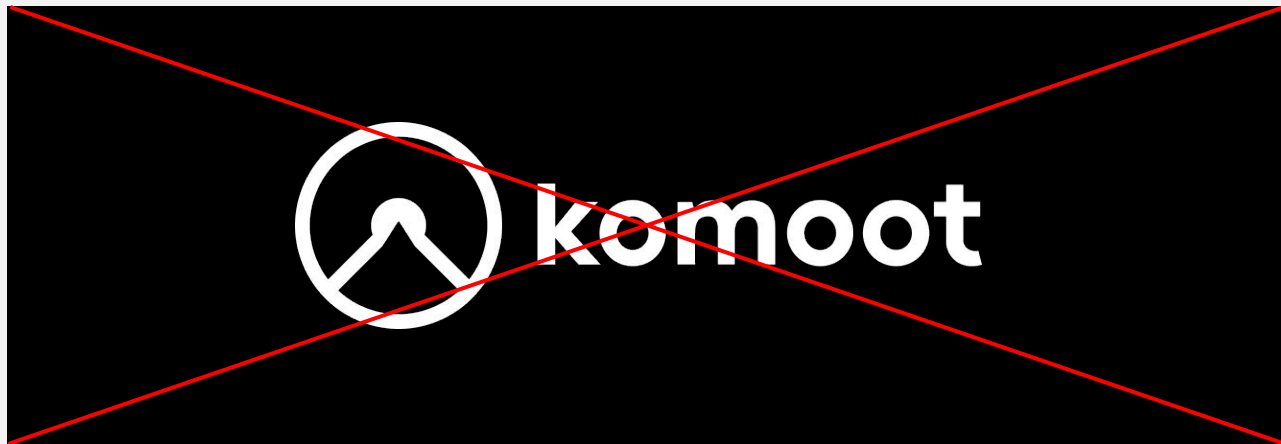
Acceptable: Use the monochrome white logo only if no other options are possible



Never: Use the logo with green type if the background is not plain white



INCORRECT LOGO USAGE



Never: Use an inverted version of the symbol



Never: Use an inverted version of the symbol



INCORRECT LOGO USAGE

When using the komoot logo, the following rules should be adhered to at all times.



Don't use a third color as a part of the logo.



Don't use a green type on dark backgrounds.



Don't apply transparency effects to the Logo.



Don't rotate the Logo.



Don't apply shadows, additional gradients and other effects to the logo.



Don't change the proportions of the logo and don't stretch it.

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.



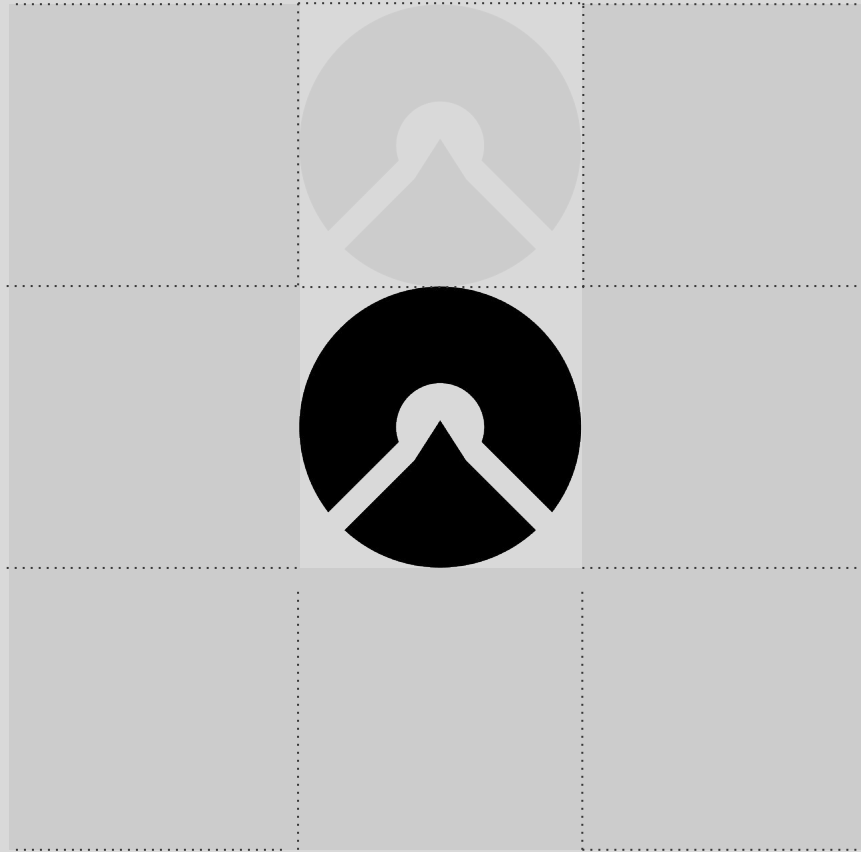
Black colourway 03.



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..





Incorrect logomark use

Don't write anything next to the logomark! This would dilute the recognition value of the komoot logo.



Lorem ipsum

A solid black vertical bar, approximately 10 pixels wide and 100 pixels high, positioned to the left of the text.

Brand Guidelines

Colour information

Brand colour palette

Main colours



KOMOOT CORE COLOUR GREEN

R	G	B
106	161	39

#6AA127

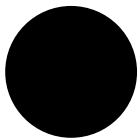
C	M	Y	K
56	0	100	20

PANTONE
7737C



R	G	B
255	255	255

C	M	Y	K
0	0	0	0



R	G	B
0	0	0

C	M	Y	K
0	0	0	100



TOP

R	G	B
143	206	60

#8FCE3C

BOTTOM

R	G	B
106	161	39

#6AA127

GRADIENT

Brand colour palette

Secondary colours

KOMOOT CORE COLOUR (on dark backgrounds)

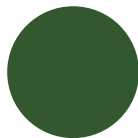


#9CDE4E

R	G	B
156	222	78

C	M	Y	K
44	0	86	0

TERTIARY CORE COLOUR



#33582F

R	G	B
51	88	47

C	M	Y	K
80	43	90	45

Colours to avoid

Komoot has a large amount of competitors, each trying to establish and reinforce their brand identities.

We've identified 2 of a main competitors who's colour recognition is arguably the strongest. Strava and ride with GPS.

As orange is their main brand colour, we'd like to make sure we **DO NOT** use the colour orange.



Thank You |  **komoot**