Looka

Brand Guidelines

We're here to make great design accessible and delightful for everyone.

**We're creating an AI-powered platform that helps entrepreneurs bring their brand to life with beautiful design.**

Design with confidence.

"Design" implies a self-serve, DIY component, while "confidence" conveys that the person doesn't need to have previous experience in graphic design to use the platform (they have the leading technology to assist them).

Looka

The principles that guide us in making the world's smartest design platform
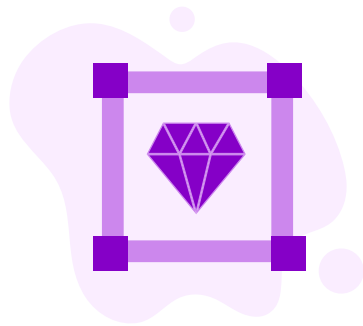
Beauty

We pay attention to the details and make sure everything we deliver is beautiful, so customers never have to second-guess their designs.
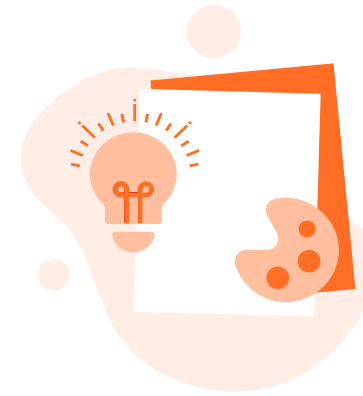
Simplicity

The customer is in control but doesn't have to make exhaustive decisions. Our product sacrifices some freedom of choice for the sake of simplicity.

Guidance

We help customers navigate the entire creative process and provide helpful suggestions and variations along the way.

Fun

We make the process of designing a brand exciting for the customer by helping their idea feel more real and giving them creative control.

Expertise

We use our design knowledge and industry expertise to ensure customers have full confidence in our technology and the results we deliver.
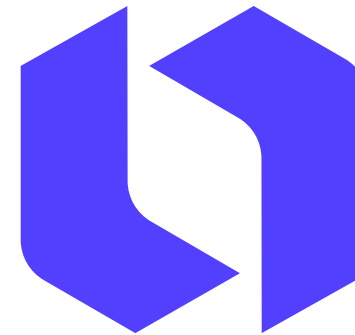
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Logos

Lockups

Our primary logo exists as a horizontal lockup with the symbol and wordmark. If horizontal space is limited, you can use the symbol on its own; however, the symbol should only be used when there's clear mention of the Looka brand name (e.g. on social channels).

LOGO

SYMBOL

Looka

Primary

Our primary logo is a combination mark. Together, the symbol and the wordmark create the Looka combination mark. The combination mark forms the most significant feature of the Looka product and brand identity, and should be used on all branded communication.

The primary logo should never be altered, tilted, distorted, manipulated, or disassembled on any medium or application.

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Logo construction

We used this grid to create our combination mark and ensure it was balanced optically. The space between the symbol and the wordmark is the same as the space between the shapes within the symbol. The spacing and alignment should not be altered in any way.

The wordmark is in our brand font, Circular, with custom adjustments: a lower ascender height and optimized spacing.

Looka
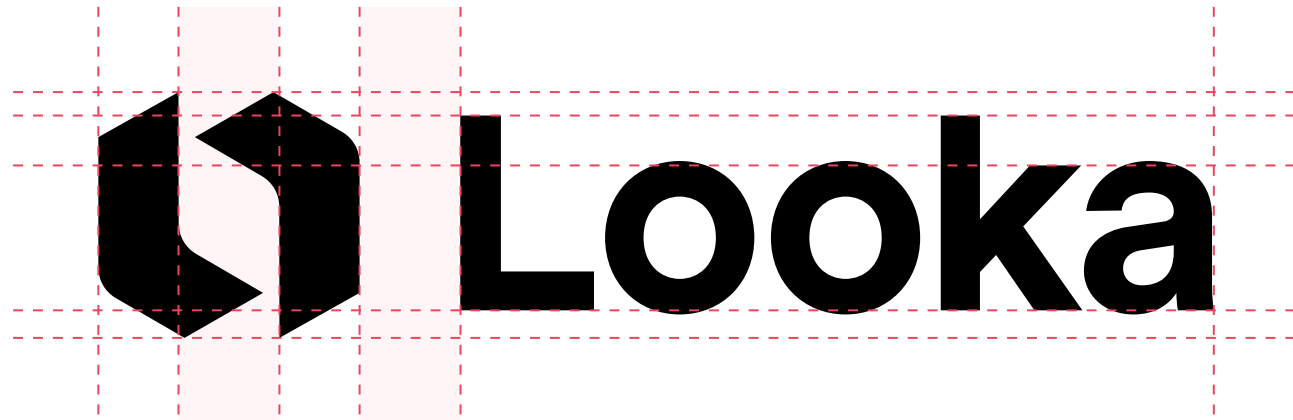
Logo clear space

Wherever our primary logo is used, it should be surrounded by a consistent amount of clear space to ensure its visibility and impact. The clear space is developed from half of the height of the total height of our logo. No graphic elements or text should invade this zone. This rule applies to all treatments of the primary logo on all mediums.

