

Logo & Brand Identity Guidelines



*Time made fun,
for kids on the run!*

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Introduction

About

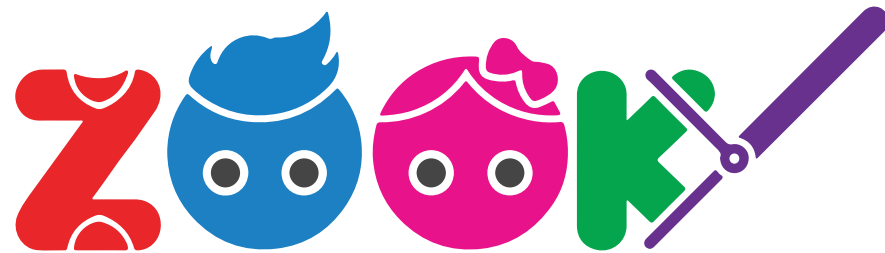
Zooky Times makes designer watches and accessories for children. Our products teach them analogue clock reading skills, to instil the value of time. Children become more confident about reading time and talking about time.



Logo

Meaning

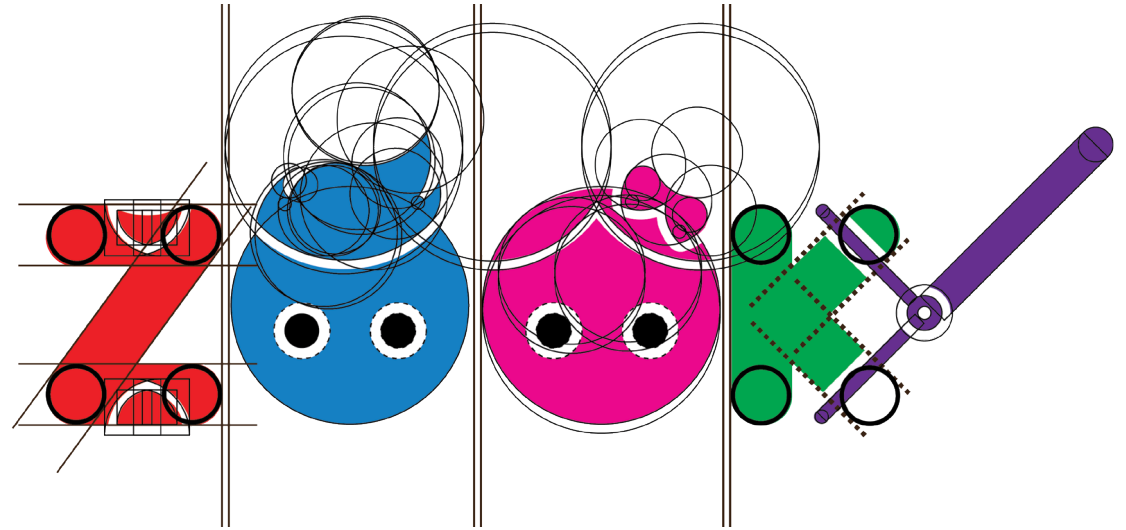
Zooky is all about time for kids so, logo is the combo of sand clock, boy, girl and the clock/watch hands.



Logo

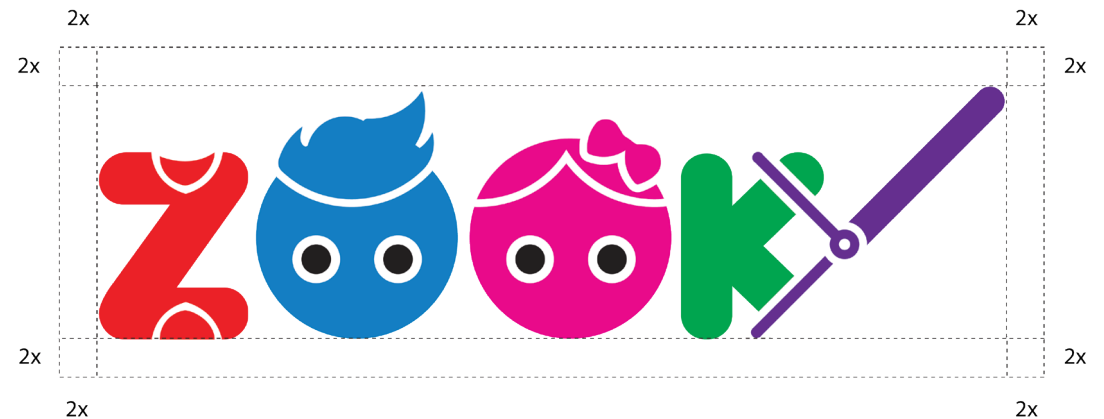
Structure

The logo is based on the golden ratio rules that make symbol balanced.



