

**KOCHAVA★**

# Identity Guidelines

## OUR LOGO

These branding guidelines will help you determine the best way to use our logo.

## SPACING CONSIDERATIONS

Keep at least a Kochava Star worth of space between the Logotype and other elements.

## USE OF OUR BRAND MATERIALS

Please don't use our name, logos, or screenshots ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation. And please don't edit or change the Kochava logo — we like it how it is!

## KOCHAVA LOGO COLORS

Kochava Blue is #004caa



## DO'S AND DONT'S

**DO**

Where contrast is limited, the logo may be reversed to white

**DONT**

Add other elements within the suggested spacing

**DONT**

No overlapping elements or patterns

## LOGO USAGE - SOLID

Use the solid logo when using the logo in instances where the star within the logo is smaller than 30px or 3/8" in height.



KOCHAVA★



KOCHAVA★



★  
KOCHAVA



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KOCHAVA

## DO'S AND DONT'S

DO

Where contrast is limited, the logo may be reversed to white

## LOGO USAGE

1. This is the primary version of the Kochava logo for use on white or light color backgrounds. This version, the solid blue, is preferred.
2. The White logo is preferred for use on dark color backgrounds, as well as dark areas within photographs.
3. The all white logo is preferred for colors contrasting with the Kochava Blue.
4. Alternatively both “Kochava” and the star may be white or black depending on the relationship to the background color.

1

KOCHAVA★

2

KOCHAVA★

3

KOCHAVA★

4

KOCHAVA★

## DO'S AND DONT'S

DO

Where contrast is limited, the logo may be reversed to white

DONT

Place logo where it may conflict with other elements

## KOCHAVA FOR

Kochava Blue is #004caa

# KOCHAVA FOR ADVERTISERS



KOCHAVA FOR  
ADVERTISERS



## DO'S AND DONT'S

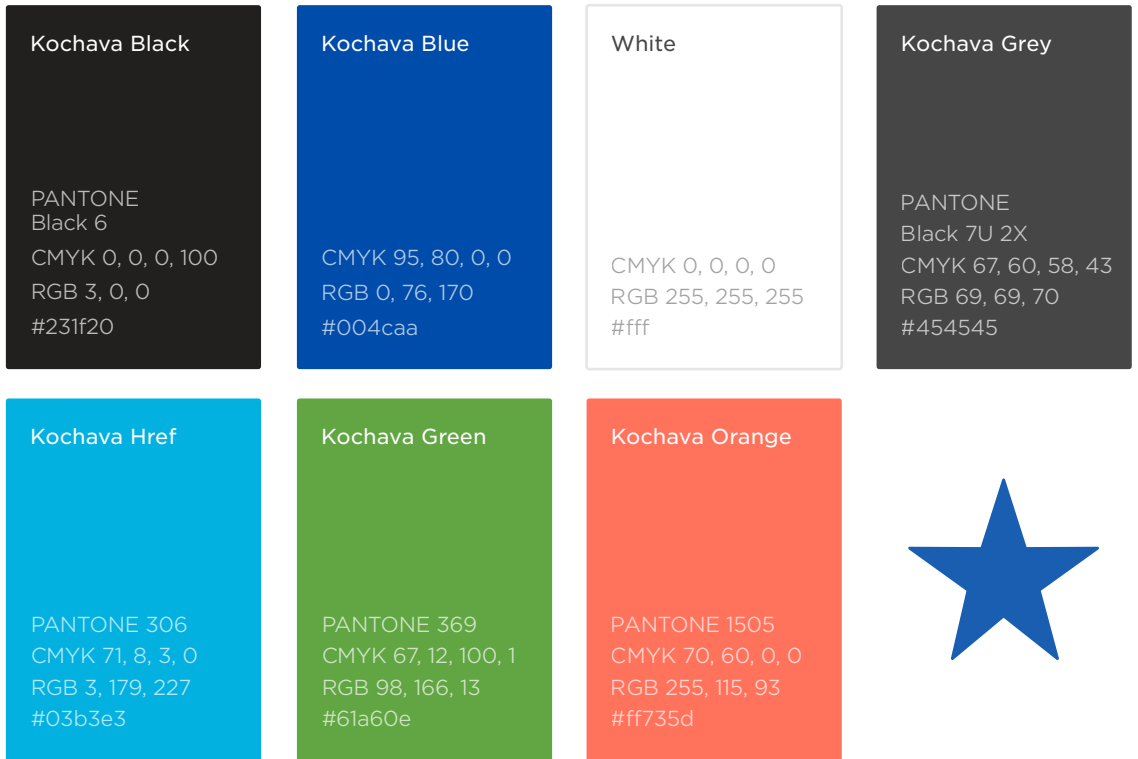
DO

Where contrast is limited, the logo may be reversed to white

## BRAND COLORS

When using any of these approved colors in association with the Kochava brand, please ensure that they are the precise colors defined herein.

**FOR ALL CMYK/PRINT USE THE ATTACHED  
CMYK/PRINT GUIDELINES**



## DO'S AND DONT'S

**DO** Use blue for Kochava star

**DO** Kochava href should be used for href links

**DONT** Use the RGB star for any print purposes