0.5 X

0.5 X

Looka

0.5 X

X

0.5 X

Looka
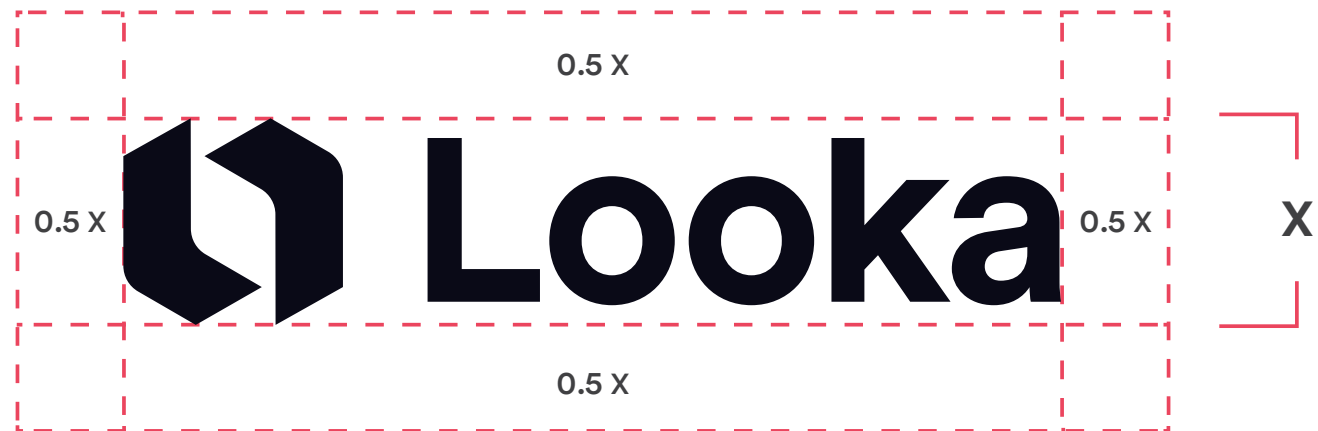
Logo color variations

These are the color variations for our primary logo. Across all mediums and applications, every effort should be made to use our logo in the electric blue brand color on a white background or vice versa.
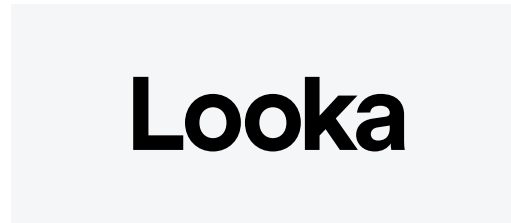
We understand this isn't always possible, so if needed, use our logo in either black or white.
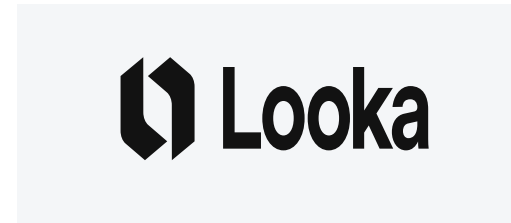
Logo misuses

Because the combination mark is the brand's primary visual representation, its integrity should be respected at all times, in all places. Changing any elements of our logo will weaken our brand. Here are some examples of common design changes to avoid.
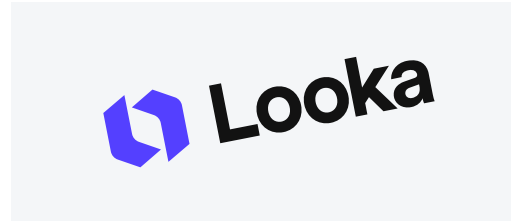
✕ Don't just use the wordmark

✕ Don't scale/stretch the logo

✕ Don't alter the colors of the logo

✕ Don't change the orientation

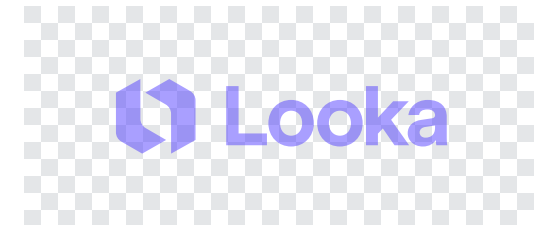✕ Don't use gradients or shadows

✕ Don't crop the logo

✕ Don't use against low contrast

✕ Don't stack the logo

✕ Don't use different transparencies

Looka

Symbol

Our symbol consists of two abstract letter Ls. These two Ls mirror each other to create symmetry and balance. The symbol is the most distinct feature of the Looka product and brand identity, and should be used on all branded communication. The symbol should never be altered, tilted, distorted, manipulated, or disassembled on any medium or application.

Symbol meaning

A logo is for identification, not communication. That said, we wanted to bring some personality and meaning to our logo.

1. The letter L ties back to the name Looka to help brand recognition when the symbol is used on its own.

2. The human eye represents an "eye for design" (because design starts with your eyes).

3. Finger framing is the gesture someone makes when they're trying to frame a photo or design.

Letter L + Human eye + Finger framing

Letter L

To tie back to the company name & help brand recognition.

Human eye

The eye for design. Design is very visual and starts with your eyes.

Finger framing

The gesture someone makes when they're trying to frame a photo or design.

Looka
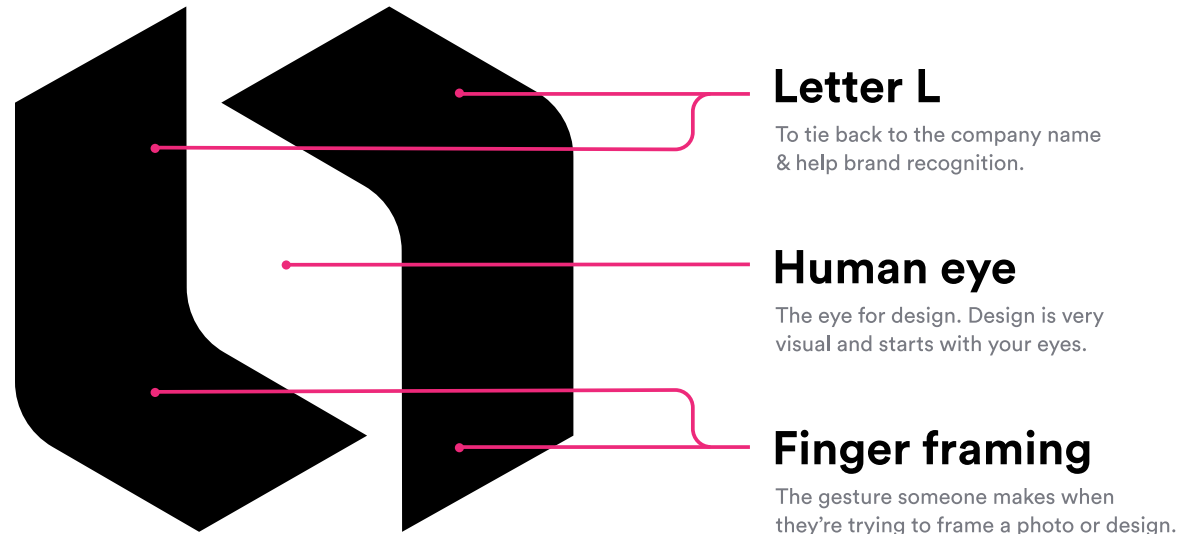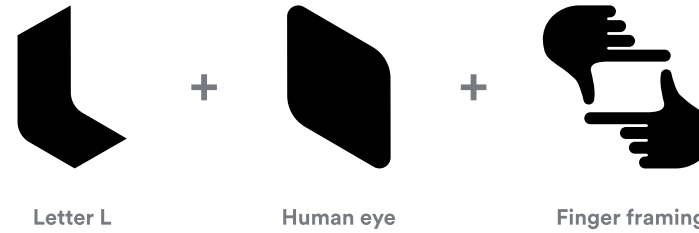
Symbol construction

We used this grid to create our symbol. A grid was used to ensure the logo is balanced optically. The angles, spacing, and radius of these two shapes are symmetrical and should never be altered.


