cocoon

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BRAND VISION

'To protect the most important place in every person's life through people-centered innovation.'

Why does Cocoon exist?

People love their homes, and the people, pets and objects in it. It's a place where memories are made and stored. Where we relax, rejoice and rejuvenate after working and playing hard. Where we can exist unmasked and unquestioned.

We safeguard this place through innovative technology that's centered around people's needs for ease and simplicity. Life can be complicated, so people want their home lives to entail as little hassle as possible. Our solutions are created with this in mind, offering the benefits of advanced technology while demanding a minimum of end user involvement.

OUR AUDIENCE
Who are Cocoon's customers?

We're living in a society where regular crime is a reality – if not themselves, everyone knows someone who's been burgled.

Taking smart independent measures to ensure one's home is safe and sound, instils confidence and peace of mind. We're talking to an audience who is educated, relatively wealthy, either professional workers or now retired, and living in suburban homes. Their interest in home security revolves around prevention, protection and reassurance.

By making home security affordable and accessible, we're empowering and equipping our customers to make the best decisions possible for their given situation.

PROFESSIONAL FAMILIES

Core values:
Practical, positive, caring

With a focus on family, our Professional Families do all in their means to make sure their young family, home and belongings are safe and secure. Pragmatic and practical, they make informed decisions and like to be in control. They're tech-savvy and appreciate products that seamlessly integrate.

EMPTY NESTERS

Core values:
Proactive, independent, confident

Parents and empty(ing) nesters lead busy lives, are tech comfortable and have little patience for complexity. They want peace of mind and ease of use, knowing they can rely on everything being as it's supposed to be, so they can go about their day-to-day without worry or concern.

PROFESSIONAL RENTERS

Core values:
Self-sufficient, realistic, considered

Used to setting their own terms and conditions, our Professional Renters aren't led by fear when it comes to protecting their home. They know a home security system isn't foolproof, but it's comforting to know they can check in if need be.

BRAND POSITIONING

'Everything covered effortlessly'

Cocoon protects everything you love with minimal effort

We're the only brand that can claim to safeguard the entire home with a single device that's simple to use, elegant to and user-friendly.

Cocoon is built on the insight that people want technology to be simple. That's why Cocoon is easier to use than any competing home security products, making it unique and an obvious choice for our target audiences.

BENEFITS: EMOTIONAL

Cocoon protects the whole home, to keep you feeling safe.

BENEFITS: RATIONAL

Complete home security from one device. Cocoon lets you check what's happening at home and take action from anywhere.

BRAND VALUES

The way that we express ourselves as a brand should be a reflection of the values we hold.

As you would expect from our brand they're simple, honest and succinct.

IMAGINATIVE
Curious and excellence

Dedicated to quality and innovation, embracing new thinking and technology to do things the best way possible.

PURPOSEFUL
Resourceful and dedicated

Smart products that are simple, intuitive and useful, that add value to people's lives.

STRAIGHTFORWARD
Trustworthy and integrity

Sincere, ethical and transparent in all we do.

OPTIMISTIC
Open-minded and enthusiastic

Continuously improve our skills, knowledge and abilities.

BRAND ESSENCE
Belong safer

Home is shorthand for belonging. The relationship people have to the home is a deeply felt connection that's integral to human wellbeing, and our sense of who we are.

Though most people might not reflect on it on a day-to-day basis, we simply wouldn't be the same without it. We all long to belong - whether we acknowledge it or not.

Cocoon allows this human yearning to be fulfilled by safeguarding its object, the home. It's the one place where we can truly be ourselves. In that sense, Cocoon is not only looking after the home, but, by extension, that authentic part of a person that only gets expressed when they're home.

ELEVATOR PITCH

Even when we may only have a few moments to describe what Cocoon is about, it's important that we present a consistent impression of the brand and our product.

Cocoon protects the most important place in every person's life.

With just one device, Cocoon covers and protects your home. It detects subtle sounds and vibrations from any room, on any floor in your home. So your home is protected, every day, around the clock.

When there's unusual or unwanted activity, Cocoon alerts you via your smartphone. What's more, Cocoon learns the patterns that are normal for your home, so you only get useful notifications. You don't even have to tell Cocoon when you come and go. It just works.

There's no installation to worry about, and no monthly fees. Just complete peace of mind.

LOGOTYPE

Our logo consists of two elements; the Cocoon symbol and the Cocoon word mark.

