

COCOREADO

Corporate Identity Manual

Technical description and rules of application of the logo



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1 Conceptual description of the logo. Messages and values

The corporate image of the COCOREADO Project has taken into account the following concepts:

Collaboration

The prefix formed by the letters “CO” advances the idea of “collaboration”, “cooperation”, “teamwork”. The initial repetition of this group of letters in the name of the project has invited us to highlight them as a prefix with this same meaning.

In addition, the letter “O” graphically integrates a group of actors who are related to each other (multi-actor approach), identified with different colours representing different areas of activity: producers, prescribers, salespeople, etc.

Connection and interaction

It is graphically shown through the chromatic exchange created by mixing the different coloured elements. In the complete logo (which includes the claim), this idea is reinforced by the icon of a circle attached to a line which technically symbolise a “connection point”.

Youth, dynamism and strength

The use of bright colours, of shapes that intercross and the chromatic variety of the logo give it freshness, dynamism and youth. It is intended to be attractive to the young audience, which is precisely the target of this project.

Logo



Logo + Claim



2 Project typography

Logo typography

The “*ITC Avant Garde Gothic*” font is the one that represents our logo.

It is a round typography, easy to read in any of its variants and quite known (a good number of devices will include it as a source of the system).

It is of the “Sans Serif” type, i.e. without trimming or decoration in its extremes, which favours a proper reading of a name like “COCOREADO” that has a certain phonic peculiarity.

- For documents and presentations of internal communication, its use is reduced to its own logo, not being recommended for texts (it is a precautionary measure despite being a source that many devices have).

- There are no limitations on its use in parts of communication **to a general public and created by professional designers**.

Recommended fonts

In order to facilitate communication in general among the partners, and in a special way for the “On-line” and for documents or presentations that are intended to be seen on screen (powerpoint, Word, etc.) we will preferably use fonts universal as the “Calibri” or the “Arial”.

This measure is also recommended in Offline communication documents, given that the partners will have at their disposal editable templates for Flyer, Rollup, etc. in original Adobe Illustrator files and Adobe Indesign.

ITC AVANT GARDE GOTHIC DEMI

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

ITC AVANT GARDE GOTHIC BOOK

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

ARIAL

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

CALIBRÍ

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

3 Corporate colours

In addition to the pure black that we have used for the characters of the logo - and also for the “connection” icon - we have used 6 main colours for the logo. By applying a digital fusion effect to them, a total of 23 different colours have been created.

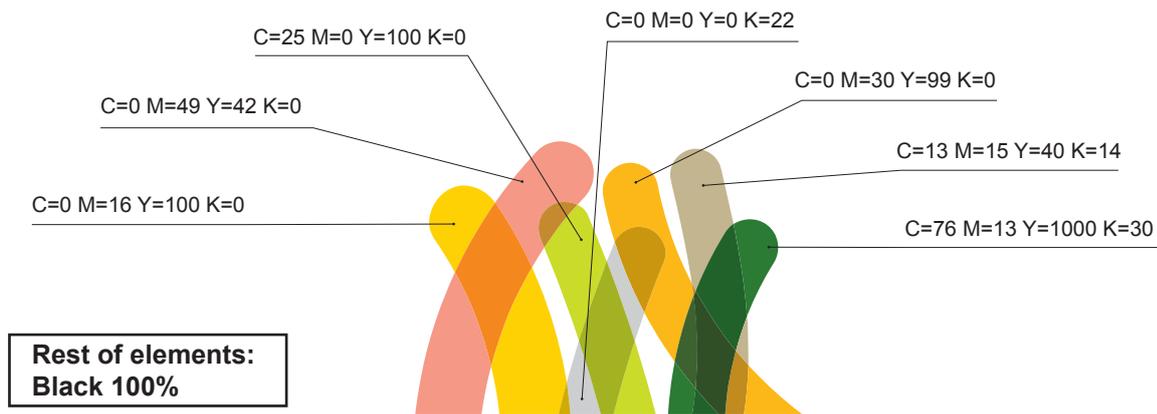
We will take as a reference these 6 main colours that have been applied individually to each of the graphic elements. Any professional application of design will allow

us to create the complete palette of colours through the fusion command called “multiply”.

