



Culture that Connects

Coco Co. is a Seattle-area pop-up that guides guests through the practical uses of coconuts, drawing heavily on Filipino tradition. With interaction, choice, and a take-home product, the experience educates and excites visitors while uplifting Filipino culture.



Educate

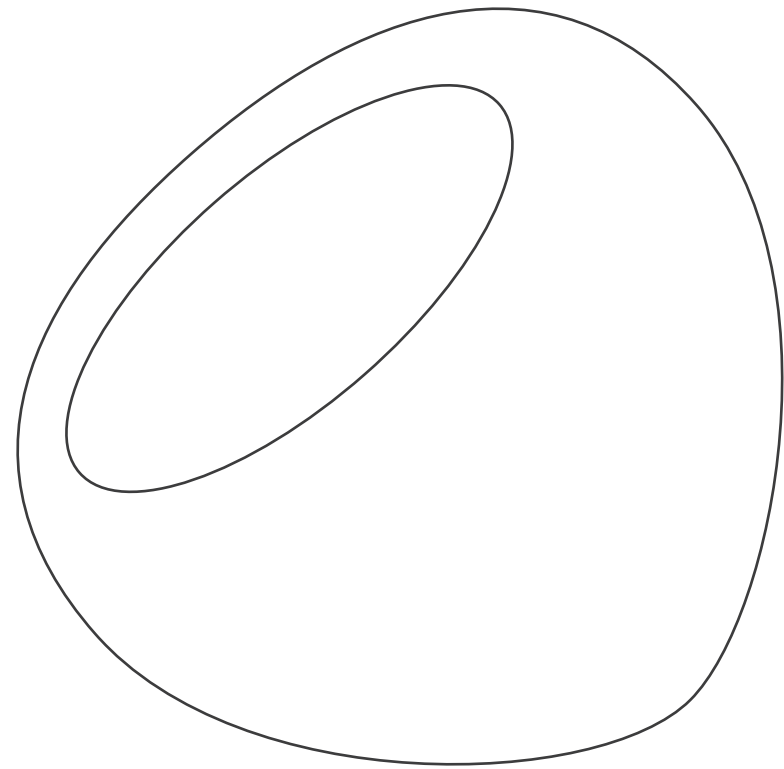
Coco Co. is meant to bring cultures together. Mutual respect requires mutual understanding, so education is at the heart of the experience. This includes acknowledging complexity, promoting discussion, and being inclusive.

Excite

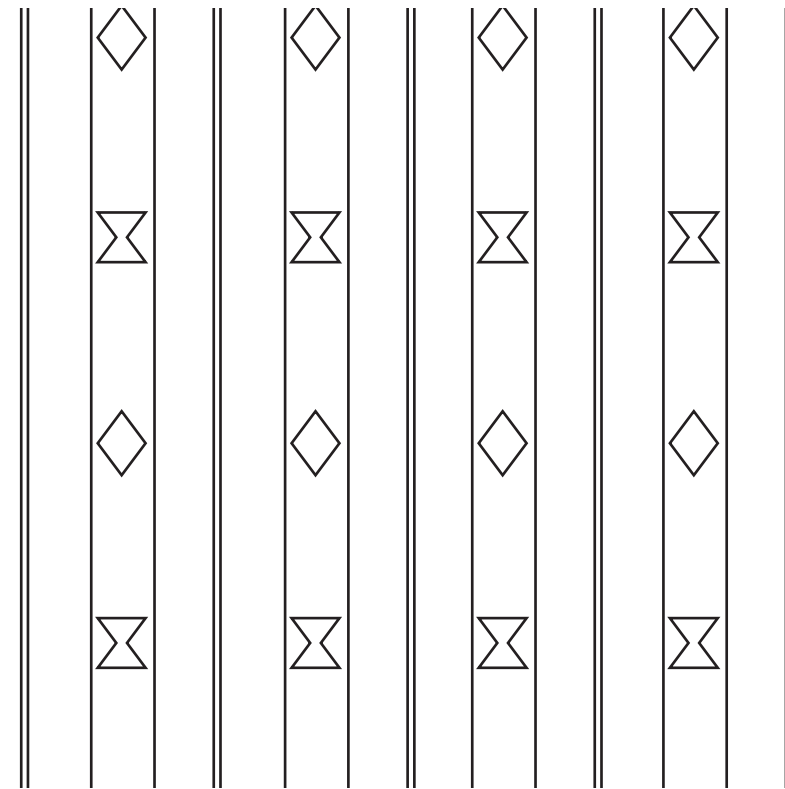
Guests should feel excited before, during, and after coming to Coco Co. Energy and curiosity should permeate advertising, signage, packaging, and any design elements.

