komoot

Brand Guidelines

Logotype, Logomark, and
Partnership logos
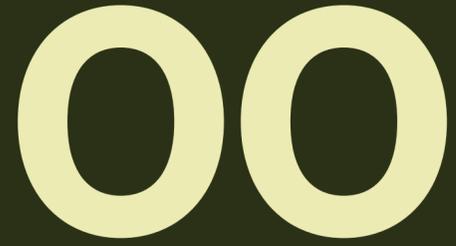
00 Contents

This document contains the information for selecting the right logo for your marketing or partnership initiative. It includes guidelines for logo choice, color selection and empty space.
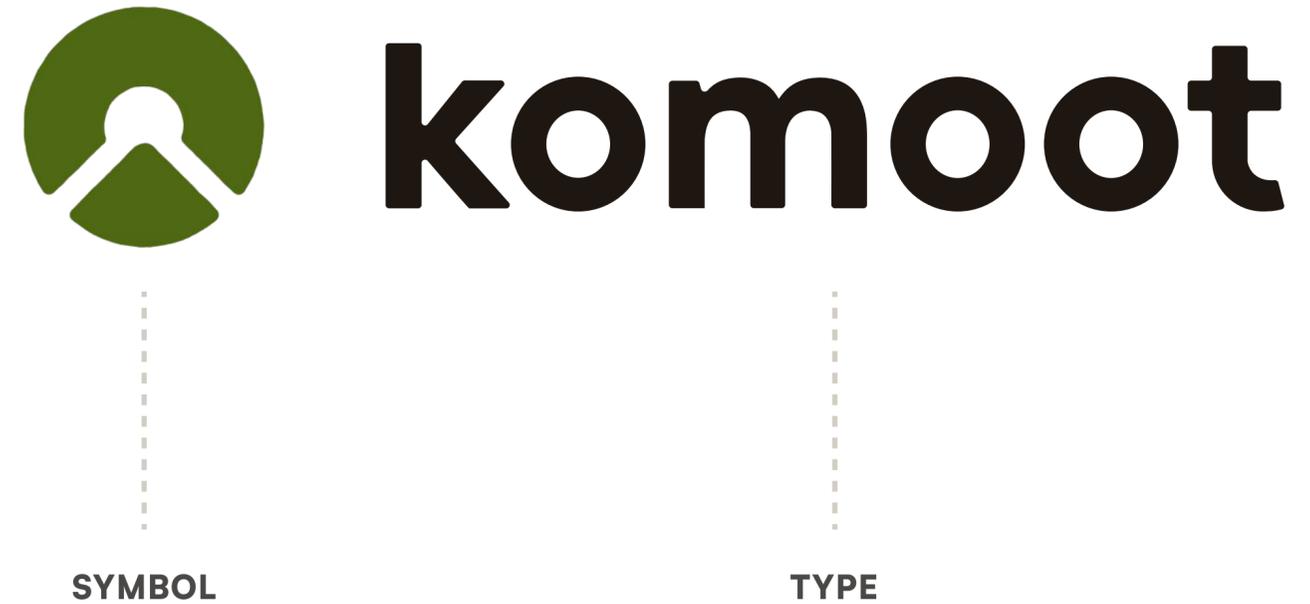
01 Logotype

- Please do not alter the structure or composition of the logos shown in this guideline.
- Please do not alter the colors of the designs. If a colorway 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 colorways. Logos are also available in PNG format.

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LOGO ANATOMY

The komoot logo consists of
two main parts: symbol and
type. They should always be
used together with the
arrangement shown.

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SYMBOL   TYPE

LOGO LAYOUTS

The distance between each element is fixed as shown.

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CLEAR SPACE

The komoot logo should always be surrounded by empty space with a minimum area equivalent to the diameter of the sign.

LOGOTYPE COLORWAYS

Please make these colorways your first choice.

PRIMARY NEGATIVE

LOGOTYPE COLORWAYS

White and black can be used when the primary colorway legibility is compromised in relation to the background color.

