

Cookpad logo: redesigned

As part of the celebration of our new family members abroad* and to encourage familiarity within a wider usership, we are thrilled to announce a new iteration of our visual identity: a redesigned logo and logotype as of September 1st.

The original border around the logo has been removed to emphasize the classic chef hat and the vivid orange background. We've also unified the lettering for our name in lowercase as "cookpad."

This redesigned identity will represent our efforts in meeting the dynamic demands and creative potential of our ever-growing community as we continue pushing our core mission of making everyday cooking fun for home cooks around the world.



*Our Spanish recipe community 'Mis Recetas' (<http://www.mis-recetas.org/>), our Indonesian recipe community 'Dapur Masak' (<http://dapurmasak.com/>) and English site 'EN Cookpad' (<https://en.cookpad.com>) have adopted the new chef hat logo on their respective sites.