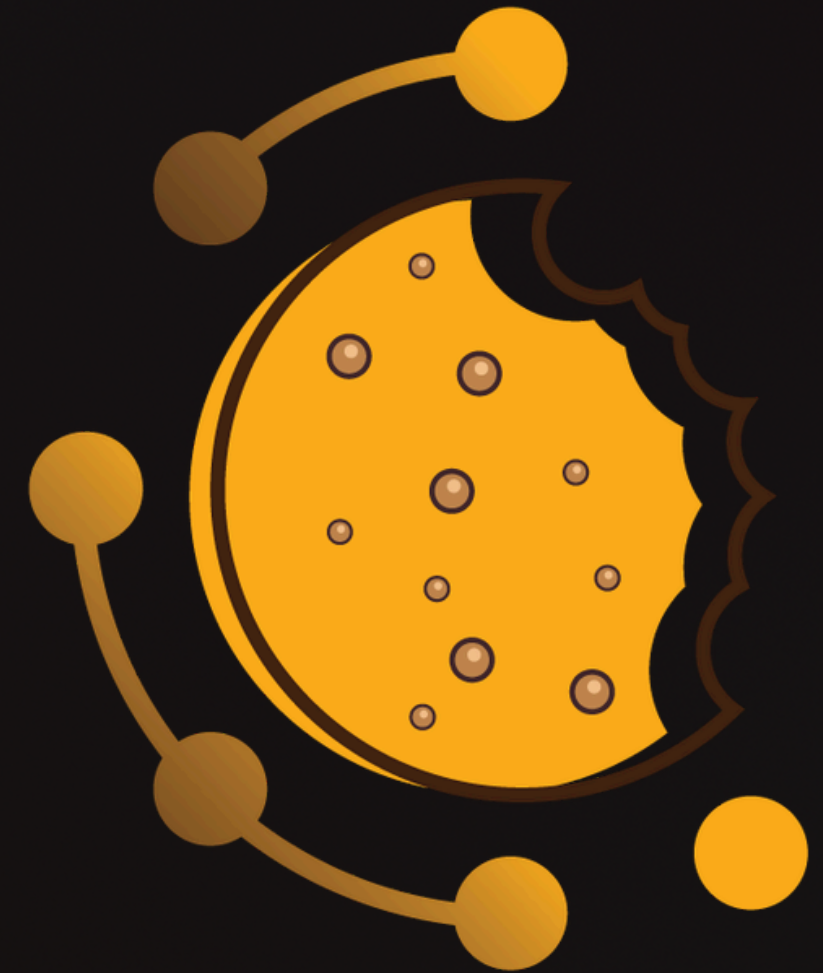


Brand Guidelines

[Identity](#)[Logo](#)[Colors](#)[Typography](#)[Imagery](#)[Do's & Don'ts](#)[Contact](#)

About the Brand



CookieTech is a product engineering company founded by five engineers who wanted to build software the right way. We've shipped 100+ products across fintech, healthtech, legaltech, edtech, and AI. Clean Architecture. No shortcuts.



Color Palette



Primary Colors

Orange

#F8981D

RGB: 248, 152, 29
CMYK: 0, 39, 88, 3

Dark Walnut

#422411

RGB: 66, 36, 17
CMYK: 0, 45, 74, 74

Secondary Colors

Charcoal Black

#0B0B0B

RGB: 11, 11, 11
CMYK: 0, 0, 0, 96

Warm Ivory

#EAE6DD

RGB: 234, 230, 221
CMYK: 0, 2, 6, 8

Logo Usage

Horizontal Use



Vertical Use



Symbol Use



The CookieTech logo is available in horizontal, vertical, and symbol variations for flexible use across different brand applications.

Logo Color

Monochrome logo



Guidelines for using the CookieTech logo across different backgrounds and applications.

Logo Space exclusion zone



Maintain the minimum clear space around the CookieTech logo to ensure maximum visibility and brand consistency across all applications.

Incorrect Logo



The following examples demonstrate unacceptable applications of the CookieTech logo. Avoid using the logo in these ways to maintain brand consistency.