Uplift

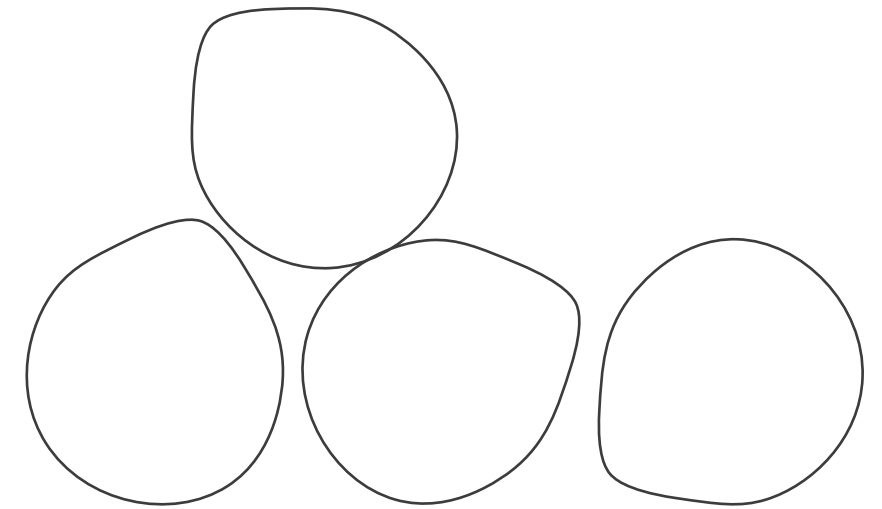
For Filipinos, the pop-up should “mirror” their experiences and feel reverent to their culture. Any materials should be based in well-researched, faithful interpretations of Filipino culture. Art and photographs should also come from Filipino artists, and be marked as such.



The shape of a coconut.



Linuhung pattern.



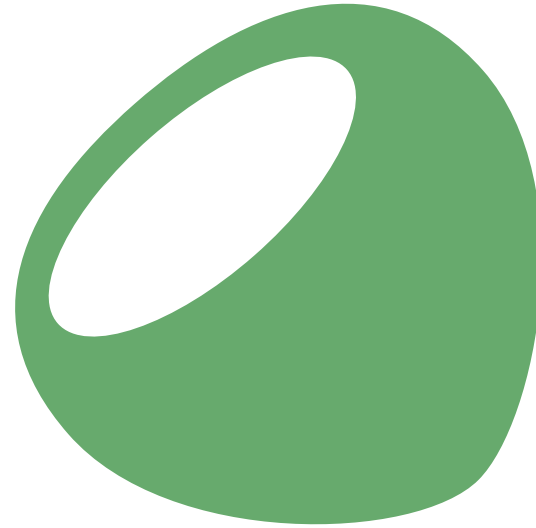
Stacked/rolling coconuts.

