

Brand identity

The Koomalooma brand identity

Our logo, colour and type, and the thinking behind them. A reference for press and partners.

The logo files are in the brand kit at the back of this guide. Colour and type are set out here in full.

This guide is a working reference. If something you need isn't covered here, ask us rather than improvising.

01	Logo	The wordmark and the mark
02	Using the logo	Clear space, plus four rules
03	Colour	Koomalooma Navy and the neutrals
04	Typography	The typeface your device already has
05	Brand kit	Everything in one download

Logo

The wordmark is our name in lowercase. The two linked loops in “koo” are the mark, which stands alone where the full name won’t fit, such as an app icon.



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Using the logo give it room

Keep one mark of clear space on every side of the logo, and follow the rules below.



 = clear space

The mark is the unit. Keep its height clear above and below the logo and its width clear at the sides, and keep type, edges and other logos out of that zone. Because the unit is the mark itself, the clear space scales with the logo.

Colour

✓ Do

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Navy on light, white on navy.

✗ Don't

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Recolour it outside the palette.

Photos

✓ Do



On a photo, give it a navy backing.

✗ Don't



Leave it on a busy photo with nothing behind it.

Proportions

✓ Do

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Scale it evenly and keep it upright.

✗ Don't

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Skew, stretch or rotate it.

Minimum size

✓ Do



Below 24px tall, switch to the mark.

✗ Don't

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Shrink the wordmark until the letters blur.

Colour one deep navy

Koomalooma Navy carries the brand. White and a quiet grey scale do the rest, so the navy always reads as ours.

Koomalooma Navy

The one brand colour. It sets the logo, the buttons and the surfaces that carry the brand.

#01075F

White

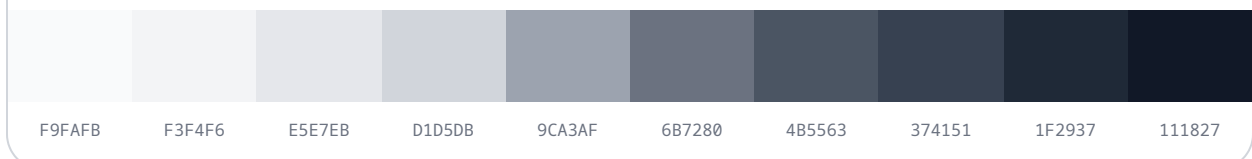
#FFFFFF

Ink

#111827

Grey scale

Backgrounds, borders and body text.



Typography the device's own sans

We set everything in the sans serif your device already has: San Francisco on Apple, Segoe UI on Windows. There's nothing to download, so text appears straight away.

Bold

The few words that lead a
page

Low prices every day.

Semibold

Titles and buttons

Gift cards, delivered by email

Regular

Reading, at a 1.6 line height

Enter the recipient's email at checkout and we'll send the code straight to them. Most codes arrive within minutes.

San Francisco · Segoe UI · Inter · system-ui

Brand kit

Everything in one download

The wordmark and the mark in SVG and PNG, in navy, white and black.

↓ [Download brand kit](#)

svg/	The wordmark and the mark, scalable, for print and design tools
png/	The wordmark at 1200 and 2400px wide, the mark at 256, 512 and 1024px
this guide	koomalooma-brand-identity.pdf

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Use the marks only to refer to Koomalooma and its services. Don't alter the colours, proportions or spacing, don't combine them with other marks without approval, and don't imply a partnership or endorsement that isn't in place. This guidance may be updated at any time.