Looka
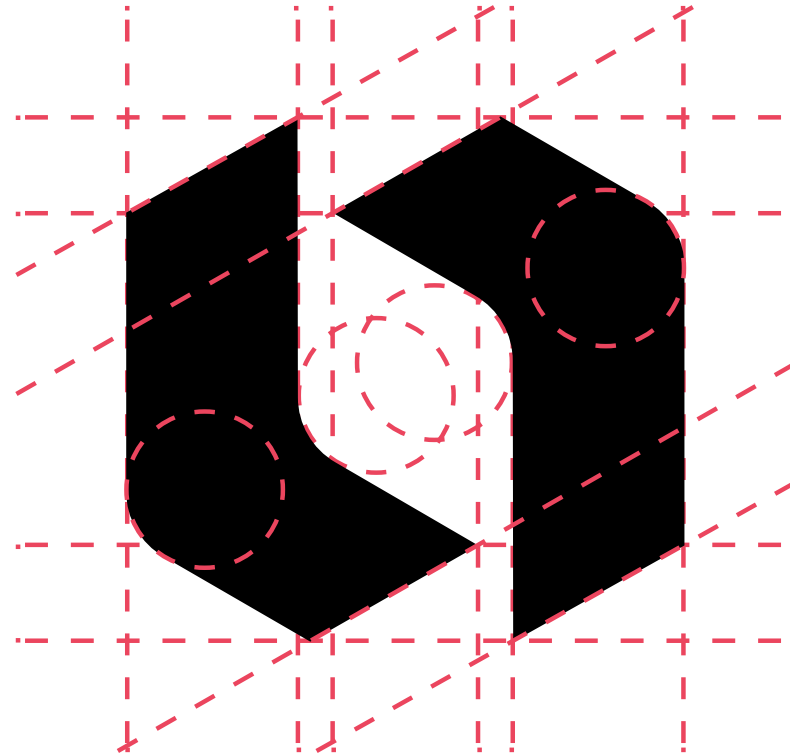
Symbol clear space

Wherever our symbol is used, it should be surrounded by a consistent amount of clear space to ensure its visibility and impact. The clear space is developed from half of the height of the total height of our symbol. No graphic elements or text should invade this zone. This rule applies to all treatments of the symbol on all mediums.
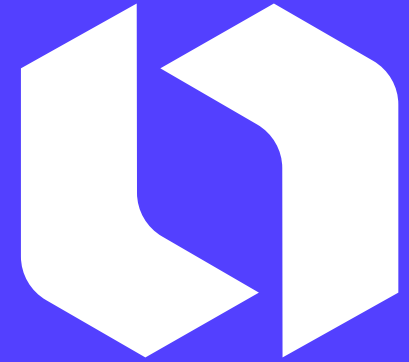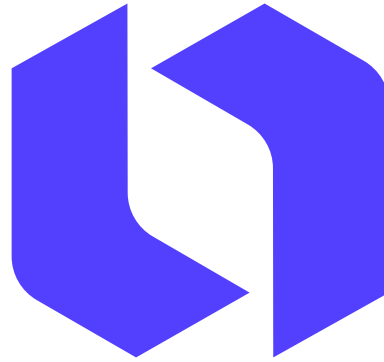
0.5 X

