
COROFLOT

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The goal of this document is to define guidelines for the use of Coroflot’s visual identity when designing applications for the brand. Throughout all media—publications, websites, mobile apps, advertising, signage, products, letterhead, or business cards—layout, color and typography should be orchestrated to impart a unified “signature”.

The essence of the Coroflot visual identity is the combination of individual elements to take a strong graphic position. Clear and consistent use of the logotype and bold contrasts in the use of color and typography are essential for the expression of this brand. The strength of Coroflot’s visual identity is simplicity and embellishments such as additional graphic symbols and iconography should be used sparingly as accents.

1.00

LOGOTYPE

1.01

Coroflot Logotype

The logotype for print is available as an .eps file in the Brand Library. Also available in the library is a set of logotypes created specifically for screen usage. They will display perfectly on the pixel grid. In order to maintain their proper shape and crispness, they should never be resized in any way, nor should they be used in any print application.

Color



Black & White



1.02

Logotype Clearance

To ensure legibility and to prevent any obstruction of the Coroflot logotype, always maintain a minimum space around it equal to the height of the *F* in the logotype.

$X = F$ Height



1.03

Logotype Dos & Don'ts

The correct variations of the Coroflot logotype are supplied in the Brand Library. Always use the source files provided to create a logotype. The logotype should not be altered in any way.



COROFLOT

DO NOT change the color of all or part of logotype



COROFLOT

DO NOT use gradient on logotype (colors need to be solid)



COROFLOT

DO NOT cut logotype



COROFLOT

DO NOT distort part the logotype



COROFLOT

DO NOT change the proportion of any part of logotype



COROFLOT

DO NOT apply effect on logotype

2.00

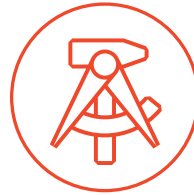
ICONOGRAPHY

2.01

Coroflot Iconography

The iconography features modular elements allowing for variation and flexibility. Each variation is available as .eps files in the Brand Library.

Primary: Skill & Craft Icon



Secondary: Knowledge & Resources Icon



Tertiary: Network & Community Icon



3.00

COLORS

3.01

Screen Color Palette

The brand color palette, composed of primary colors and secondary colors, should be enough for brand expression. No new colors should be used (other than those brought in by photography). Do not use screen colors for print.

Primary Colors

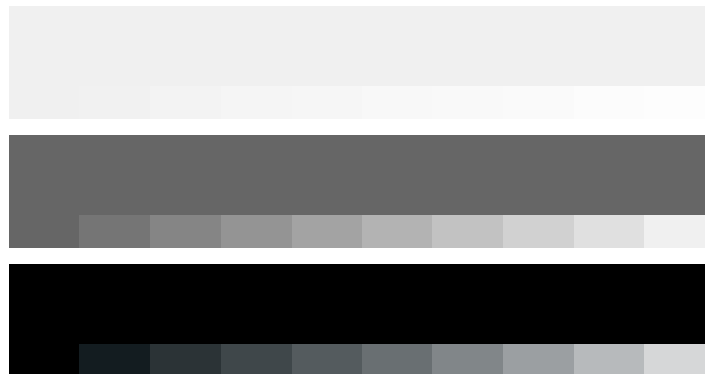


Red
R 239 / G 72 / B 43
#EF482B

White
R 255 / G 255 / B 255
#FFFFFF

Dark Gray
R 54 / G 54 / B 54
#363534

Secondary Colors



Light Gray
R 240 / G 240 / B 240
#F0F0F0

Medium Gray
R 102 / G 102 / B 102
#666666

Black
R 0 / G 0 / B 5
#000005

3.02

Print Color Palette

The brand color palette, composed of primary colors and secondary colors, should be enough for brand expression. No new colors should be used (other than those brought in by photography). Do not use print colors for screen.

