

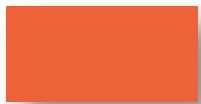


KOI NO IKE

Brand Identity Guidelines

Mario and Luigi

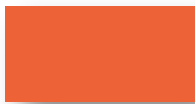
Our Mark & Colors



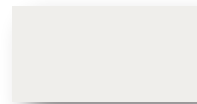
EE6237



FAA939



2A343D



EFEEEB

ABOUT

Koi no Ike is a platform where Koi owners can connect with others who also own and appreciate Koi.

The curves on the left represent the curves of scales on a fish, as well as the fish tail shape. Additionally, it resembles the strokes of the letter K. On the right, the yellow circle completes the look of a fish scale, which is the treasured and beautiful feature of a koi, it's beautiful and elegant color. Here, the circle also represents the sun, which emphasizes the shiny glowing look of a koi, as well as the reference to the Japanese flag, because koi are heavily associated with Japan.

The dark grey color almost has a blue tint to it, which is a reference to both the black spots on koi, as well as a reference to Japanese calligraphy, which is a strong cultural point.

Typeface

K2D

SANS SERIF FAMILY

THIN The quick onyx goblin jumps over the lazy dwarf
1234567890 !?%&

REGULAR The quick onyx goblin jumps over the lazy dwarf
1234567890 !?%&

EXTRA BOLD **The quick onyx goblin jumps over the lazy dwarf**
1234567890 !?%&

SOURCE SERIF VARIABLE

SERIF FAMILY

LIGHT The quick onyx goblin jumps over the lazy dwarf
1234567890 !?%&

SEMIBOLD **The quick onyx goblin jumps over the lazy dwarf**
1234567890 !?%&

BOLD **The quick onyx goblin jumps over the lazy dwarf**
1234567890 !?%&

Logotype Scalability

EXTENDED
LOGOTYPE:
TAGLINE IS
ON THE SIDE



KOI NO IKE

Connect with caring breeders,
like you

3 INCHES

COMPACT
LOGOTYPE:
TAGLINE IS
UNDERNEATH



KOI NO IKE

Connect with caring breeders,
like you

2 INCHES

EXTENDED
LOGOTYPE:
NO TAGLINE



KOI NO IKE

3 INCHES

COMPACT
LOGOTYPE:
NO TAGLINE



KOI NO IKE

1.5 INCHES

MINIMAL
MARK SIZE
WITH TITLE



KOI NO IKE

2 INCHES

MINIMAL
MARK SIZE



0.5 IN

Required Free Space



$\frac{1}{6}X$ X $\frac{1}{6}X$

$1.33 X$

The width of the gap between the circle and the edge of the icon is what determines the minimal space around the icon.



The same method will be used for icons with logotype and mark



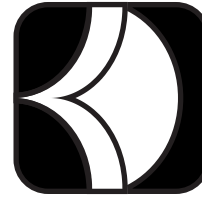
Icons less than 1 inch will use $\frac{1}{4}$ of the total width of the icon for each space

Logotype & Mark Variants

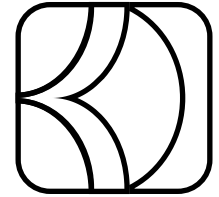
FULL COLOR
ON WHITE
BACKGROUND



BLACK ON
WHITE
BACKGROUND



STROKE
ON WHITE
BACKGROUND



LOGO VARIATION
ON WHITE
BACKGROUND



KOI NO IKE

LOGO VARIATION
ON BLACK
BACKGROUND



KOI NO IKE

FULL COLOR
ON BLACK
BACKGROUND



WHITE ON
BLACK
BACKGROUND



STROKE
ON WHITE
BACKGROUND



Style Guide

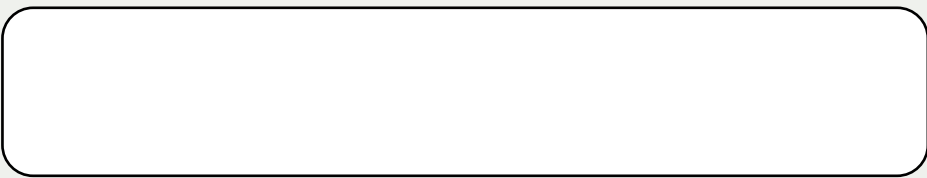
Typography

40px, ExtraBold for big titles	Headline H1
32px, Bold for section labels & overhead titles	Headline H2
24px, Bold	Headline H3
20px, Bold for buttons and labels	Headline H4
24px, Regular	Body
20px, Light	Body
16px, Light	Sub text