0.5 X

0.5 X

X

0.5 X

Looka
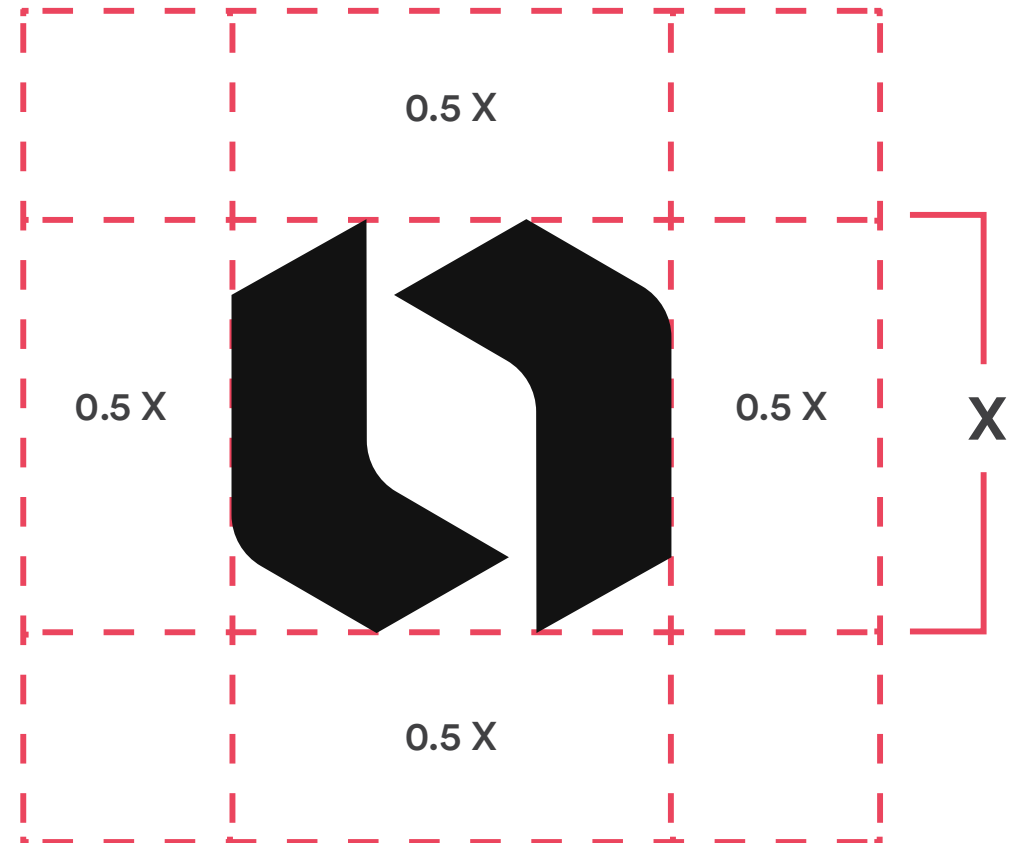
Symbol color variations

These are the color variations for our symbol. Across all mediums and applications, every effort should be made to use our symbol in the electric blue brand color on a white background or vice versa.

We understand this is not always possible, so if needed, use our symbol in either black or white.

Symbol misuses

Because the symbol is the brand's most distinct feature, its integrity should be respected at all times, in all places. Changing any elements of our symbol will weaken our brand. Here are some examples of common design changes to avoid.
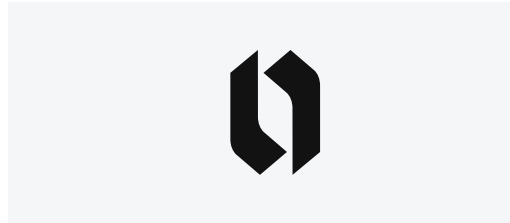
✕ Don't scale/stretch the logo

✕ Don't crop the logo

✕ Don't change the orientation

✕ Don't use gradients or shadows

✕ Don't use against low contrast

✕ Don't use different transparencies

Looka

Color

Brand colors

This is our brand color palette. Our primary brand color is Electric Blue. We anchor on a single color used with intention, to drive consistency across all mediums.

Functional colors
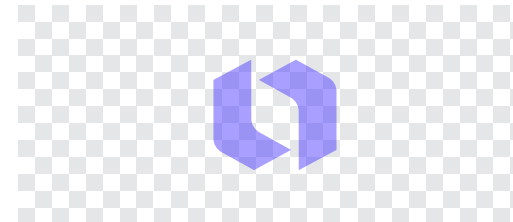Our functional colors are used throughout our website and app on text, link hover states, borders, and more.

Accent colors
Our accent colors can be used in branded assets and marketing materials.

Background colors
Our background colors allow us to be more flexible and dynamic. They're currently used as background colors for employee headshots.

PRIMARY COLOR

ELECTRIC BLUE

PANTONE	2272 C
HEX	#5340FF
CMYK	77 73 0 0
RGB	83 64 255

SECONDARY COLORS

RED
HEX	#FF666C
CMYK	77 73 0 0
RGB	83 64 255

PURPLE
HEX	#C04DFF
CMYK	77 73 0 0
RGB	83 64 255

ORANGE
HEX	#FF884D
CMYK	77 73 0 0
RGB	83 64 255

GREEN
HEX	#16C79E
CMYK	77 73 0 0
RGB	83 64 255

YELLOW
HEX	#FFE44D
CMYK	77 73 0 0
RGB	83 64 255

FUNCTIONAL COLORS

HEADER TEXT
HEX	#090B17
CMYK	79 72 59 80
RGB	9 11 23

BODY TEXT
HEX	#676E8B
CMYK	65 55 29 6
RGB	103 110 139

HOVER COLOR
HEX	#353CDB
CMYK	84 74 0 0
RGB	53 60 219

BORDER COLOR
HEX	#DAE2F1
CMYK	13 7 1 0
RGB	218 226 241

SUCCESS
HEX	#13A885
CMYK	79 8 62 0
RGB	19 168 133

ERROR
HEX	#FA2A31
CMYK	0 94 85 0
RGB	250 42 49

BACKGROUND COLORS

LIGHT RED
HEX	#FFD9DA
CMYK	0 18 7 0
RGB	255 217 218

LIGHT PURPLE
HEX	#F2D9FF
CMYK	5 16 0 0
RGB	242 217 255

LIGHT ORANGE
HEX	#FFE6D9
CMYK	0 11 12 0
RGB	255 230 217

LIGHT GREEN
HEX	#D9FFF6
CMYK	12 0 6 0
RGB	217 255 246

LIGHT YELLOW
HEX	#FFF9D9
CMYK	0 1 17 0
RGB	255 249 217

LIGHT BLUE
HEX	#DDD9FF
CMYK	11 13 0 0
RGB	221 217 255

Looka

Typography

Brand font

Looka's brand font is Circular Standard, designed by Laurenz Brunner in Switzerland in 2013. It was designed for maximum impact across all applications, and has a modern, timeless, and universal look.

Across all mediums, every effort should be made to use our brand font. Consistent use will help build brand personality and recognition for Looka and set us apart from our competitors. Ensure you use the correct version of Circular as there are free versions online.

CICULAR BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

FAMILY	SPECIMEN
Light	The quick brown fox jumps over the lazy dog
Light Italic	*The quick brown fox jumps over the lazy dog*
Book	The quick brown fox jumps over the lazy dog
Book Italic	*The quick brown fox jumps over the lazy dog*
Medium	The quick brown fox jumps over the lazy dog
Medium Italic	*The quick brown fox jumps over the lazy dog*
Bold	**The quick brown fox jumps over the lazy dog**
Bold Italic	***The quick brown fox jumps over the lazy dog***
Black	**The quick brown fox jumps over the lazy dog**
Black Italic	***The quick brown fox jumps over the lazy dog***

Looka

Type specimen

Circular has a big and diverse font family, which is one of the main reasons we chose it as our brand font. Circular typefaces range from light to black with italics in between. Each typeface should be used with intention.

