Brand Guidelines
pow wow is a tool for making lives easier. It removes friction between its users and those they meet with. It facilitates human connection. Meetings, appointments, interviews, catching up over coffee, are all a little more simple and joyful and a little less of a burden because of pow wow.

As a facilitator, it is clear, simple, and straightforward. It communicates and works naturally without being coy or too quirky to be clear. As a tool about human connection, it is warm, enjoyable to use and interact with. Users connect to pow wow as much as they do their real-life appointment bookees.
The primary logo appears as text-only. It is one line, in one color. Pink, gray, or white.

The single line is strong, readable, and creates a rhythm that matches the bounciness of the name itself.

In circumstances where a more playful or graphic approach is appropriate, a lockup using a variant of the text logo with pow wow the mascot is available. The bark bubble can be in either pink or gray.
pow wow the puppy! pow wow is a border collie. Border collies are bred to be herder animals. But instead of rounding up sheep, pow wow rounds up appointments. pow wow loves nothing more than a full calendar and making appointments clear and easy.

pow wow should be used sparingly, anywhere that would benefit from a personal connection. He adds a relatable face and personality to the tool. Upsells, social media, personalized messages, emails, and callouts shouldn’t shy away from incorporating pow wow.

Variations of pow wow are used to target specific vertical markets. These variations can be used to indicate who content is meant for.
Aside from pow wow the mascot, iconography is also used to reinforce the brand. pow wow is about being helpful and useful, while being positive and personable. Creating meetings and appointments without hassle means more focus on human connection and communication. Brand iconography is therefore soft, warm, and human. Big, cartoonish shapes are playful and casual, adding appeal and personality. The imagery used cuts through the dryness of the idea of a calendar app and emphasizes the reality: pow wow is about people.
Roboto Slab Regular is used sparingly for headlines, titles, times, and anywhere that needs a soft accent.

The Proxima Nova family is the primary type in pow wow. It is used for UI, titles, and body text. It is clean, readable, and straightforward.
The primary colors are pink and dark gray. The bright, primary pink is the main brand color. Tints of pink are used for UI purposes. Pink is warm, fun, personable, reinforcing that pow wow is about people, connections, and human interaction. It is not cold or dry.

Gray is the second-most prominent color. It keeps pow wow from looking like a valentine or tween girl’s Trapper Keeper. pow wow may be pink, but it is still grown-up and polished.

Secondary colors are used only as accents.
Imagery shows texture and detail. It includes messy human details, like devices at odd angles and knick-knacks strewn around. Meetings and appointments are full of scratch paper, stray pens, coffee cups, etc. and pow wow is no different.

Colors are generally limited to primarily gray, with touches of the pow wow pink as an surprising, delightful accent.
Photos can also be heavily stylized with a pink and gray duotone. Again, the imagery is human-centered, personable, and real.
When it comes to the voice of pow wow, think Khanh! Khanh is fun and friendly and perky. She’s helpful and wants to make your day easier/smother/better.

At the same time, Khanh is on top of everything, no-nonsense, and knows exactly where you need to be and when better than you do.