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NEGATIVE

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LOGO USAGE

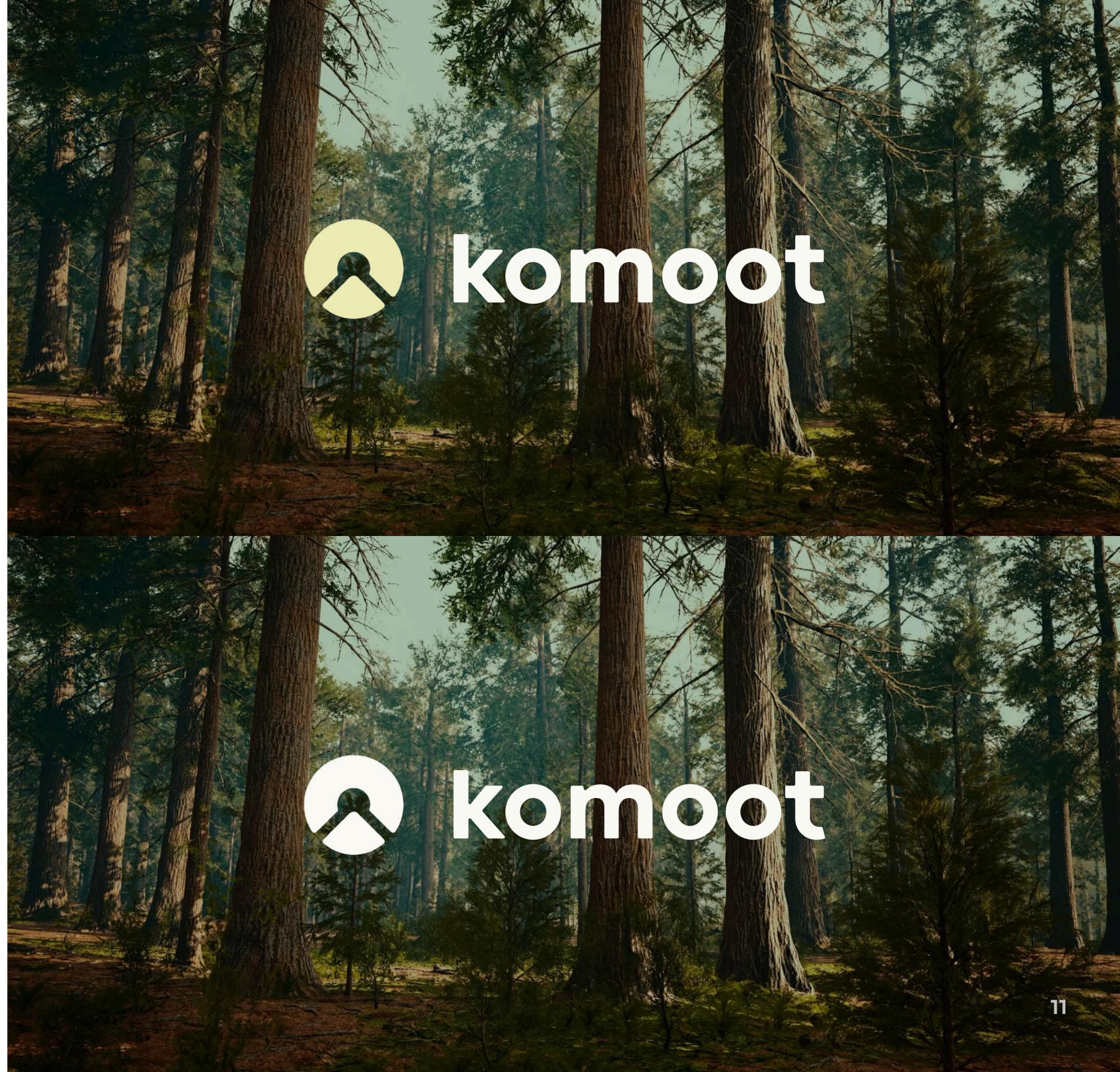You may use the logo with different color backgrounds.