H1
Bold /10px

TARGET PERSONA

H1
Bold /16px

He was recruited to Earle Palmer Brown where three factors

H2
Bold / 14px

He was recruited to Earle Palmer Brown where three factors

Body
Book / 11px

Jenny is a 51-year-old woman who lives in Maine. A part-time accountant who loves food, she's building a food truck business, **Mainely BBQ**, with her husband. Her dream is to bring like-minded foodies together while offering something different than popular seafood trucks.

Jenny wants to get her food truck on the road in the next year, which means getting through all the steps of launching, from buying a truck to launching a website and testing her menu items.

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Web substitute

In instances where Circular Standard is unavailable for use, the fallback web font to be used is Avenir.

AVENIR MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

FAMILY

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Heavy
Heavy Italic
Black
Black Italic

SPECIMEN

He was recruited to Earle Palmer Brown where three factors

Jenny is a 51-year-old woman who lives in Maine. A part-time accountant who loves food, she's building a food truck business, Mainely BBQ, with her husband. Her dream is to bring like-minded foodies together while offering something different than popular seafood trucks.

Jenny wants to get her food truck on the road in the next year, which means getting through all the steps of launching, from buying a truck to launching a website and testing her menu items.
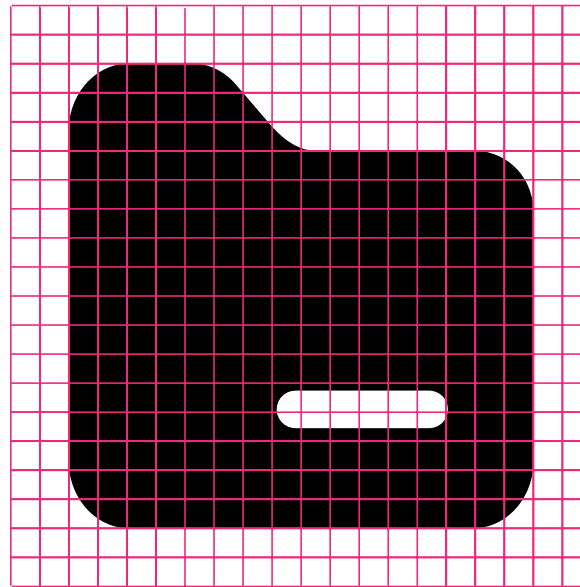
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Iconography

Brand icons

We use icons on our website to illustrate concepts and add pops of color to sections of text.

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Icon grid
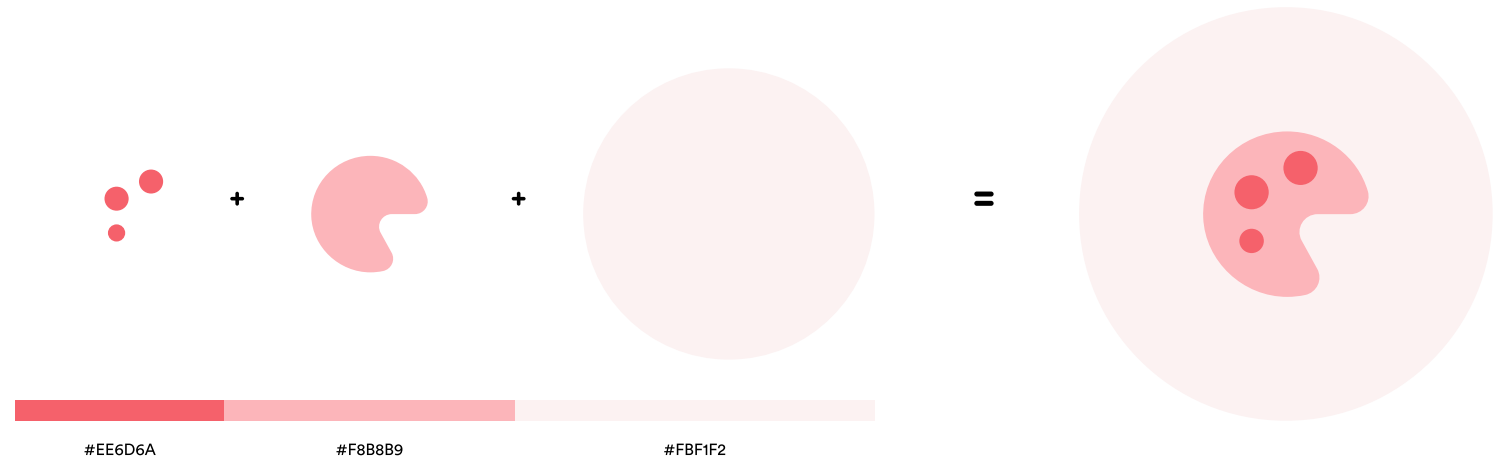
We used this grid to create our icons. Any new icon creation should follow this same grid to ensure consistency.

Icon construction

We constructed our icons by layering elements. Any new icon construction should follow the same steps to ensure consistency.

#EE6D6A   #F8B8B9   #FBF1F2

Looka

UX/UI

Web components

The Looka website was designed with a grid system for a consistent, user-friendly look.

Grid

1248px width, 12 columns

Column width	56px
Gutter width	48px
Padding	24px

Buttons

We default to filled buttons on our website, emails, and marketing materials, but ghost buttons are also a design option when it makes sense.
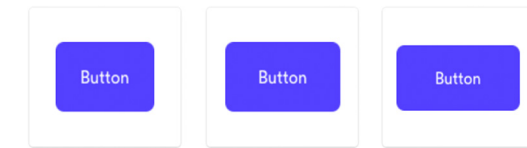
Animation

We use product-based motion graphics across the website to help explain how the app works. These are designed using After Effects.
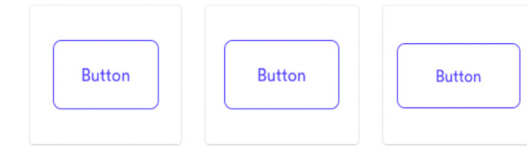
View full web design system

