



## LOGO GUIDELINES

## PRIMARY LOGO

The Scrappy Koko logo reflects duality of the business. Trading from morning to evening, the business morphs from a cafe into a bar.

The emblem is a coffee bean divided in half. These halves represent the morning and the evening.

The logo and font choice provided a modern version of a vintage emblem design, incorporating rustic elements with clean lines.





Without Circle



Inverted Circle

## SECONDARY LOGOS

The primary logo is recommended for the majority of use. However, a secondary set of logos and colour themes have been created to extend the brand.

These can be applied to a wider variety of marketing and promotion material.



Without Circle  
White

SECONDARY LOGOS



Navy Logo Set

SECONDARY LOGOS



Red Logo Set

SECONDARY LOGOS



Coffee Bean Logo Set

**SECONDARY LOGOS**

**SCRAPPY KOKO**  
**== CAFE + SOCIAL ==**

Stacked Wordmark Logo

**SCRAPPY KOKO LOGO GUIDELINES, 2020**

## MARGINS & SIZING

This is the margin between logo and other design elements. The “K” from the “Koko” is an approximate minimum space that must be around the logo at all times.

No other branding or artwork should appear in this area.

The logo should not be resized smaller than 40mm as the icon becomes distorted. In this situation a thicker version must be used. Alternatively, the stacked wordmark can be used.



THICKER VERSION



## LOGO RULES

The logo represents the face of the business. It should be used widely and freely, but it is important to know how to use it correctly in order to retain integrity and consistency.

This page provides examples of what must be avoided with the logo.



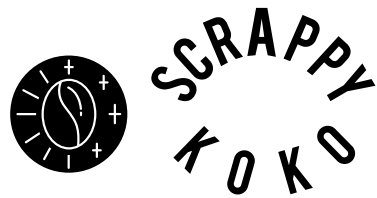
Do not distort or change the proportions



Do not rotate



Do not use unapproved colours

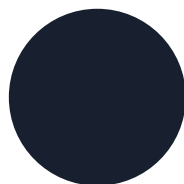


Do not change the position of the icon



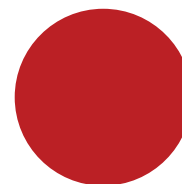
## COLOUR PALETTE & TYPOGRAPHY

This toolkit assists to maintain a consistent and recognisable identity for the Scrappy Koko brand.



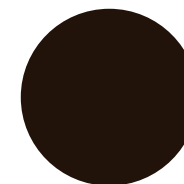
**NAVY**

C-85, M-75, Y-54, K-65  
HEX #181F2E



**RED**

C-18, M-100, Y-100, K-10  
HEX #BB2025



**COFFE BEAN**

C-60, M-70, Y-74, K-82  
HEX #23130A

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### LOGO TYPEFACE

#### BEBAS NEUE

A B C D E F G H J K L M N O P Q R S T U V W X Y Z

A B C D E F G H J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 0 , . ? " ' ! @ # \$ % & \* ( )