Logo & Assets

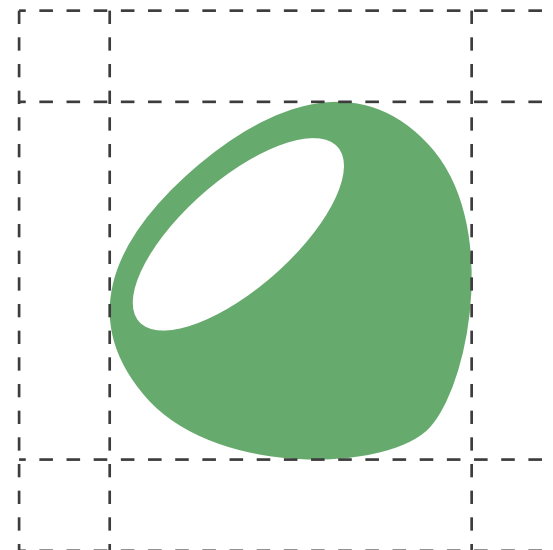
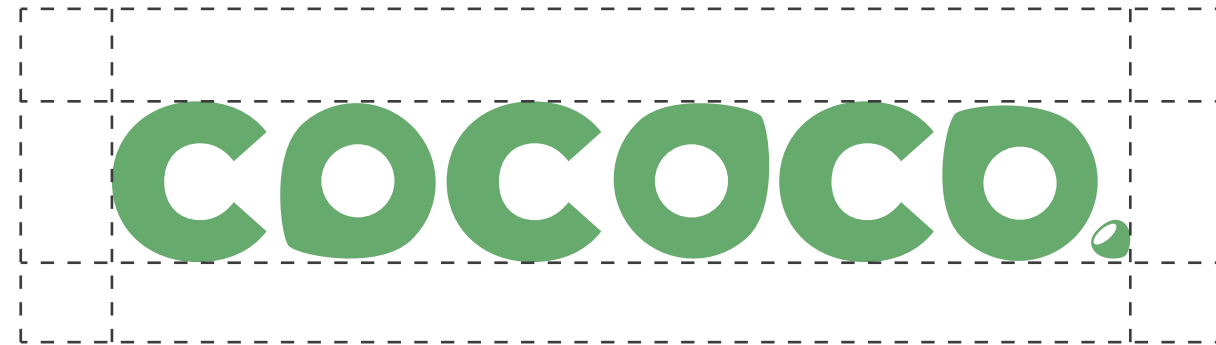
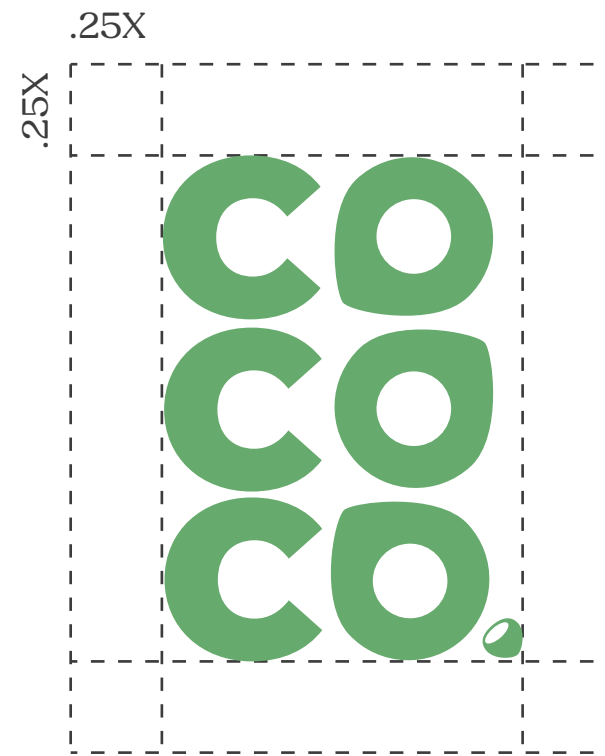
The wordmark can be stacked or in a single line as shown. Default to the stacked version unless used for horizontal signage.



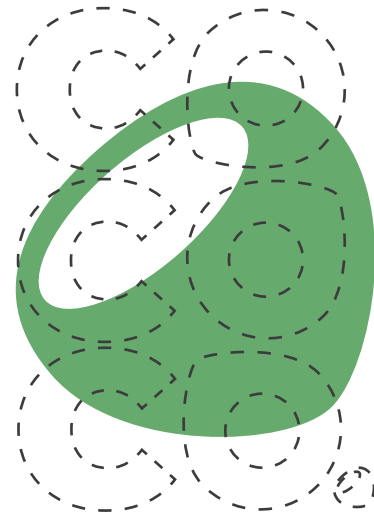
The only acceptable variation of the icon is its reflected version with the inclusion of a straw.