Favicon Variation



The following examples demonstrate unacceptable applications of the CookieTech logo. Avoid using the logo in these ways to maintain brand consistency.

CookieTech

V1.0

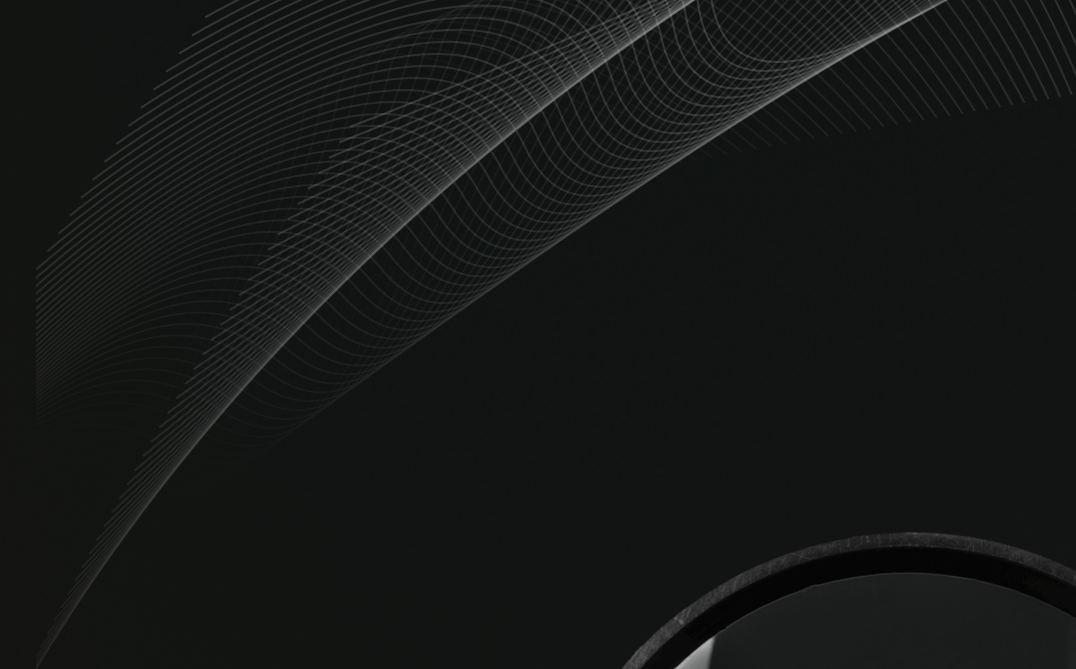


Logo Color

#F8981D

Bold and energetic

The core color



Primary Typography

Aktiv Grotesk is the primary typeface of the CookieTech brand. Its clean, modern, and highly legible design ensures consistency across all brand communications. It should be used for headings, body copy, user interfaces, and marketing materials to create a cohesive and professional visual identity.

Aktiv Grotesk

Light

AaBbCc1234

Reguler

AaBbCc1234

Medium

AaBbCc1234

Bold

AaBbCc1234

ExtraBold

AaBbCc1234

Secondary Typography

A refined serif typeface used to add elegance, hierarchy, and personality to the CookieTech brand.