In certain instances the Cocoon symbol can be used on its own without the word mark. However the Cocoon word mark should never be used on its own without the symbol.

Colour logo

Black logo

White logo

When possible the logotype should be reproduced in colour. When only one colour is available, the logotype should be printed in black or be reversed to white. Do not print the logotype in any other colour.

LOGOTYPE GUIDELINES

SPACING

The logotype must be reproduced with a clear area around it which is free from other graphic elements.

MINIMUM SIZE

The logotype signature should never be presented any smaller than the sizes below.

Print use

3.26mm

Web use

20px

HOW NOT TO USE THE COCOON LOGOTYPE

Follow these simple rules. Do not use:

in colours other than ours

on a complex or highly textured background

colour logo on a dark or coloured background

with drop shadows or embossing

by altering the proportions of elements to each other

by using the wording on its own

by compressing or expanding dimensions

by tilting or angling

with only a stoke

COLOUR PALETTE

We have carefully selected a colour palette that reflects our young, dynamic company and works well alongside our product.

Our principle colour is Cocoon green. The secondary palette can be used alongside this to create visual impact and variety. They can be used in any combination as long as the principle colour is distinctive.

Principle colour

RGB	128, 193, 116
HEX	#80C174
CMYK	50, 0, 70, 0
Pantone	360C/359U

Secondary colours

Tints 10% increments

RGB	57,66, 67	RGB	116, 161, 145	RGB	158,139, 143	RGB	247, 193, 200	RGB	225, 223, 219
HEX	#394243	HEX	#74A191	HEX	#9E8B8F	HEX	#F7C1C8	HEX	#E1DFDB
CMYK	72, 59, 50, 31	CMYK	58, 30, 47, 0	CMYK	37, 43, 34, 1	CMYK	3, 27, 12, 0	CMYK	11, 8, 10, 0

Tints 10% increments

RGB	221, 110, 104	RGB	235, 140, 113	RGB	239, 220, 99	RGB	138, 139, 182	RGB	138, 204, 224
HEX	#DD6E68	HEX	#EB8C71	HEX	#EFDC63	HEX	#8A8BB6	HEX	#8ACCE0
CMYK	10, 71, 62, 1	CMYK	7, 49, 55, 0	CMYK	8, 6, 73, 0	CMYK	52, 48, 21, 1	CMYK	40, 4, 10, 0

TYPOGRAPHY

BRANDON TEXT

Our typeface is Brandon Text. This simple, easy to read sans serif typeface complements the qualities of our brand and our product.

Desktop and webfonts are available under license from:
www.myfonts.com/fonts/hvdfonts/brandon-text/

Brandon Text Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()-_ =+[]{}<>?/;:'"

Brandon Text Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()-_ =+[]{}<>?/;:'"

Brandon Text Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()-_ =+[]{}<>?/;:'"

Brandon Text Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()-_ =+[]{}<>?/;:'"

Brandon Text Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()-_ =+[]{}<>?/;:'"

TONE OF VOICE

There are many ways of saying the same thing. Here are a few guidelines to how the Cocoon brand sounds, and how we choose to express ourselves.

POSITIVE

Cocoon is about keeping your home secure. The way we talk about security is always positive. We don't trade in fear. Cocoon helps people experience their homes as comfortable, safe, and enjoyable places. This is reflected in our tone of voice and how we express ourselves as a brand.

SIMPLE

The Cocoon language is simple and direct. Just like the home Cocoon protects, we're informal and human. We speak more like your friendly neighbour than a technology company. We're an international brand so we avoid country-specific colloquialisms.

WARM

If possible, we choose warm and emotive words, like "home"; "family"; "complete"; "people"; "comfort"; "secure"; "safe"; "peace"; "protection". We avoid words like "deter"; "crime"; "danger"; "surveillance" and other words that could trigger fear.

BENEFIT-LED

We want to matter to people, so we have to talk to people about what matters. And that's not technology, but the benefits of making the Cocoon device part of their home, and how we enable a comfortable, safe and enjoyable home experience. We don't celebrate technology for its own sake, but for how it can improve the lives of our customers.

SPECIFIC

We avoid abstract words like "solution"; "inaudible"; "irregular"; "verify" and other words that are imprecise, bureaucratic or difficult to understand. "Cocoon" is only used as a verb in its basic form, I e "Cocoon your world" but we don't conjugate it. For example, we would not say "Your world is cocooned".

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CONTACT DETAILS

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