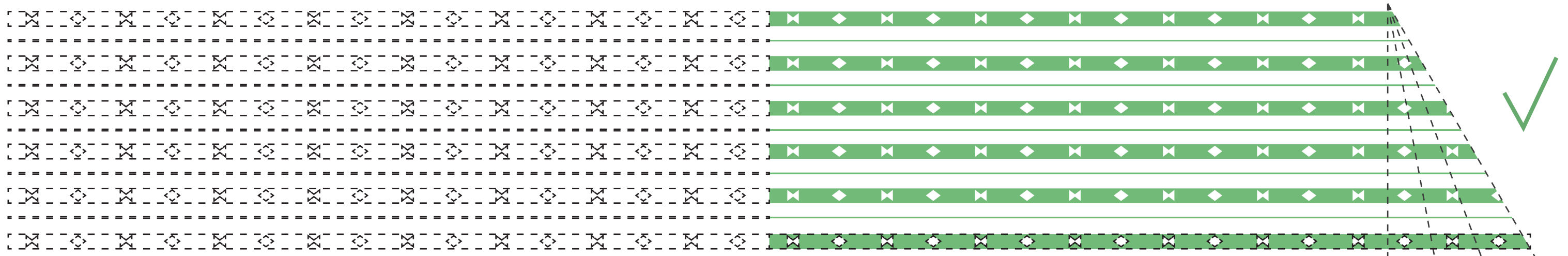


For digital applications, all logos should be given clearspace of 1/4 of the correspondingly-sized stacked wordmark.

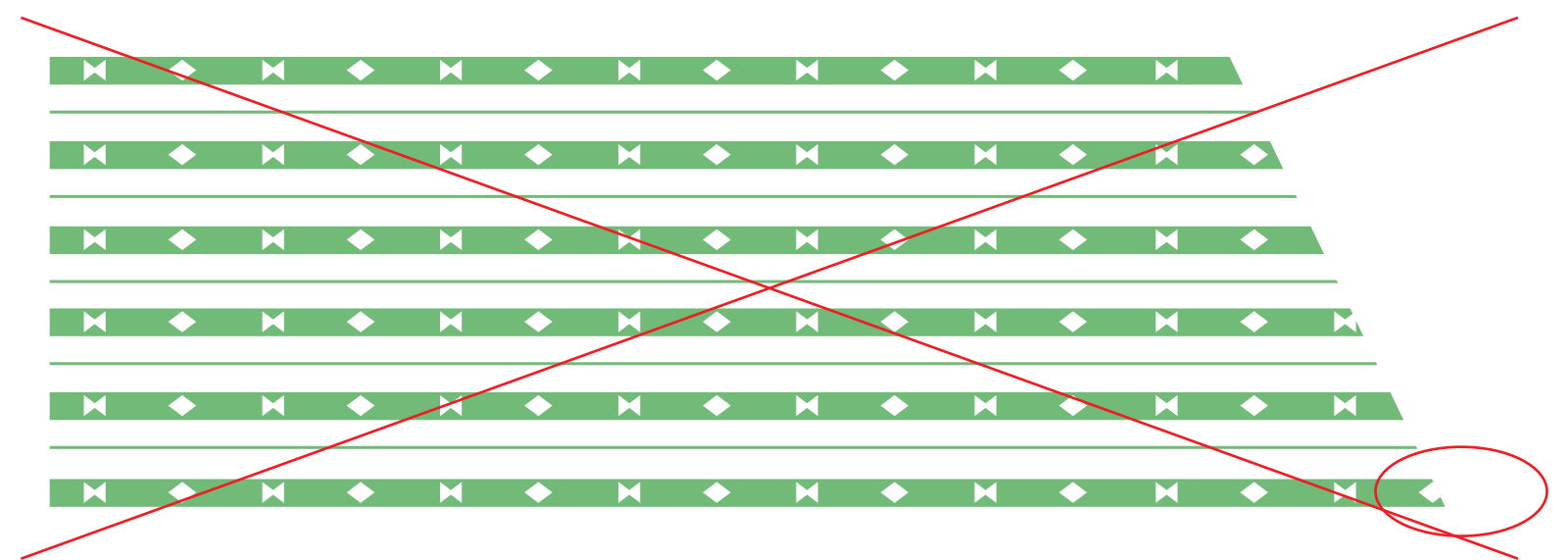
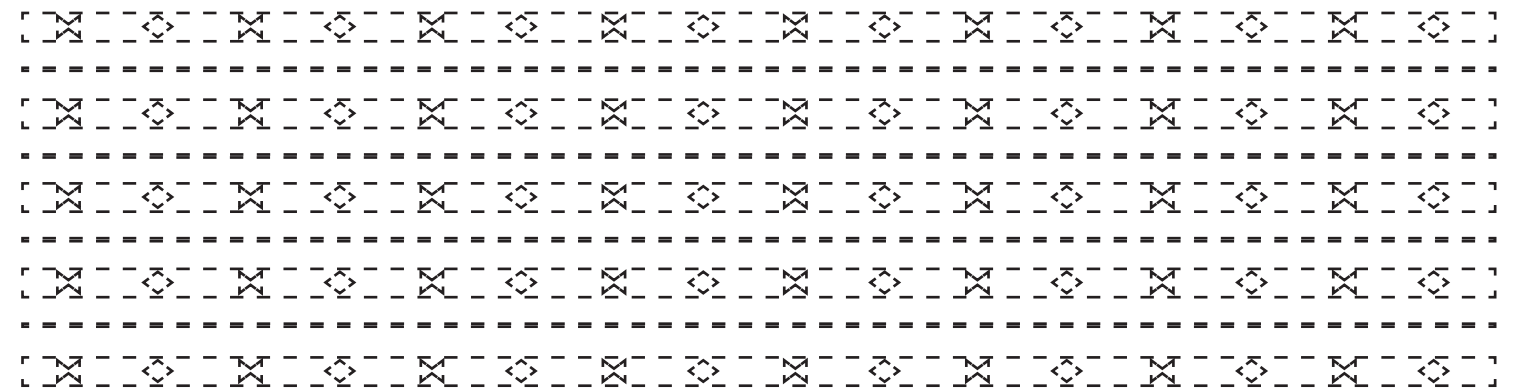