DM Serif Display

Reguler

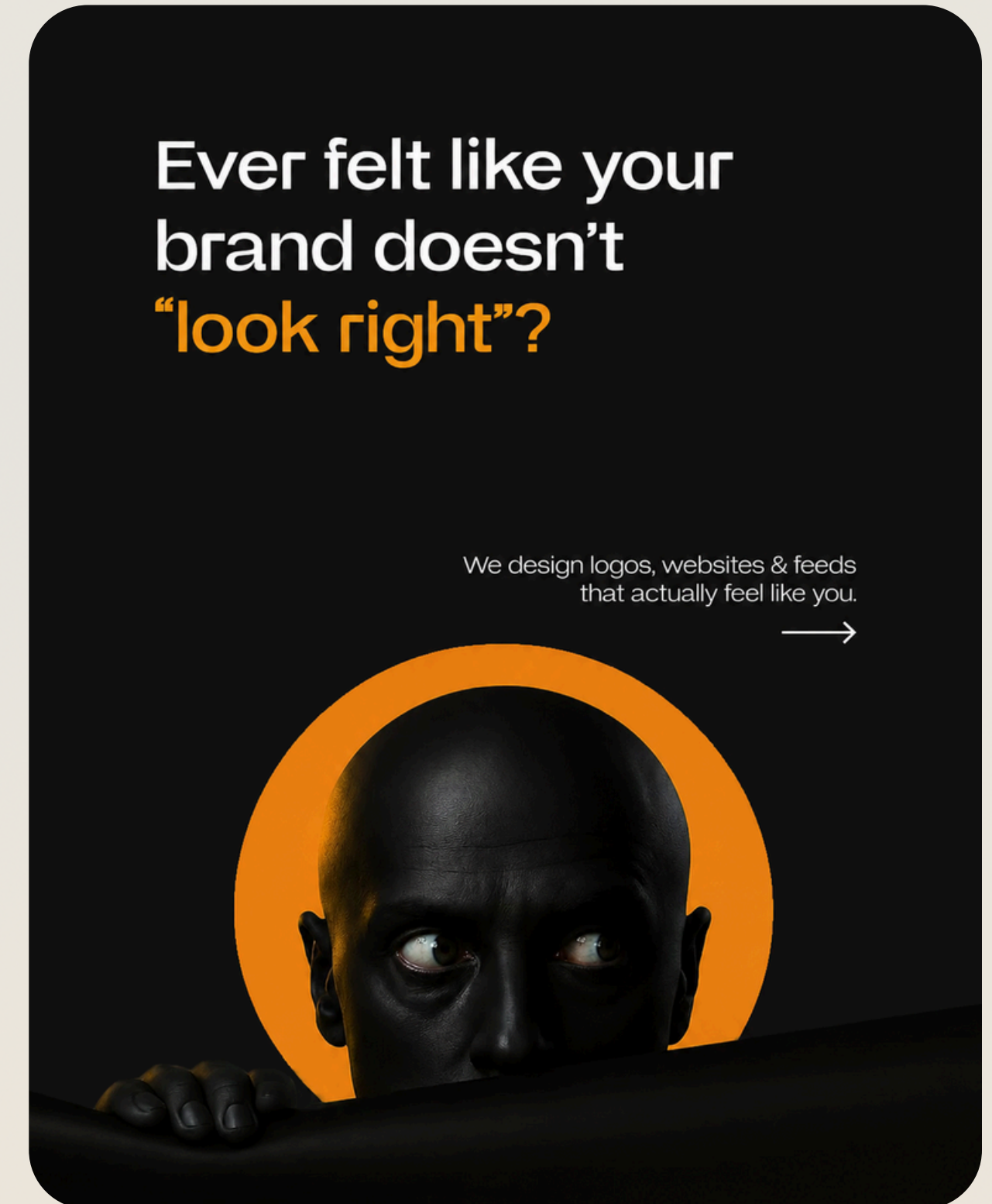
AaBbCc1234

Italic

AaBbCc1234

Brand Imagery

A curated collection of visuals that reflect CookieTech identity and creative direction.



Do's

- 01 Maintain Consistency**
Use the logo with approved colors and proportions at all times.
- 02 Use Clear Space**
Keep enough spacing around the logo for better visibility.
- 03 Choose Proper Colors**
Apply the logo on approved backgrounds for maximum contrast.
- 04 Ensure Readability**
Maintain clear visibility in every application and medium.

Don'ts

- 01 Distort the Logo**
Do not stretch or alter logo proportions under any circumstances.
- 02 Change Colors**
Avoid using unapproved color variations or combinations.
- 03 Add Effects**
Do not apply shadows, outlines, or gradients to the logo.
- 04 Crowd the Logo**
Avoid placing the logo too close to other elements or graphics.

Contact Information

