Cool Creator

Brand kit

Our logo, colours and type, in one download. Use them when you write about us or work with us.

Name

Cool Creator. Two words, singular.

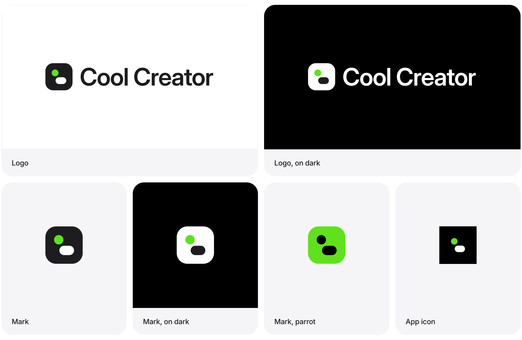
Same as our domain, coolcreator.xyz. Capital C on both words, everywhere: the website, reels, invoices and social bios.

- ✓ Cool Creator
- ✗ ~~Cool Creators~~
- ✗ ~~CoolCreator~~
- ✗ ~~cool creator~~

Logo

A square, a dot and a pill.

Use the full logo where there is room, and the mark alone for profile pictures, favicons and app icons. Always use the files below; never retype the name next to the mark.



Logo

Logo, on dark

Mark

Mark, on dark

Mark, parrot

App icon

Colour

Black and white. Then one loud green.

Parrot green is the only accent. Use it for the one thing on a screen you want people to press or notice. Tap a value to copy it.

Parrot

Primary. Buttons, highlights, the logo dot. Black text on top.

#5FE21B RGB 95 226 27

Leaf
Green text and links on white. Parrot is too light for text.
#2A7A00

Ink
Headlines, body text, the logo square.
#1D1D1F

Black
Dark sections, app icon background.
#000000

Gray
Secondary text.
#6E6E73

Mist
Light section backgrounds and cards.
#F5F5F7

White
Main background.
#FFFFFF

Typography

SF Pro on Apple. Inter everywhere else.

SF Pro is Apple's own font, already on every iPhone and Mac, and it is what you are reading if you are on one. Inter looks almost the same and is free for everyone, so it is in the kit for Windows, Android, Canva and print.

Aa

SF Pro

iPhone, iPad, Mac. Free for Apple platforms from Apple.

Get SF Pro from Apple

Aa

Inter

Windows, Android, Canva, Figma, print. Free, open licence. Included in the kit.

About Inter

Headline Semibold, tracking −4%	We build it.	
Title Semibold, tracking −2.5%	Then we grow it.	
Body Regular, 17 px, line height 1.5	Websites, apps, automation and AI agents for your business.	
Caption Regular, 13 px	Free first call. A price before any work starts.	

Usage

A few simple rules.

Do

- ✓ Leave space around the logo, at least the width of the green dot on every side.
- ✓ Use the logo on white, Mist, black or a plain photo with enough contrast.
- ✓ Keep the mark at least 24 px tall on screens, 8 mm in print.
- ✓ Put black text on Parrot green.

Don't

- ✗ Change the logo colours, or recolour the green dot.
- ✗ Stretch, rotate, outline or add shadows to the logo.
- ✗ Use Parrot green for small text on white. Use Leaf instead.
- ✗ Write the name as “Cool Creators”, “CoolCreator” or “COOL CREATOR”.