The icon size corresponds to the stacked wordmark with the same width. The horizontal wordmark corresponds to the stacked wordmark with the same-sized "CO."

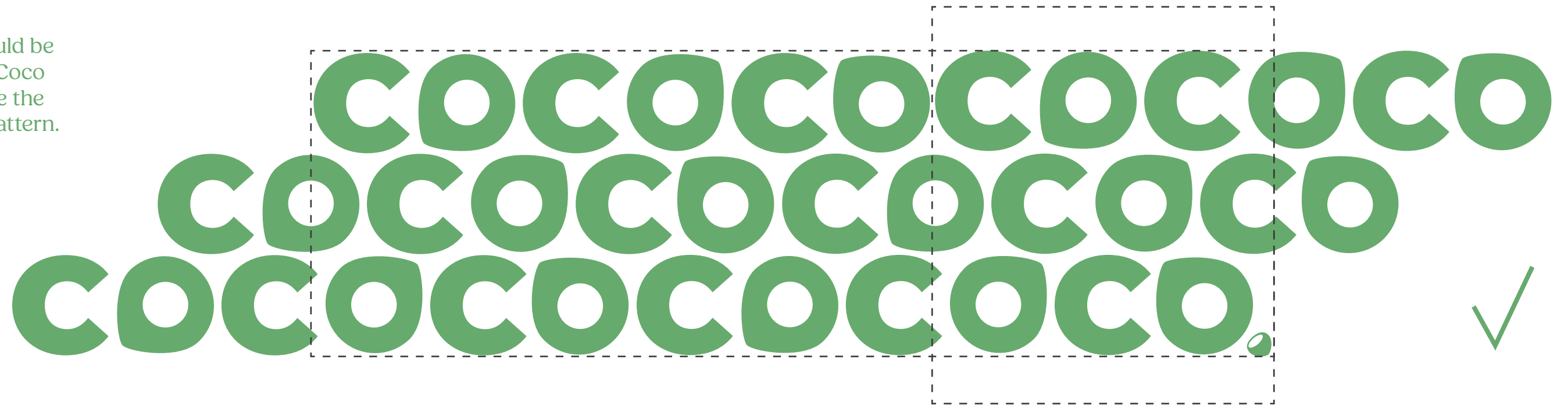




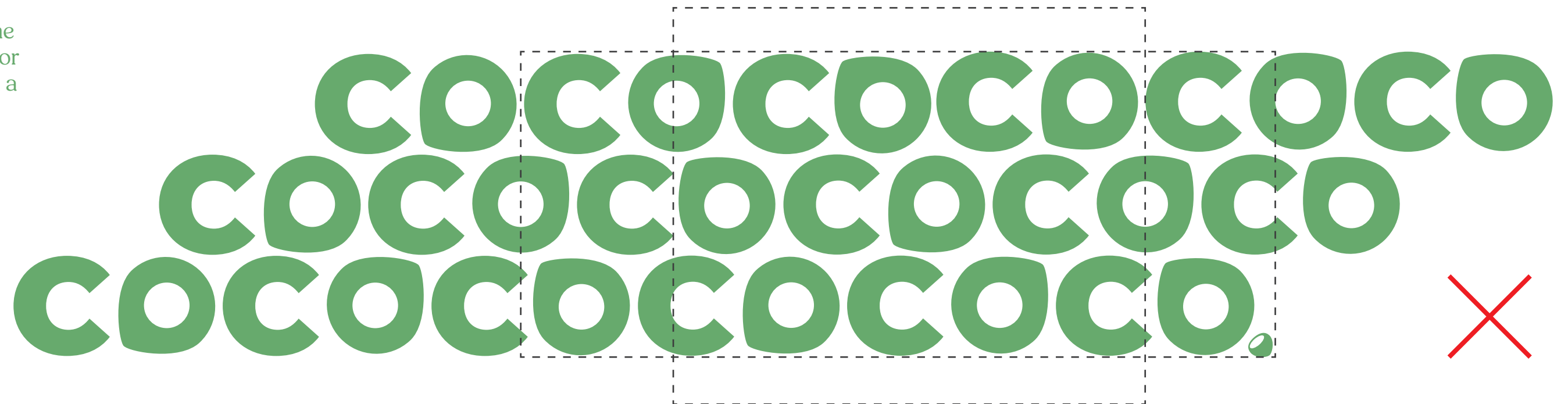
The simplified linuhung pattern can be extended or cut at an angle, as long as the top and bottom lines of the pattern terminate as to not cut off any cut-out shape.

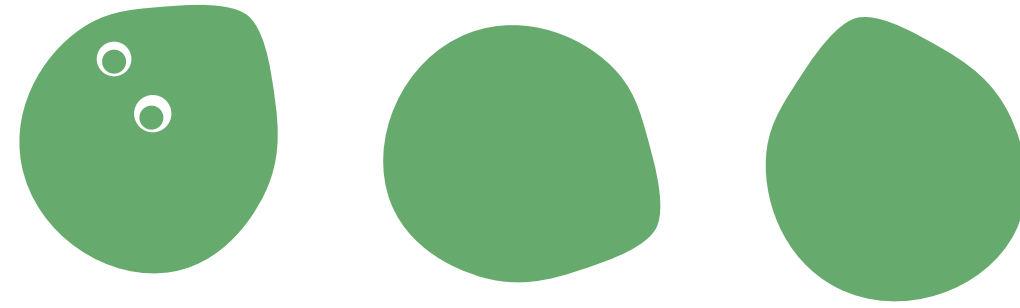


The type pattern should be cut based on where “Coco Co” begins, and where the icon terminates the pattern.