LOGO USAGE

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

LOGO USAGE

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

INCORRECT USAGE

Don't apply transparency effects on the logo

Don't use the primary logo on a dark background

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

Don't rotate the logo

Don't apply shadows or other gradients and effects to the logo

Don't change the proportions of the logo or stretch it

02

Logomark

- The logotype should **not** be the first choice in design compositions or marketing initiatives. Please use the komoot logotype wherever possible.
- The logotype is for occasions when space is limited. For example, it can be used alongside social media logos and in email or newsletter footers.
- The logotype can be used as a symbol of authenticity on presentation slides as seen in this document.
- The logotype can also be used on marketing material where traditionally the logomark would be used, like a website footer or an email signature.

LOGOMARK COLORWAYS

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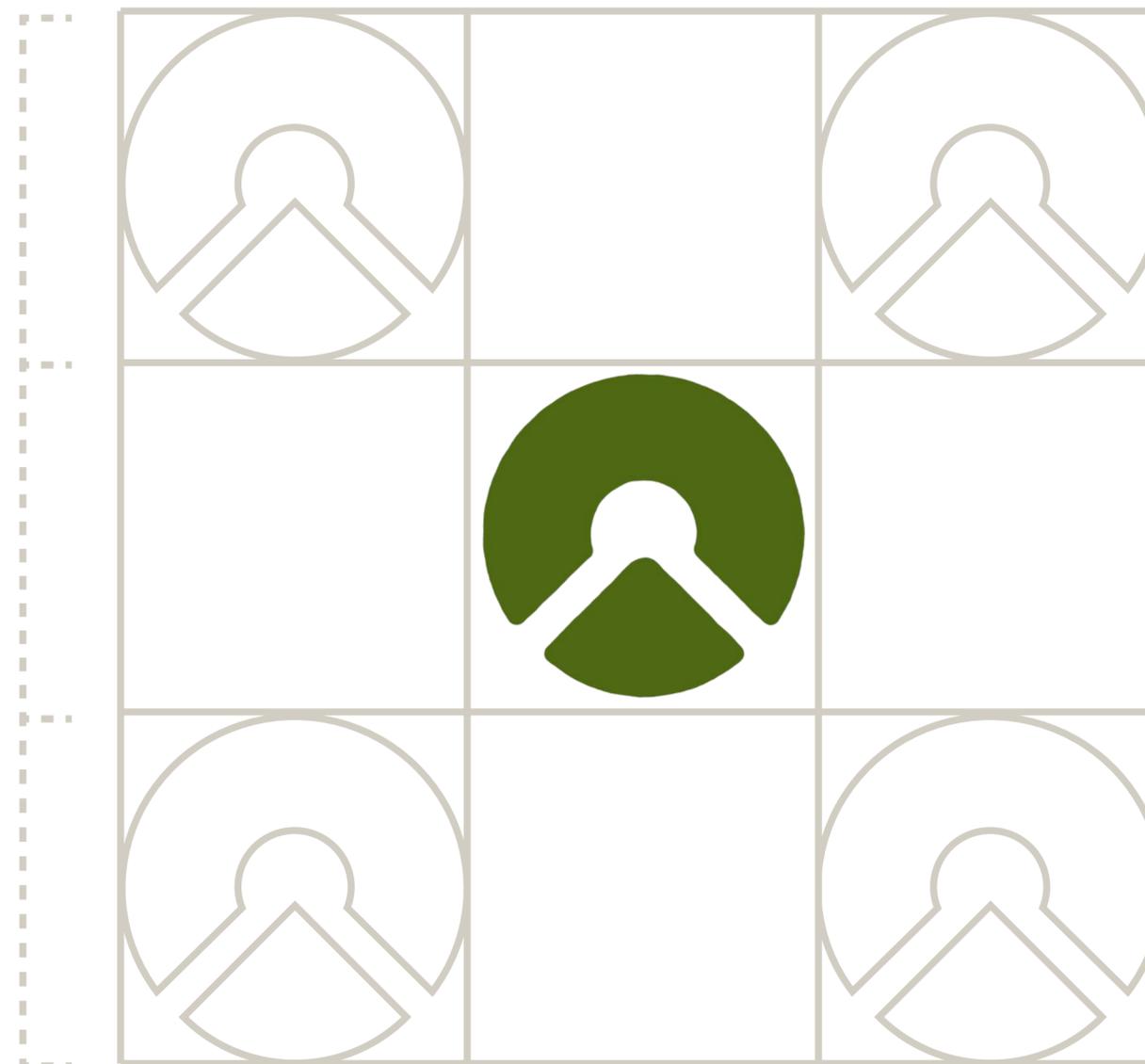
NEGATIVE