GRID
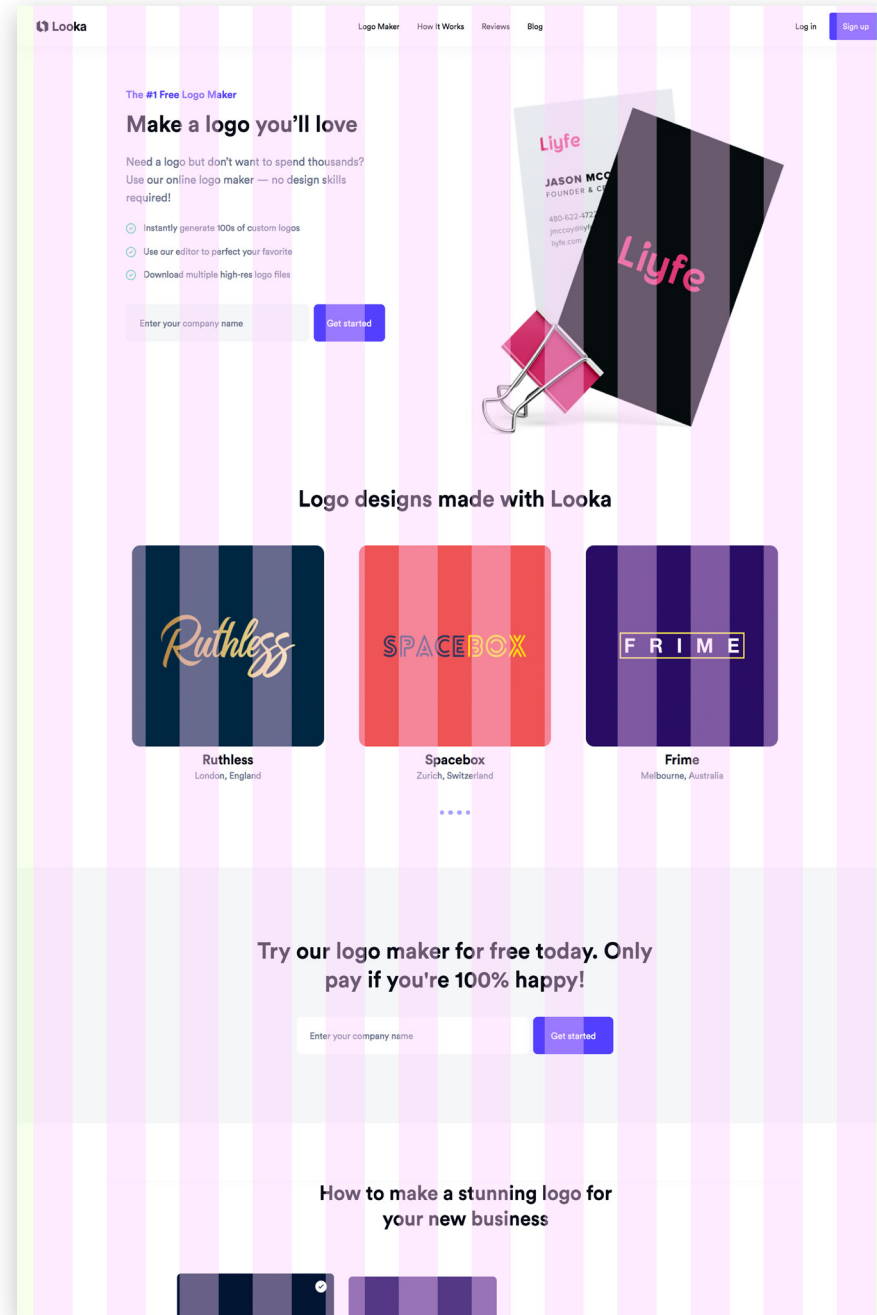
BUTTONS - FILL

Button	Button	Button
medium-narrow	medium-regular	medium-wide

Button	Button	Button
medium-narrow	medium-regular	medium-wide

ANIMATION

Looka

Visuals

Imagery

Our brand imagery is used on our website, blog, and social media. Our imagery should reflect the following characteristics:

Bright and inviting

Pops of color

Authenticity and movement

✓ Bright and inviting

✓ Pops of color

✓ Authentic and movement

Looka

Illustration and animation

Useful
Used intentionally, illustration should add information, provide context and clarity, and lead users to the next step.

Consistent
Consistency speaks to quality, both in the illustrations themselves and the product they represent.

Considerate
Illustration is used to connect users on a human level. It's important to consider the voice of an illustration.

Focused
Illustration is most effective when it has a single message to deliver, and can support the focal point of that message.
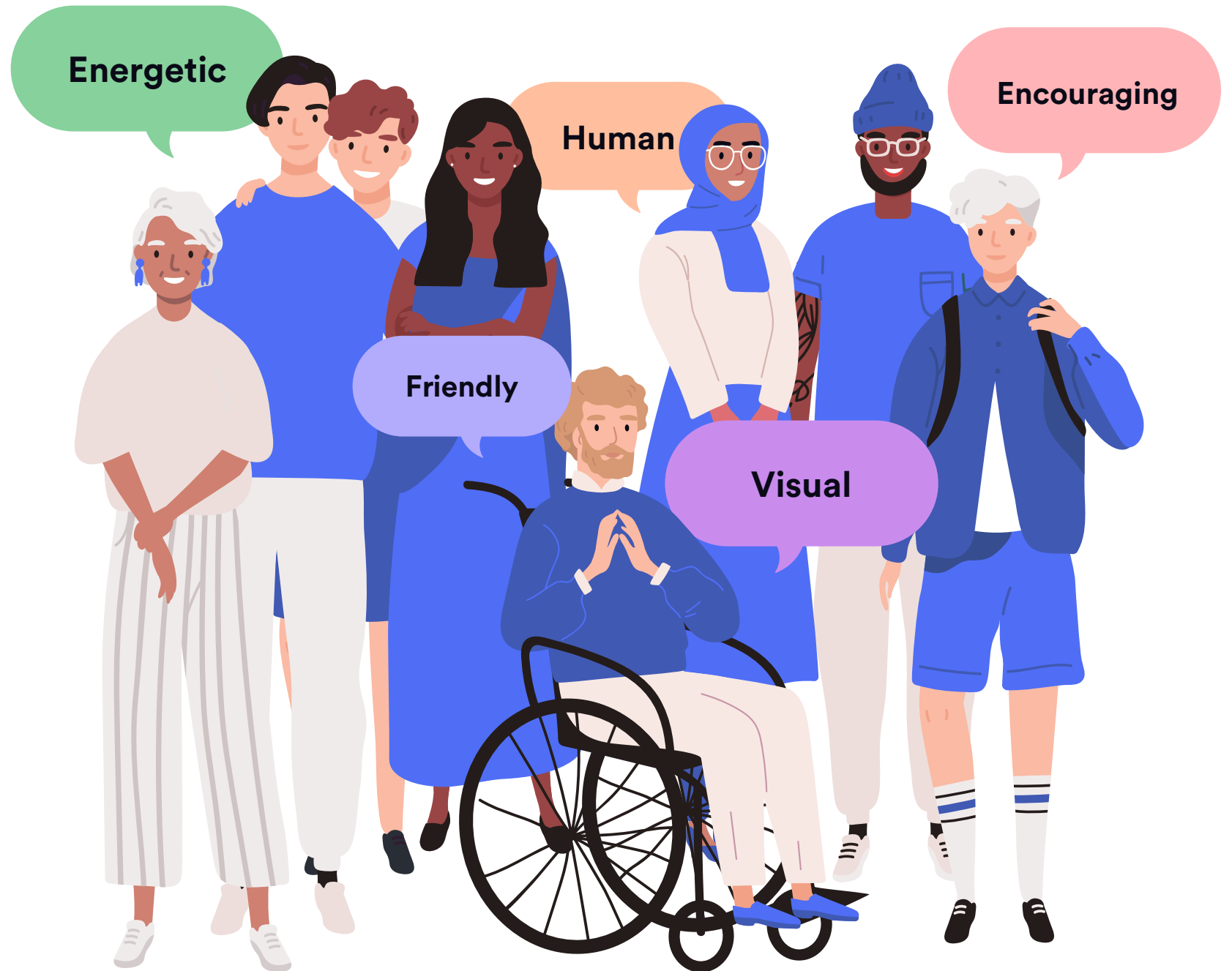
Composition