Icons



UI



Input Field



Button Large



Button Medium



Button Small



Button Color 2



Button Color 3

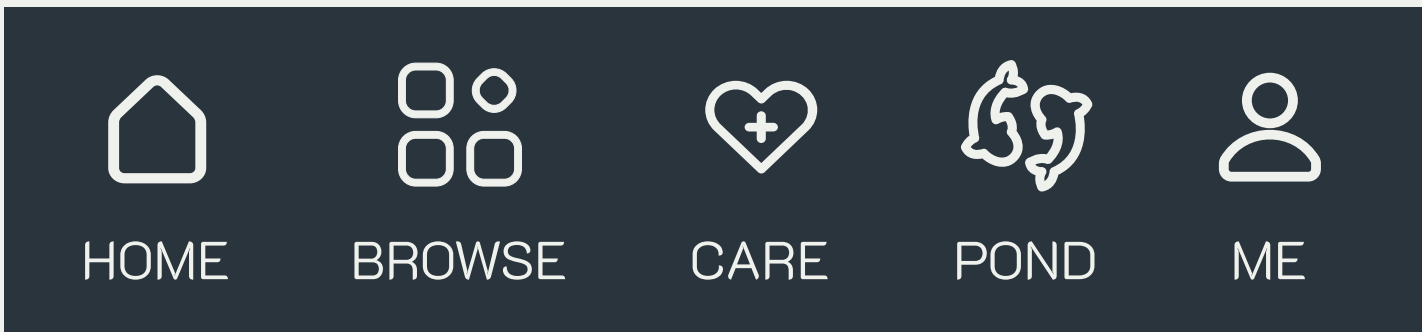


Star Rating



Temperature Setting

Navigation

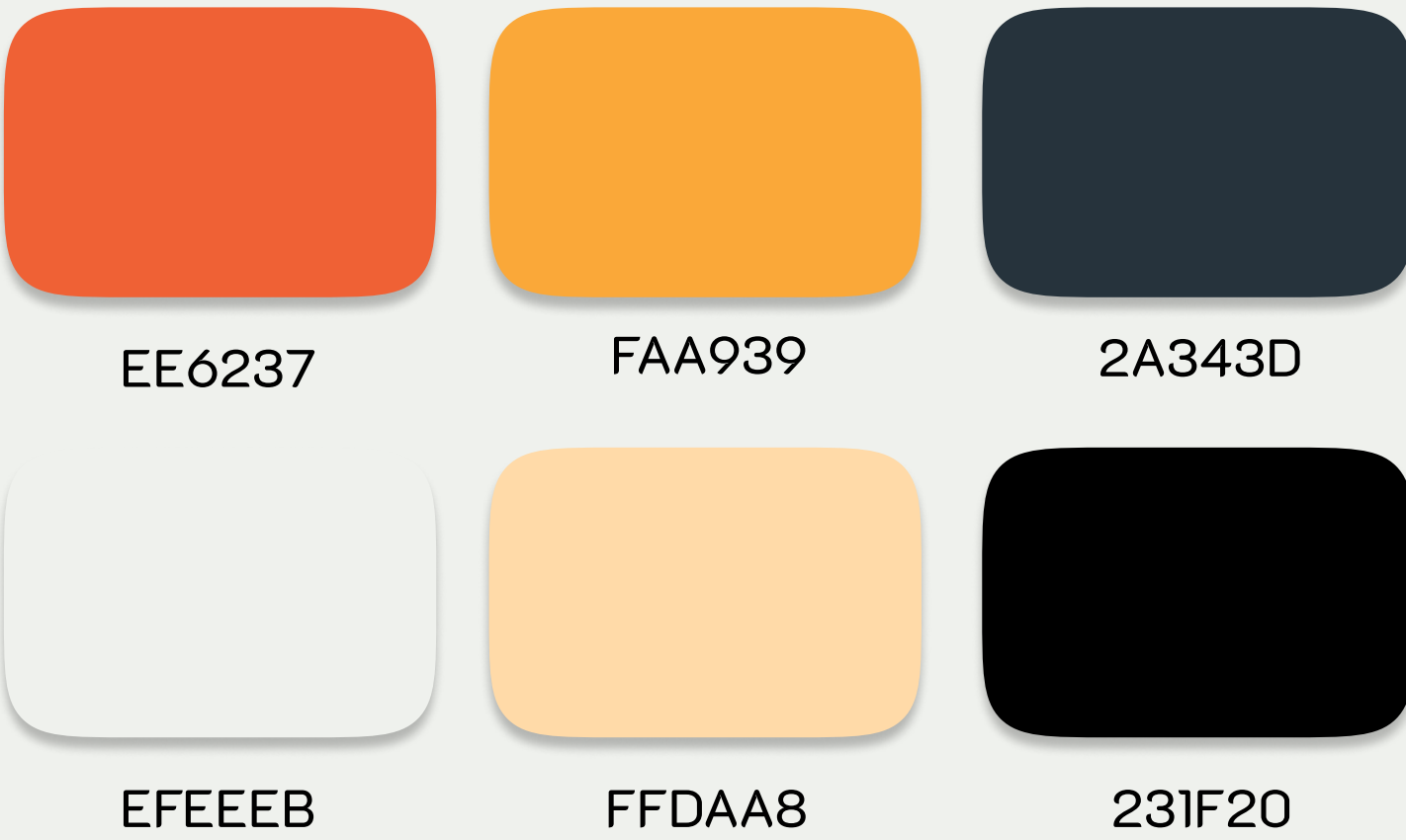


Navigation Unselected



Navigation Selected

Colors



Pond Stats Cards

Water Temp

C°F

82°

E. Coli

120

colonies per 100mL

i

Simple Stats

Overall Pond Health

95%

i

Temp100%

E. Coli100%

Alkalinity100%

Oxygen85%


Large Stats Card

