

Who we are

Kovon connects India's skilled **blue- and grey-collar workforce** with verified employers across 50+ countries — zero middlemen, full transparency, MEA compliant. The brand must feel aspirational but grounded, trustworthy, and bilingual by default.



Openness

Full transparency, no hidden fees.



Ownership

We take responsibility for every placement.



Outcome

Real jobs, real futures, measured.

Aspirational

Trustworthy

Empowering

Grounded

Global



01 IDENTITY

Logo

The logo is three elements used together: the **globe mark** (India inside a circle), the lowercase **kovon** wordmark in Nunito Bold, and the **global talent mobility** descriptor in Comfortaa.



Primary · on light backgrounds



Inverted · on navy / purple

Clear space & minimum size

Keep clear space equal to the height of the 'o' on all sides. Never go below 120px wide for digital.





kovon
global talent mobility

120px min width (digital)

Don'ts

- ⊗ Never stretch, skew or distort
- ⊗ Never change the wordmark font
- ⊗ Never add shadows, gradients or effects
- ⊗ Never recolor outside the palette
- ⊗ Never write "Kovon" or "KOVON"
- ⊗ Never drop the descriptor in full lockups



Color

Navy is primary — the brand color and canvas. **Purple is secondary** — the action accent. **Lime is the spark** — success and verified only, never danger.

PRIMARY

Navy

#10142D · brand + canvas

Navy Mid

#1A203C · raised surface

SECONDARY

Purple Deep

#5200A4 · action / CTA

Purple Bright

#7E22CE · hover / highlight

Purple Darkest

#3A0080 · gradient floor

ACCENT

Lime

#7ED958 · success only



Brand Gradient

135° · #5200A4 → #7E22CE

Splash Gradient

180° · hero / splash moments

✓ Use navy as the default surface; purple for actions; lime strictly for success & “verified” states.

✗ Never use lime as a primary surface or for errors. Never introduce gold, amber, pastels or off-palette colors.



Typography

Nunito

Display & headlines
700 / 800

Your Passport to Global Work

Comfortaa

Subheads, nav, descriptor
400 / 600

global talent mobility

Poppins

Body & UI
300 / 400 / 500

Find the right job, the right country, and the right pathway with India's trusted career marketplace.

Noto Sans Devanagari

Hindi — always, never a fallback
400 / 600

नौकरी खोजें • दुनिया में काम करो



Type scale

A practical hierarchy that stays clear from small mobile screens to large desktop layouts.

**5 LEVELS ·
RESPONSIVE**

Display

60px

kovon

Heading

38px

Browse Jobs

Title

24px

Verified employers

Body

16px

The default reading size.

Caption

14px

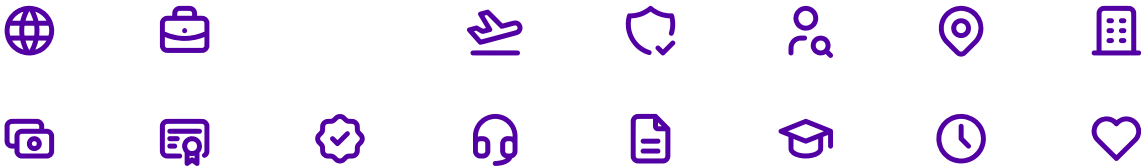
Never below 14px on mobile.



Iconography

Outline only, matching the globe mark's hand-drawn aesthetic. Never filled. We use **Tabler Icons** (outline) at a consistent stroke weight.

Sample set



Sizes

-  16px · inline
-  20px · UI / buttons
-  24px · feature
-  48px · decorative



Voice & Tone

Warm, direct, benefit-forward. We speak *to* the candidate and *for* them.

Bilingual by default — an English headline with Hindi subtext.

THE TAGLINE · FIXED COPY

Bridging Gaps... Building Futures...

Always with the ellipses · always Title Case · never shortened · never loosely translated.

Casing

- ✓ The wordmark is **always lowercase** — **kovon**. Never "Kovon", never "KOVON".
- ✓ **No ALL CAPS in body copy**. Uppercase only for short eyebrow labels.
- ✓ Headlines are Title Case or sentence case.

MEA COMPLIANT · ZERO FEES · VERIFIED

Bilingual pattern

Browse Jobs

नौकरी खोजें



Apply Now

अभी आवेदन करें

Always set Hindi in Noto Sans Devanagari — never a system fallback.

Approved campaign lines

Your Passport to Global Work

Hero · web & app

**Zero Middlemen. Full
Transparency.**

Trust messaging

Hire the World's Best, From India

Employer-facing

Duniya Mein Kaam Karo

Hinglish · candidate

Apna Sapna, Apni Mehnat

Hinglish · candidate

Dalal Nahi, Dost Hain Hum

Hinglish · trust



Components

Live primitives from the Kovon component library — buttons, badges, stat pills, the bilingual pair, and the verified job card.

Buttons

[Apply Now](#)[How It Works](#)[Chat on WhatsApp](#)

Badges

 VERIFIED NEW URGENT GCPP

Stat pills

50+

Countries
देश

₹0

Candidate fees

10L+

Job seekers
नौकरी ढूँढने वाले

Bilingual

Find Work Abroad

विदेश में काम पाएं



Job card

Site Electrician

Al Futtaim · Dubai

 VERIFIED

₹68,000

/month · + housing

Apply Now

AE