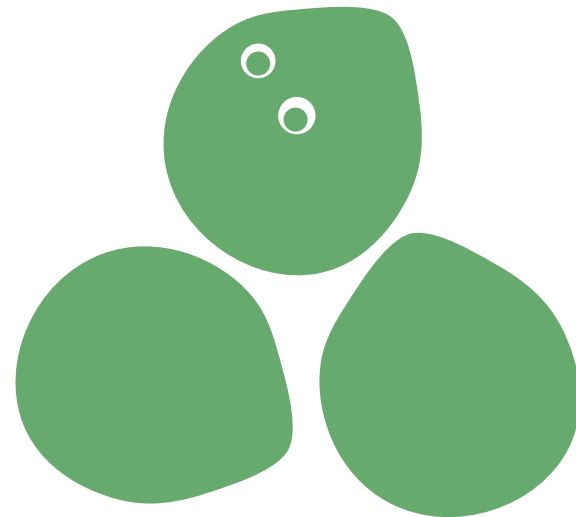


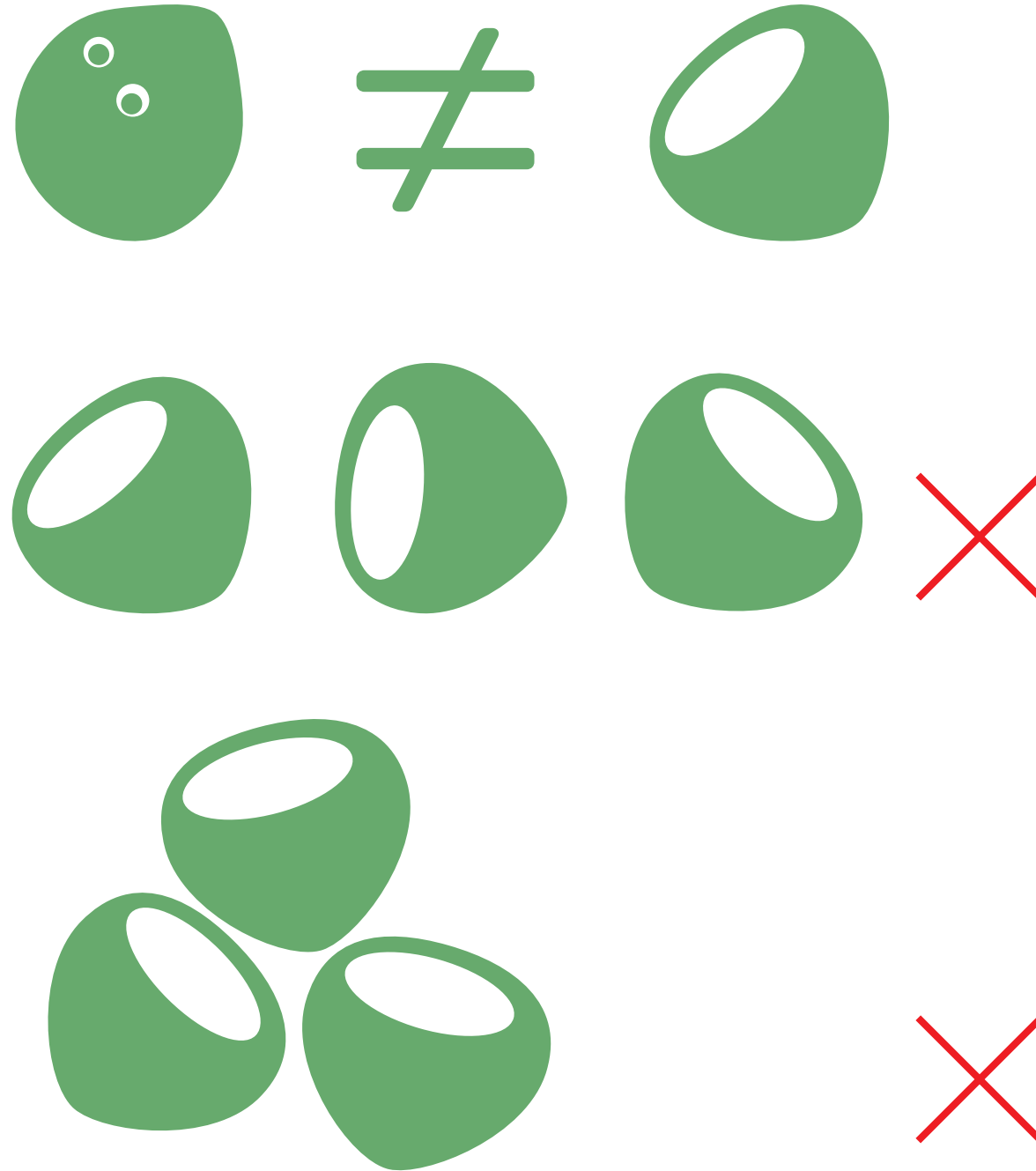
Do not cut off one of the Cos, crop out the icon, or begin partway through a letter on the first line.





Coconut shapes can be rotated, put in a row, stacked, or include googly eyes. Use discretion.





The logo icon and coconut shapes are different. Do not rotate, multiply, or add eyes to the logo icon.

Typography

Fields Display Semi Bold by Adam Ladd is used for headers and hero text.

Fields Display - Semi Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

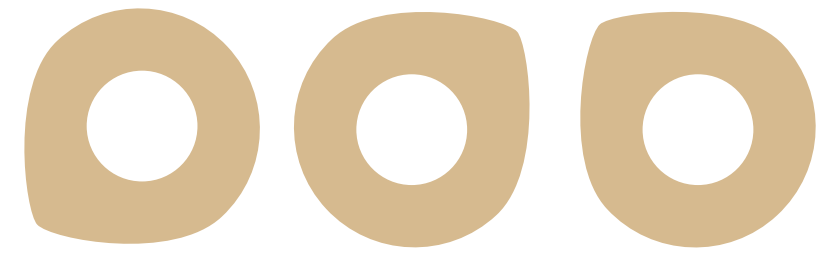
If two levels of hierarchy are required, Fields Regular is used for subheaders and paragraphs.

Fields - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Fields Medium is used for non-essential information.

Fields - Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

For some hero text, replace a maximum of one “o” in a word with one of the three “o” variations found in the logo. Use discretion.