Spot illustrations
Spot illustrations are used to explain processes or concepts, adding detail where a simple icon might fall short.
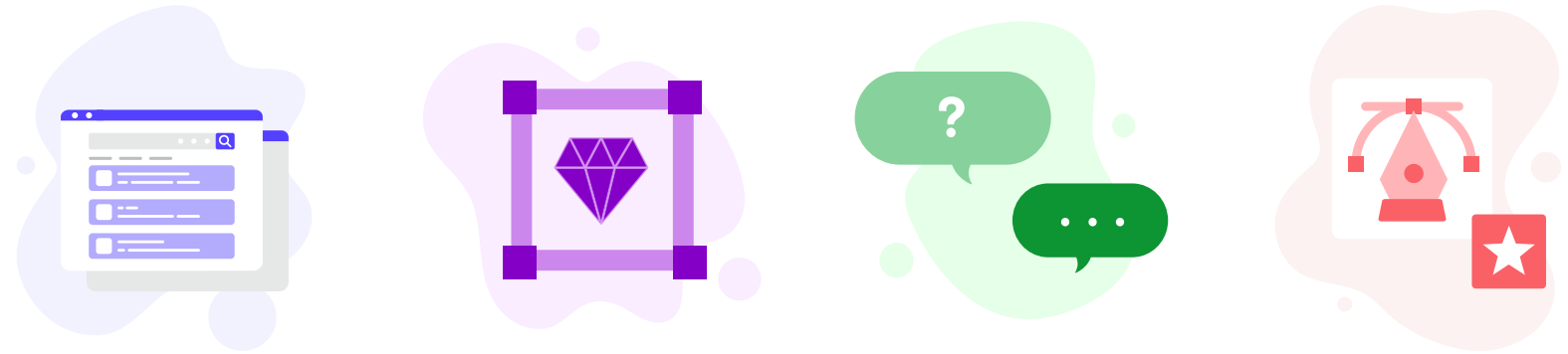
Scene illustrations
Scene illustrations are used in emails, landing pages, blog posts, and in brand docs to add a human touch to the Looka brand.
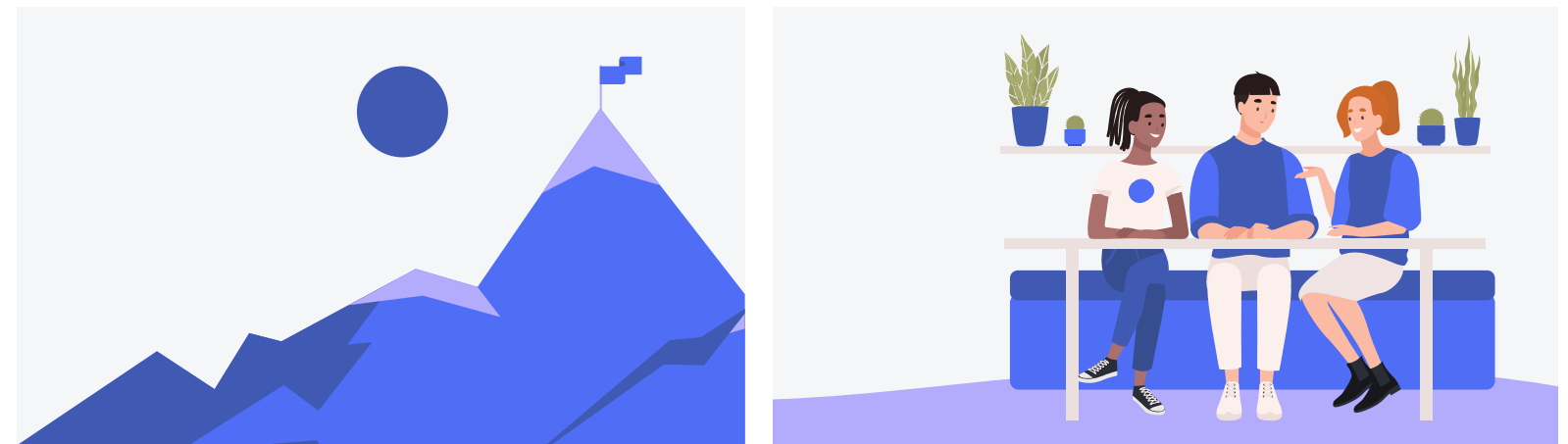
Animation
Animation breathes life into illustrations, making them engaging, relateable, and lively. Our illustrations are designed in a way where elements can be animated to add delight and visual interest.

