

Cracking Coconuts brand guide

Mental health is a tough nut to crack. A warm, friendly, honest podcast that makes asking for help feel normal.

Logo



Cracking Coconuts



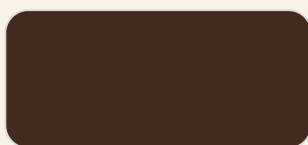
- Leave clear space around the logo at least the width of the coconut's smile.
- Smallest size: 24 px tall on screen, 8 mm in print. Below that, use the coconut badge on its own.
- Use the dark-text logo on cream or white, and the cream-text logo on cocoa brown.
- Don't stretch, recolour, rotate or add shadows, and don't put the logo on busy photos.

Colours



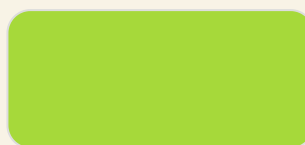
Coconut cream

#f8f3e6 · backgrounds



Cocoa brown

#432a1f · text, dark panels



Lime crack

#a6d93a · accents, lines



Lime ink

#4f8a2a · small labels on cream

Never put lime text on cream (too faint); use lime ink instead. Lime works for text on cocoa brown.

Fonts

Fredoka Bold

Headings and titles, in normal capitalisation (not all caps).

Both are free on Google Fonts, and both are in Canva.

Nunito

Body text and descriptions. Small labels can be ALL CAPS with wide spacing.

The lime crack line

Our signature divider. Use it along the top edge of covers and posts, or between sections. Use one per design.

Tone of voice

- **Warm, not clinical:** say "therapy might help with..." rather than "treatment indicated for..."
- **Hopeful and honest:** help is normal to ask for, even when you're not in crisis.
- **Never diagnose:** say "worth exploring", and always point to helplines for emergencies.
- **Light touch with humour:** coconut puns are welcome, but never at the expense of someone's experience.