POSITIVE

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CLEAR SPACE

The logomark should always be surrounded by empty space equivalent to its own circumference.

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INCORRECT USAGE

Don't write anything next to the logomark.

Lorem ipsum

03 Partnerships

- This logo lockup is designed to showcase 2 brand logos side by side.
- This is the default option for official komoot brand partnerships, if there is no predefined role for komoot (such as headline sponsor or route provider).
- Only brands that have entered into an official collaboration with komoot can utilize this layout.
- If none of the above apply, please ask permission before using any of the logos shown in this guide.

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LOGO POSITIONING

How to combine a partner logo with the komoot logo when the partner logo should be positioned on the **RIGHT**.

PLEASE NOTE: Logo structure and colors should not be altered in any way.
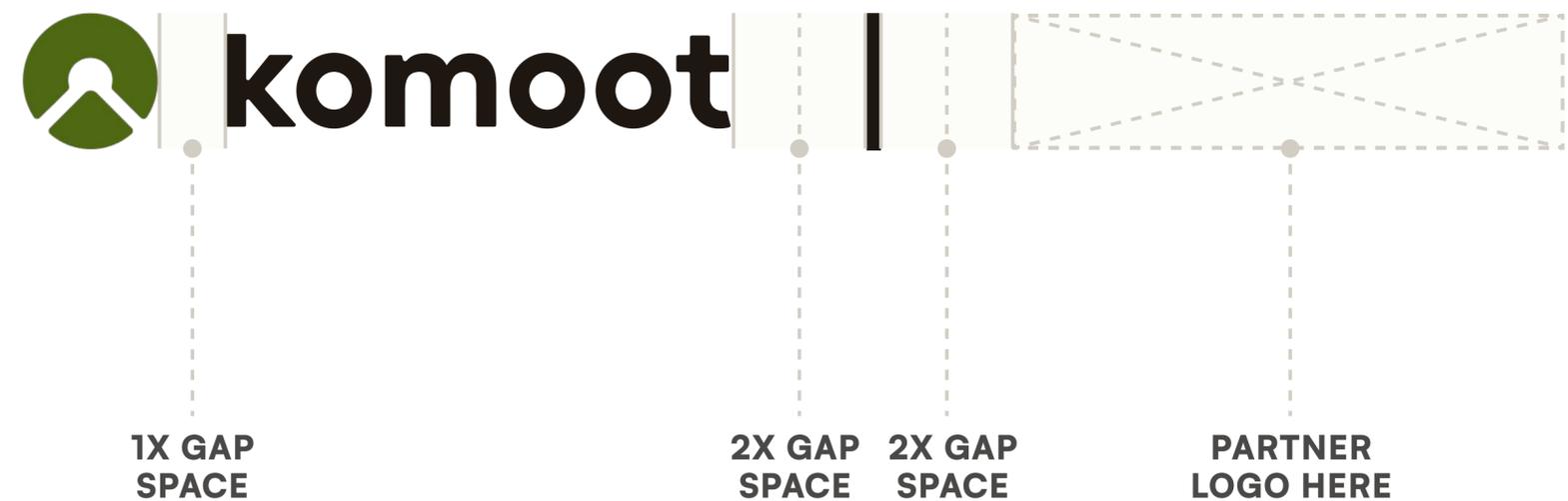
1X GAP SPACE

2X GAP SPACE

2X GAP SPACE

PARTNER LOGO HERE

komoot

LOGO POSITIONING

How to combine a partner logo with the komoot logo when the partner logo should be positioned on the **LEFT**.