Enjoy!

For non-essential signage and advertising, hand-written script with a square brush is acceptable. Use discretion.



Color

The color palette is based on coconuts: green for young coconuts, white for coconut meat, brown for adult coconuts, and dark gray for balance.



#69A96E

#FFFFFF

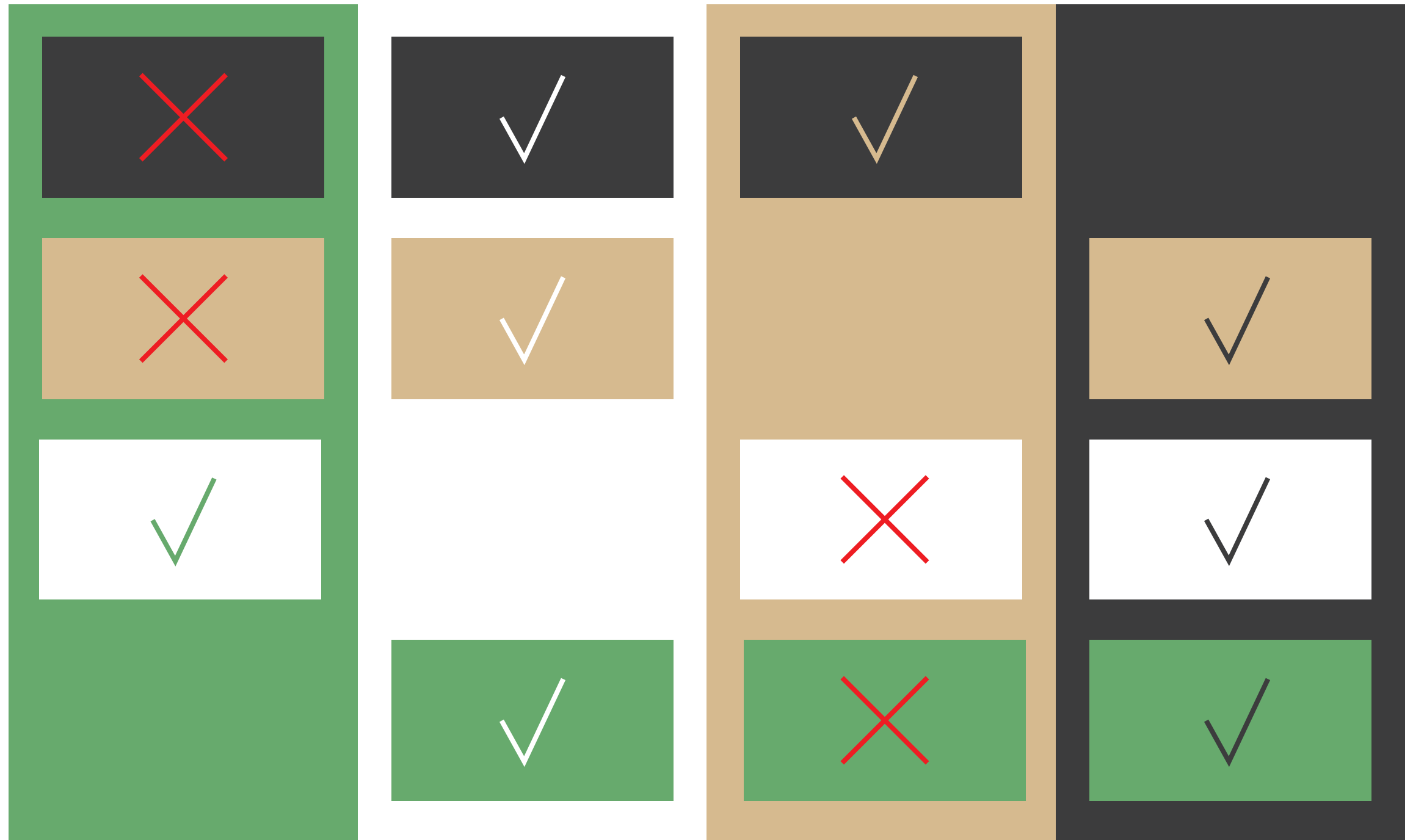


#D7BA8F



#3E3E3F

Acceptable color combinations maximize contrast and color harmony. Avoid putting the saturated colors together without clear space between them.



Although not a hard rule, logos should generally be either green on white or white on green. Use caution when playing with other color combinations.

