



**KID TRACKER**

LOST? NOT ON OUR WATCH!

EST 2024

# Brand Guideline

ACHIEVING CREATIVITY &  
CONSISTENCY

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# ABOUT

ENSURING SAFETY,  
BUILDING TRUST: WELCOME  
TO KID TRACKER

## VISION AND MISSION

The Kid Tracker app is dedicated to providing peace, security, and assurance to families by ensuring the safety of children through reliable tracking technology. Our primary objective is to foster a sense of trust and protection, allowing parents to feel at ease knowing their children are safe, and children to feel secure knowing their parents are looking after them even when they are not physically present.



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# LOGO

SYMBOLIZING SAFETY,  
UNITY, AND SECURITY FOR  
OUR CHILDREN'S FUTURE

## CLEAR SPACE GUIDELINES

Our Kid Tracker logo is designed to symbolize safety, unity, and security. Featuring cheerful children sticking together and a prominent location marker, it represents our commitment to keeping kids safe and giving parents peace of mind. The playful yet clear design highlights our focus on child safety and connectivity, reassuring families that their loved ones are protected and easily locatable at all times. Established in 2024, Kid Tracker is dedicated to fostering a secure environment for children everywhere.



# COLORS

VIBRANT COLORS, ENSURING  
SAFETY AND VISIBILITY

## COLOR USAGE RULES

pink, yellow, and blue—are chosen to represent safety, visibility, and friendliness. Pink symbolizes care and warmth, reflecting the protective nature of the app towards children. Yellow stands for alertness and visibility, ensuring that the tracker stands out and can be easily noticed. Blue conveys trust and reliability, reassuring parents that their children's safety is in good hands. Together, these vibrant colors create an inviting and secure visual identity for the Kid Tracker brand.

**PINK**

C:0.22 M:0.76 Y:0 K:0.09  
R:247 G:105 B:231  
#F769E7

**YELLOW**

C:0.06 M:0 Y:0.57 K:0.03  
R:231 G:247 B:105  
#E7F769

**BLUE**

C:0.57 M:0 Y:0.06 K:0.03  
R:105 G:231 B:247  
#69E7F7

**WHITE**  
#ffffff

**BLACK**  
#000000

# TYPOGRAPHY

WORDS THAT SPEAK,  
FONTS THAT DEFINE

Aa

## Roboto Slab

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqUuRrSsTtUu  
VvWwXxYyZz

1234567890  
!@#\$%^&\*()\_+<>?/\

Roboto Slab is chosen for Kid Tracker to convey modernity and clarity. Its sleek, readable design ensures clear communication, while its boldness symbolizes the app’s reliability and strength, helping to build trust with parents and guardians

**black**    **bold**    regular    light

# OSWALD

Aa

oswald Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@#\$%&\*+!

Bb

oswald Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@#\$%&\*+!

# IMAGERY

TRACKING YOUR PATH,  
CELEBRATING EVERY  
STEP., STORIES CAPTURED



Kid Tracker is designed to provide peace of mind for parents by ensuring the safety of their children. With innovative tracking technology, we offer a reliable solution for monitoring and securing your loved ones. Our commitment is to keep families connected and confident, making safety simple and effective.



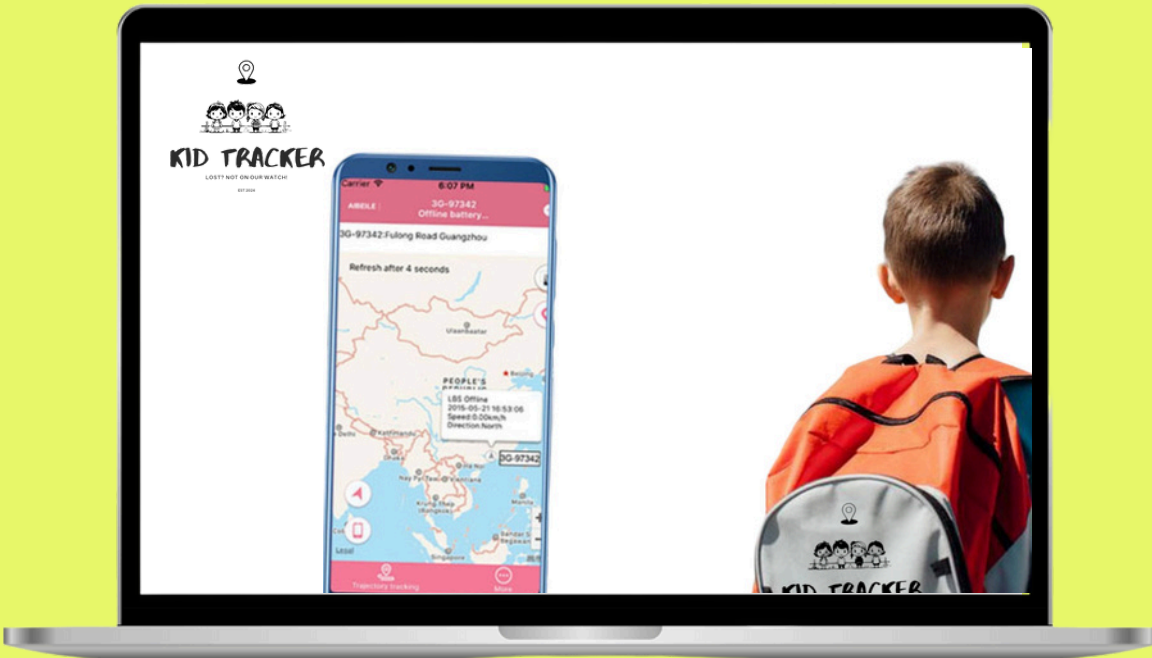


# MOCKUP

DESIGNING FUTURES,  
SHOWCASING POTENTIAL



Our Kid Tracker cap and bag blend style with functionality. The cap showcases our brand with a sleek design, while the bag features a built-in tracking device, ensuring both safety and convenience for on-the-go families.



child wearing a Kid Tracker bag, with a live map displayed on the desktop screen, showcasing real-time tracking. This design highlights the seamless integration of our tracking technology, emphasizing how our app provides immediate visibility and peace of mind for parents, all while aligning with our brand's commitment to safety and connectivity.

Our mobile phone mockup features a happy school child wearing a Kid Tracker shirt, highlighting our commitment to celebrating milestones and safety. The vibrant display underscores how our app supports and tracks children's achievements and everyday moments with joy and security



# CONTACT US

CONNECTING THROUGH  
EVERY INTERACTION



**@KIDTRACKER ON ALL**



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