PLEASE NOTE: Logo structure and colors should not be altered in any way.

PARTNER
LOGO HERE

2X GAP
SPACE

2X GAP
SPACE

1X GAP
SPACE
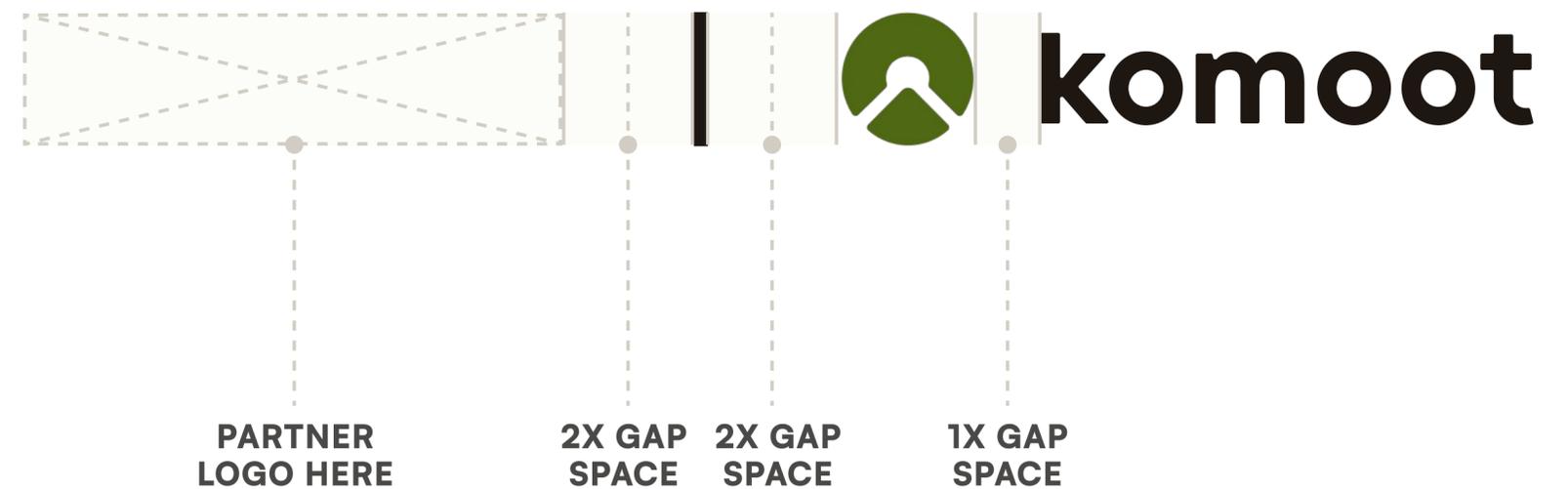
komoot

CLEAR SPACE

The komoot partnership lock-up
should always be surrounded by
empty space equivalent to the
circumference of the komoot
logomark.
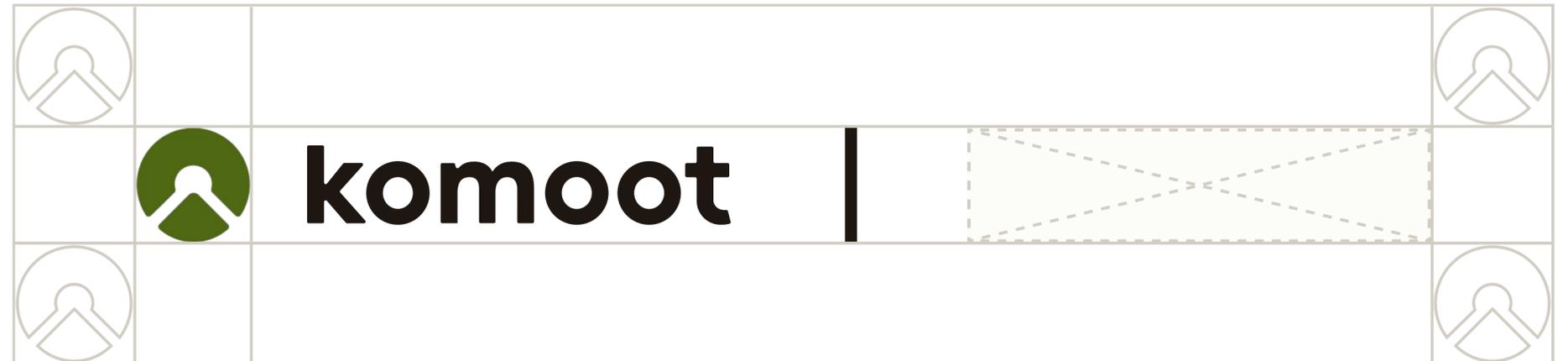
04 Typography