Exclusion Zone

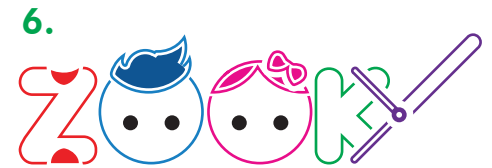
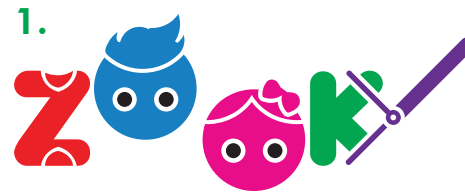
The logo is based on the golden ratio rules that make symbol balanced.



Logo

Unacceptable Use

1. Donot Change the alignment
2. Donot Change space between elements
3. Donot Change brand colors
4. Donot squeeze out the logo
5. Donot tilt
6. Donot use stroke
7. Donot use shadow



Color

Color Palette

Our color palette consist of 6 colors.



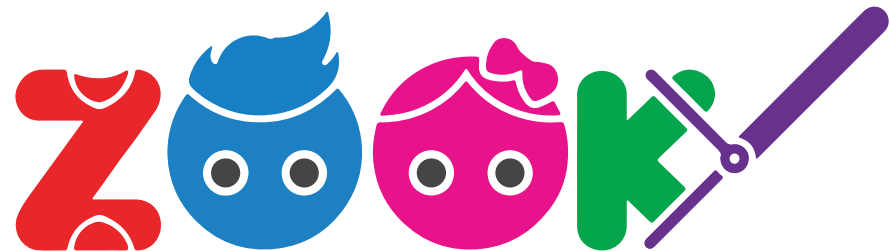
Red <u>Hex code</u> #eb2227 <u>RGB</u> 235 34 39 <u>CMYK</u> 1 99 97 0	Blue <u>Hex code</u> #177fc3 <u>RGB</u> 23 127 195 <u>CMYK</u> 83 43 0 0	Pink <u>Hex code</u> #e90e8b <u>RGB</u> 233 14 139 <u>CMYK</u> 1 99 1 0
Green <u>Hex code</u> #03a550 <u>RGB</u> 3 165 80 <u>CMYK</u> 83 7 95 0	Purple <u>Hex code</u> #65308f <u>RGB</u> 101 48 143 <u>CMYK</u> 75 98 2 0	Grey <u>Hex code</u> #231f20 <u>RGB</u> 35 31 32 <u>CMYK</u> 0 0 0 100

Typography

Typeface

Baloo font is the official font of our brand.

Baloo (Regular)



Stationery

Business card



Stationery

LetterHead



Merchandise

Clock Box



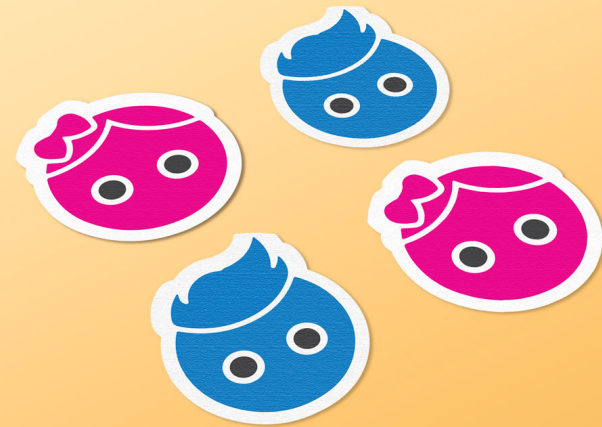
Merchandise

Watch Box



Merchandise

Stickers





Thank You !

