

HappyKava brand guidelines

A practical reference for accurate editorial use of the HappyKava name and visual identity.



Naming

HappyKava	Always one word with a capital H and capital K.
HappyKava app	Use when specifically referring to the consumer mobile app.
BestKavaBar.com	Keep the internal capitals and .com when naming the website.
Kavatender Mode	Capitalize both words when naming the product mode.
TravelRoot	Always one word with a capital T and capital R.

Digital color reference

Digital ink #111827	Digital accent #22C55E	White #FFFFFF
Primary dark field and high-contrast text color.	Interactive accent for digital layouts; not a substitute for the supplied logo artwork.	Primary light field and reversed text color.

Typography

Fraunces	Editorial display type for expressive headlines.
Manrope	Primary body type for clear, friendly communication.
Space Grotesk	Utility type for labels, controls, and compact product information.

Logo and asset use

Keep the HappyKava identity recognizable, legible, and clearly separate from third-party brands.

DO

- Use the supplied artwork without redrawing it.
- Choose the wordmark version with strong contrast against its background.
- Keep comfortable clear space around every logo and app icon.
- Use HappyKava exactly as written in editorial copy.
- Link to happykava.app when coverage is published online.

DO NOT

- Do not stretch, skew, rotate, crop, or rearrange the artwork.
- Do not recolor the logo or place effects over it.
- Do not place the logo on a busy image that reduces legibility.
- Do not write Happy Kava, happykava, or Happykava as the company name.
- Do not imply endorsement, sponsorship, or partnership without written approval.

Clear space and contrast

Leave clear space around the wordmark equal to at least the height of the lowercase letters in the mark. Use the light-background wordmark on white or quiet pale fields, and the dark-background wordmark on dark, quiet fields. If an image is visually busy, place the logo on a solid field first.

App icons and product imagery

Use the square app icon as supplied; do not add a new mask, border, shadow, or corner treatment. Product screenshots may be proportionally resized or placed inside an editorial layout, but their interface content must not be altered in a way that misrepresents the product.

Editorial permission

The assets in this kit may be used in news, editorial, and community coverage about HappyKava. The HappyKava name, logos, and app imagery remain proprietary. Commercial advertising, merchandise, co-branding, modified artwork, or any use that implies endorsement requires prior written permission.

DOWNLOAD THE COMPLETE KIT

happykava.app/press

QUESTIONS OR APPROVALS

support@happykava.app