

Loco Coast

BRAND GUIDE FOR CREATORS

Version 2026-10-18. Everything you need to put Loco Coast in a video the right way. The files are in this kit; the formats, rules and your link are at lococoast.com/creators

LOGO



- Neon on dark backgrounds, flat pink on light ones. Both are in logo/ as PNG and SVG.
- Keep clear space around it at least the height of the “L”.
- On a 1080 px wide video it is at least 240 px wide.
- Never stretch it, recolour it, rotate it, add effects or put it on busy footage without a dark plate.
- Never next to the Grand Theft Auto logo, the roman numeral VI or the Pricedown font.

COLOURS



Night
#0D0719
RGB 13, 7, 25



Flamingo
#FF2E88
RGB 255, 46, 136



Sunset
#FF7128
RGB 255, 113, 40



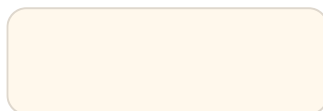
Gold
#FFCF4D
RGB 255, 207, 77



Pool
#3EE8FF
RGB 62, 232, 255



Lime
#B8F23A
RGB 184, 242, 58



Cream
#FFF8EC
RGB 255, 248, 236



Green screen
#00B140
RGB 0, 177, 64

FONTS

Loco Coast

Pacifico: The wordmark only

<https://fonts.google.com/specimen/Pacifico>

**COLD NEWS.
ПОХОЛОДАЛО.**

Oswald Bold: Captions and titles, uppercase

<https://fonts.google.com/specimen/Oswald>

**Any day now. Ещё
денёк.**

Onest: Body text and subtitles

<https://fonts.google.com/specimen/Onest>

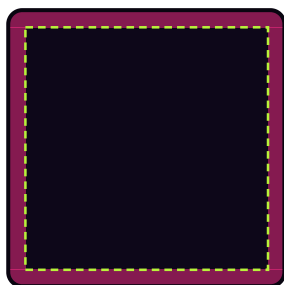
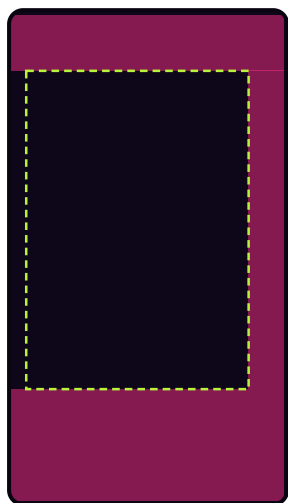
07

Unbounded Black: Big numbers, like days left

<https://fonts.google.com/specimen/Unbounded>

All four are under the SIL Open Font License 1.1: free in your videos, in fonts/ with OFL.txt. Full families: fonts.google.com

SAFE ZONES



9:16: keep text and the end card out of the top 220 px, the bottom 440 px and the right 140 px, where the app's buttons sit.

1:1: keep 60 px clear on every side.

Overlays: [brand-guide/safe-zones-9x16.png](#) and [safe-zones-1x1.png](#). Put one over your video while editing, then hide it.

End card: show [end-cards/end-card-9x16.png](#) (or the overlay) for the last 2 seconds of every video.

EVERY VIDEO

1. **"Loco Coast" in the title and caption.** Write it in the video title (YouTube counts the title) and in the caption, with #LocoCoast.
2. **Say it once.** Say "Loco Coast" out loud once, anywhere in the video.
3. **End card for the last 2 seconds.** Keep "Loco Coast" on screen for the last 2 seconds. The kit has ready end cards.
4. **Your link in your profile.** Put lococoast.com/c/your-handle in your profile while the task runs.
5. **Label it as an ad.** Turn on the platform's paid partnership label and start the caption with #ad.
6. **Where to post.** TikTok, YouTube Shorts or Instagram Reels: any platform the task lists.
7. **No coins, no crypto.** Never mention coins, tokens or crypto in a Loco Coast task video.

NEVER IN A LOCO COAST VIDEO

Never

- Anything from Rockstar Games or Take-Two: logos, game art, trailer frames, gameplay, leaked footage, the game's music or radio.
- The Pricedown font or a lookalike, and the exact WASTED, BUSTED or MISSION PASSED screen: a grey frame with big red letters.
- Wanted stars, the cover grid or any other piece of the game's own look.
- Real private people: strangers filmed or named without consent, mugshots, someone's photo as the joke.
- Coins, tokens, crypto, or telling people to buy anything.

Always

- "GTA 6" only as plain words, to say what the joke is about.
- Your own footage, voice and edit, with our characters as they are in the kit.
- Music from the platform's library or your own, never the game's.
- Someone else's meme only with their permission and credit.

WHAT GETS A VIDEO REJECTED

- A rule above is missing: title, caption, voice, end card, profile link or ad label.
- Any red line.
- Bought or botted views.
- A copy of someone else's video, or the same video posted twice.
- The video is deleted, hidden or made private before the task ends.

EVERYTHING A VIDEO NEEDS

Use the kit in your videos about Loco Coast, paid Loco Coast tasks on DareBay included. Do not sell the files, use them for another brand or redraw the characters as someone else.

Iguanito and Don Chompo are green: key the green screen gently, or use the transparent PNG.