SPOTS

SCENES/HEADERS

Looka

Branded Assets

Stationery

Looka

Dawson Whitfield
Co-founder & CEO

416 887 1226
dawson@looka.com
www.looka.com

Looka

Mood board

The examples below should pro...
video we would love to receive...
would like to represent your bra...

Portraits

Brand/Product Photos

Vertical video for Instag

Best Practices

✓ Choose a spot where the lig...
✓ Position the camera so you'r...
✓ Make eye contact, stand/sit...

✗ Record from below your chi...
✗ Mumble, speak quietly, or u...
✗ Record more than 30 seco...

Looka

Hey, we're super excited to be featuring your company!

We're happy to have you on board, and are looking forward to learning more about your business and your journey!

Below is an outline of what we need from you to successfully feature your brand.

What we need to feature your company:

Mandatory

✓ Answers to this quick **2 minute survey**

✓ 2+ photos of yourself in your business setting (whether that's at your store, working at home, providing your service, etc)

✓ Your logo assets (the files you got after purchasing)

Optional

✓ Photos of your brand in action (printed on business cards, tshirts, etc)

✓ Photos of your products/service

✓ Short 10-20 sec video introducing yourself and your business (shot on mobile, ideally vertical so we can put it in our Instagram Stories!)

No DSLR/mirrorless? No problem.

If you don't have a digital camera, it's all good. Our mobile devices can take some really nice photos – feel free to use yours!

A trick to taking great photos on your phone is to utilize natural light sources. Try shooting photos in the direction that the light is shining in.

Sending your files:

You can use **WeTransfer** (it's free), email, **Google Drive**, or **Dropbox** to send over the required visuals. Make sure the email is being sent to **cassandra@looka.com**!

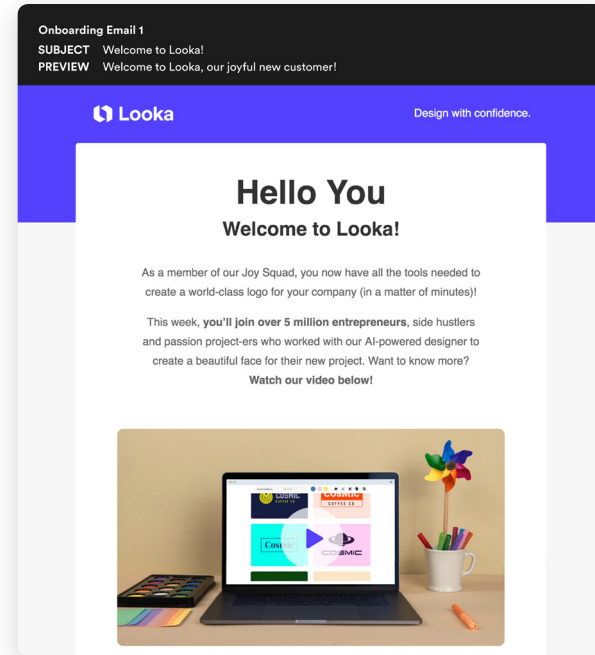Please send the files unedited (no filters required).

Thanks again for hopping on board with this feature. We're really excited to share your story.
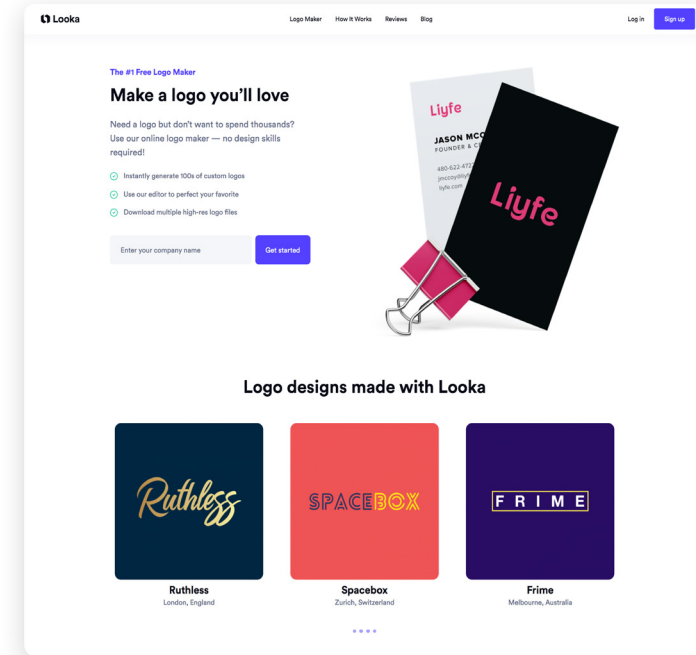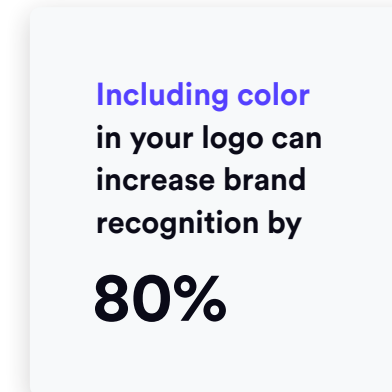
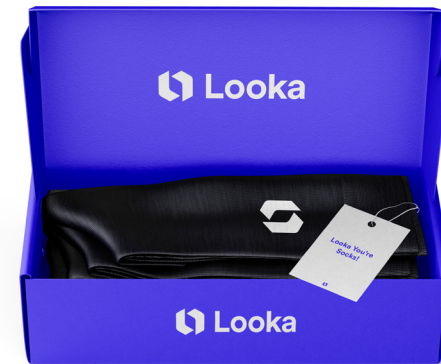**Looka**

Digital materials

EMAILS

LANDING PAGES

DISPLAY / SOCIAL

> Looka made it so simple to design my logo, all by myself

JESSICA

Emily Sheehan

Including color in your logo can increase brand recognition by

80%

Looka

Promotional items

Looka

Looka

Thank you.

Questions? Contact us at press@looka.com