- The komoot brand uses Nohemi for headline text that should be clear and bold.
- Satoshi is used for all body copy. It's an approachable, clean typeface optimized for readability.
- Both fonts serve a distinct purpose.

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NOHEMI

Aa

SATOSHI

Aa

HOW TO USE

Nohemi is a headline typeface, designed to grab attention in titles and large-formats. It should never be used for long-form copy.

Satoshi complements it with simplicity and balance. As our primary typeface for body text, Satoshi ensures the interface is readable and clear.

01

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BOYRUN

Aa

HOW TO USE

Boyrun should be used sparingly—as an accent to highlight specific words, annotate sections, or embellish illustrations.

It brings warmth and spontaneity to the otherwise clean and structured typographic system, helping create a dynamic balance between the formal and the informal.

01

05 Colors

The komoot color palette draws direct inspiration from the natural world. Earthy browns evoke soil and roots, while greens represent vibrant vegetation. Hints of violet nod to water and sky, and a bright orange adds a contemporary, high-contrast accent. This carefully curated spectrum is designed to capture the spirit of the outdoors.

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COLORS

#2B3117
C12 M0 Y53 K81

#4A5427
C12 M0 Y54 K67

#C1C056
C0 M1 Y55 K24

#EE6B17
C0 M55 Y90 K7

#39271B
C0 M32 Y53 K78

#736554
C0 M12 Y27 K55

#E3D2B4
C0 M7 Y21 K11

#8879E1
C40 M46 Y0 K12

NEUTRALS
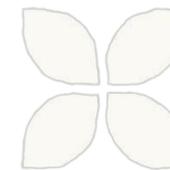
#FAF9F4
C0 M0 Y2 K2
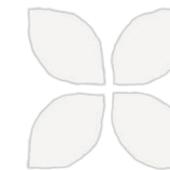
#F5F4F2
C0 M0 Y1 K4

#33312F
C0 M4 Y8 K80

#1E1611
C0 M27 Y43 K88

BRAND

#4F6814
C24 M0 Y81 K59

#ECEBB4
C0 M0 Y24 K7

06 Illustrations

Komoot illustrations are rooted in the outdoor experience. They depict simple symbols of nature and activity—mountains, tents, trails—conveying a sense of adventure and freedom. These visuals enhance our communication with playful clarity and are designed to work seamlessly as standalone icons or integrated patterns.

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Illustrations can be used flexibly as standalone icons, patterns, or background elements across print and digital. Bold shapes and a distinctive color palette create recognizable visual cues. To maintain cohesion, always use the approved color combinations and leave empty space around each element.

07 Applications

This section showcases the brand in action—how our visual language translates across real-world and digital applications. From posters and apparel to product interfaces, we ensure every touchpoint reflects our identity with consistency, emotion, and a sense of exploration. Here, the brand truly comes to life.