Primary Colors

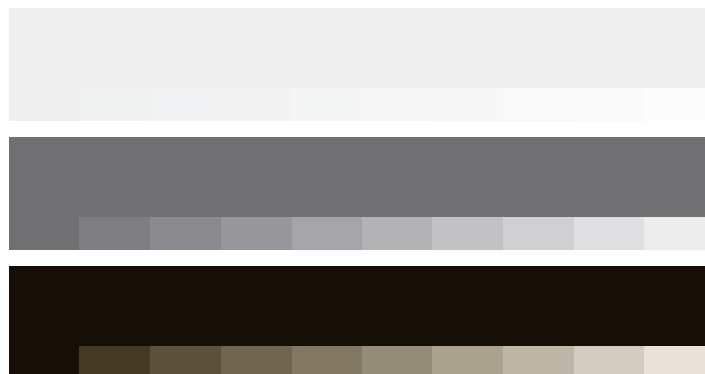


Pantone Warm Red
C 0 / M 79 / Y 91 / K 0

White
C 0 / M 0 / Y 0 / K 0

Pantone Black 7
C 0 / M 0 / Y 15 / K 82

Secondary Colors



Pantone Cool Grey 1
C 0 / M 0 / Y 0 / K 6

Pantone Cool Gray 11
C 0 / M 2 / Y 0 / K 68

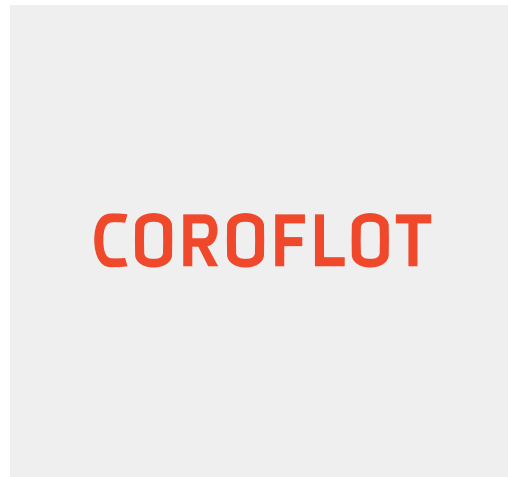
Pantone Black
C 60 / M 40 / Y 40 / K 100

3.03

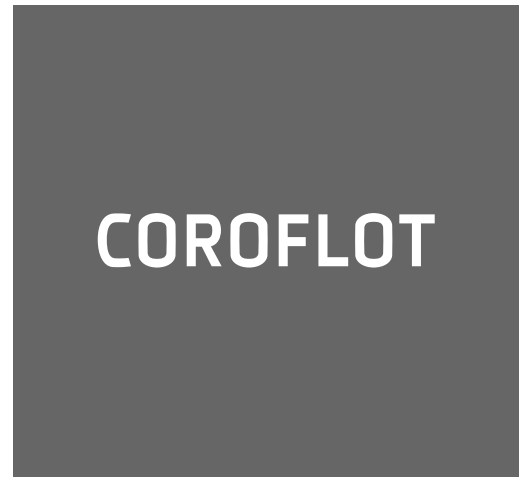
Logotype on Color

Depending on the color it displays on, the logotype is either solid red or solid white.

Light Color Combination



Mid-Tone Color Combination



Dark Color Combination



Full Color Combination



3.04

Logotype on Image

Depending on the image it displays on, the logotype is either solid dark gray, solid white, or solid red. Use red cautiously—only use on clean/minimal compositions.

Light Color Combination, 1



Light Color Combination, 2



Mid-Tone Color Combination



Dark Color Combination



4.00

TYPOGRAPHY

4.01

Primary Typography

Akzidenz Grotesk is used as primary brand typography. It should be used for top level elements.

Akzidenz Grotesk Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890\$%&(.,;:#!?)**

Akzidenz Grotesk Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890\$%&(.,;:#!?)

Aa

4.02

Secondary Typography

Helvetica is used as secondary typography. It should be used for body text and more generally secondary level elements *on screen*.

Helvetica Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890\$%&(.,:;#!?)**

Helvetica Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890\$%&(.,:;#!?)

Aa