Description Cards



Fish Name

Simple Card with Label

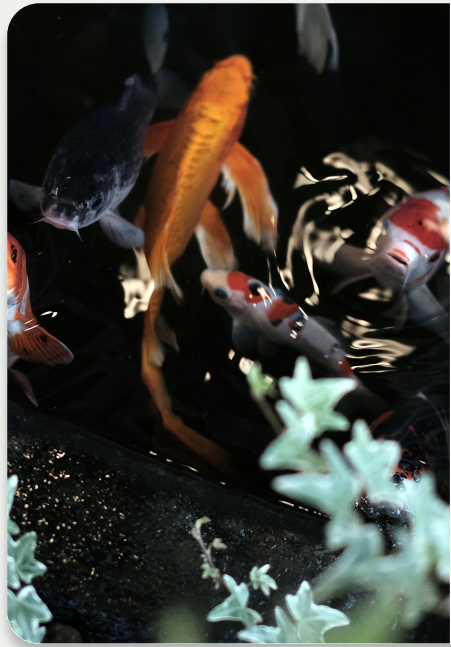


Fish Name

Type: Kohaku

Birthday: May 11, 2021

List Style Card



Plant Name

Description: Water lilies provide shade and shelter for koi while adding beauty to the pond.

★ ★ ★ ★ ☆

Read More >


Expanded List Style Card



Your koi are well fed

Great job, keep up the consistent feeding.

Icon List Card



You last fed your koi 10 hours ago

Feed your koi now!

Emphasis Icon List Card

Final Designs