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Routes   Planner   Features   Updates   App   Login or Signup

Explore beyond the map

| 🚶 ⌄ | 🔍 Bavaria | Search → |

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★ 4.8

👥 356

Richmond Park circular

Hit this trail
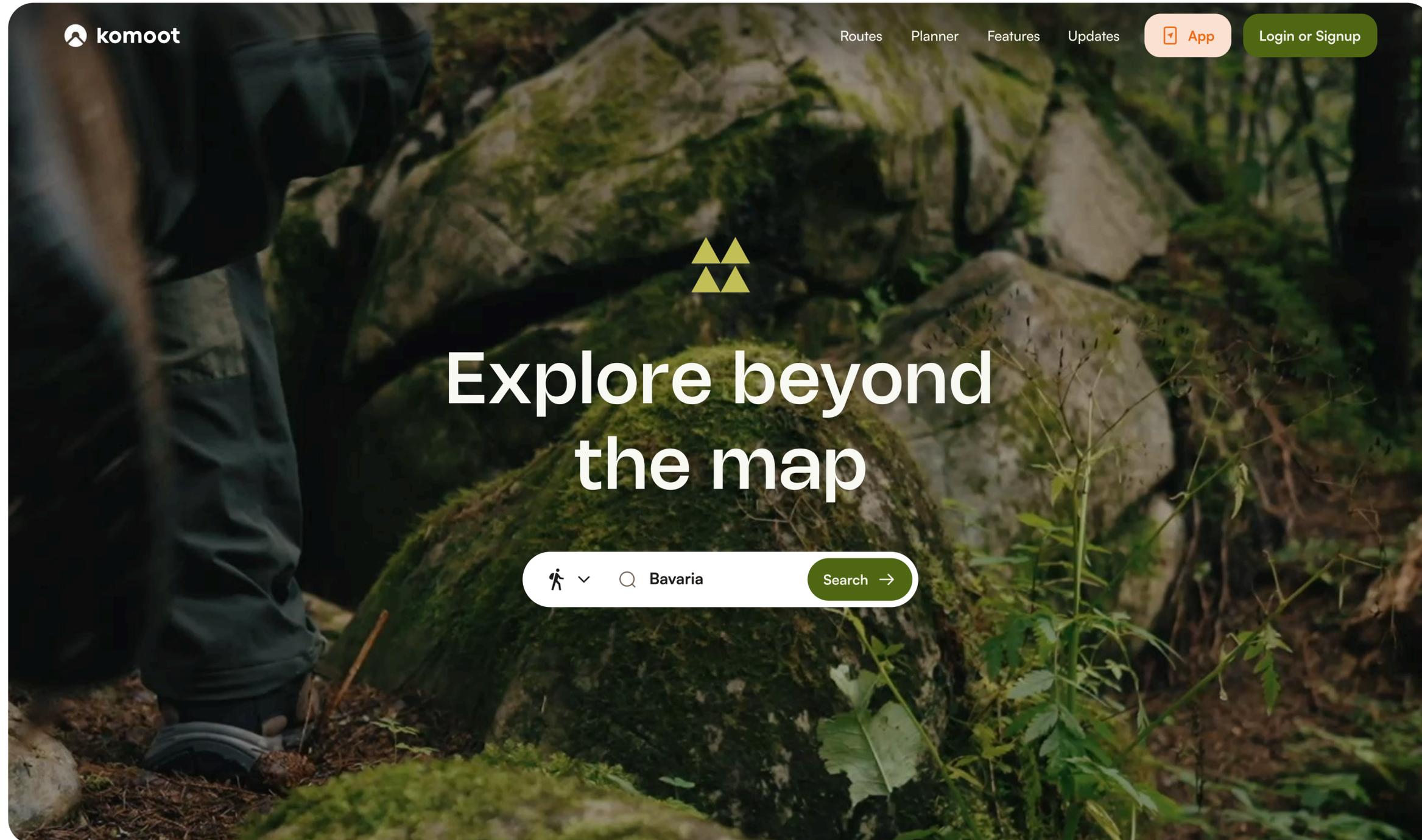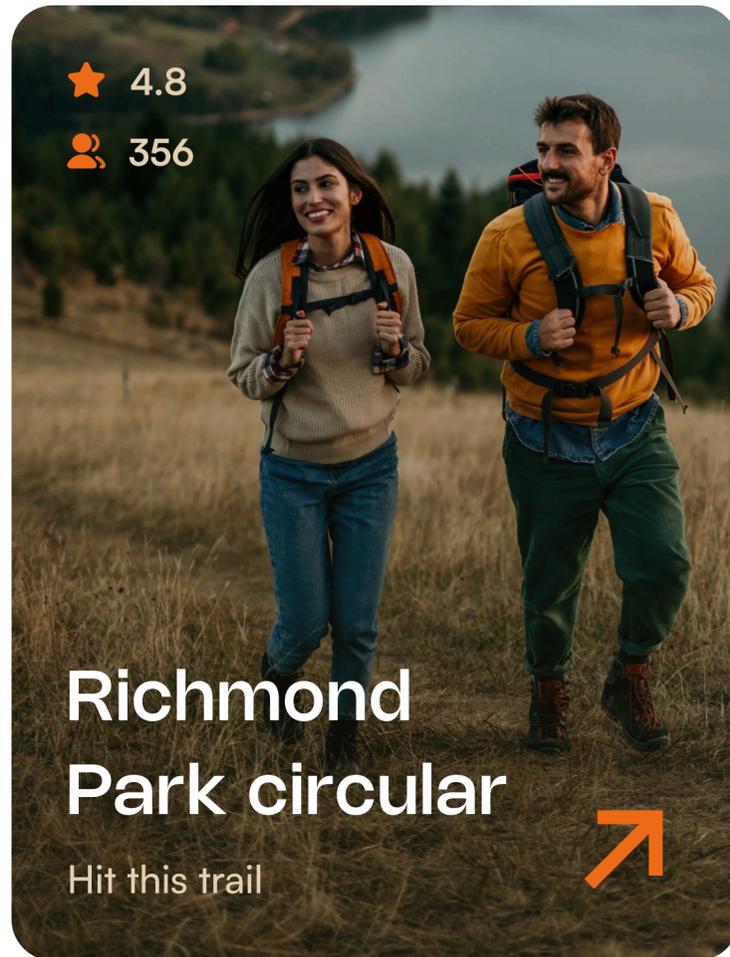
Intermediate hike. Good fitness required. Easily-accessible paths. Mostly accessible path. Sure-footedness required.

📍 Cime di Lavaredo

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komoot - hike, bike & run

Your all-in-one route planner

Free · In-App Purchases

⬆ Share

7.1K RATINGS	AGES	CATEGORY	DEVELOPER	LANGUAGE	SIZE
4.7	**4+**	🏃	👤	**EN**	**386.3**
★★★★★	Years	Health & Fitness	komoot GmbH	+ 9 More	MB

Explore 7M+ routes to hike, ride, and run

ADVENTURES START HERE

TRUSTED BY
50M+
EXPLORERS

Custom routes from your doorstep

Ben Nevis from Glen Nevis

↔ One Way | 🚶 Hiking

The classic ascent of Ben Nevis, following the well... Track (often called the T... near the visitor centre a...

■ Hiking path — 6.8 km
■ Alpine path — 2.4 km
■ Mountain path — 4.2 km
— 3.8 km

0 km   4 km   8 km   12 km   16 km

Save 🔖 | Navigate ↗ ✏

Navigate anywhere, even offline

9:41

→ 100 m
Via Albertstadt

⊘ Offline

2.32 km
Distance
120 m
Elevation gained

23.3 km/h
Average speed
1002 m
Current elevation

★ 4.8

20 km

Controls

See ratings, weather, and trail info

9:41

Map | Tips & Info | Waypoints | Elevation | W...

☁ 28°
△ 29° ▽ 20°
Cloudly

Starting Point 📍 11.3 km from Bardonecchia

Get Directions

Waypoints

A Starting Point
Parking · 0 m

Duration
3h 29m
Length
7.71 km

Elevation Gain
231 m
Elevation Loss
53 m

#1

#2

Create your own routes

35,4 km
Distance
4h 15m
Est. time ⏱

113 m
Elevation gain
87 m
Elevation loss

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Thank you