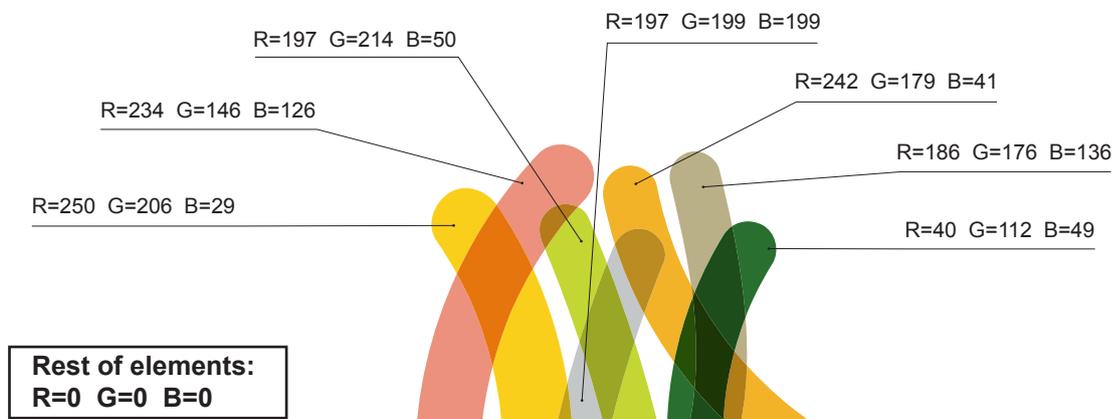
Remarks:

Any of these 6 colours can be used in the design of our documents as a graphic resource: backgrounds, headlines or highlighted texts, bullets, tables, etc.....

CMYK Combination



RGB Combination



4 Proportions and sizes of logo elements

Proportions between the elements of the logo

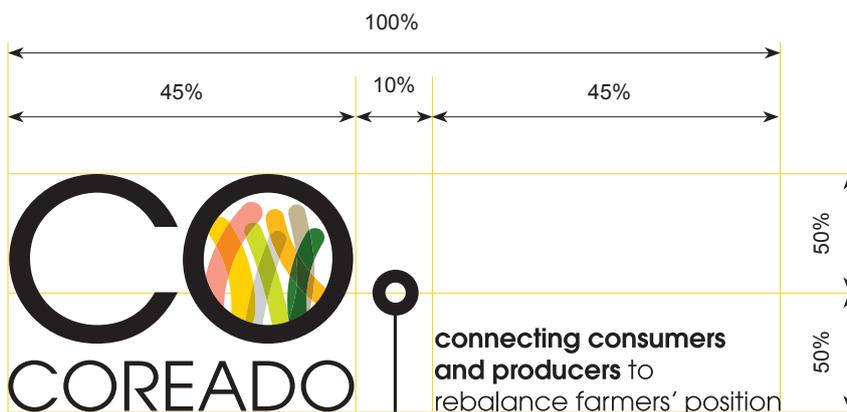
The complete logo is divided into three parts: name (left), link (centre) and description (left), which occupy horizontally balanced proportions of 45% - 10% - 45%.

Our nexus is an icon symbolising the connection, where the circle occupies the exact centre of the logo area (horizontal axis 50% and vertical axis 50%).

Ideal size and minimum size of reproduction in different scenarios

For a page header in a standard Word document (DIN A4), or for a powerpoint header we will consider ideal a logo width of 50-60 mm.

In general, it is recommended that in documents our logo is printed in a width not less than 50mm, or 190 pixels in the digital format.



▼ Recommended size



▼ Minimum recommended size



5 Variants of the logo. Original version, gray-scale and monochrome

Positive version

This is the version we will use by default as long as conditions allow it, that is, as long as the background on which the logo applies either in white or another light color.

Of course. It is the original version and therefore exactly reflects the corporate colours.



Black monochrome version

The colour fusion effect loses all its effectiveness in this version, and even makes it difficult to read the name of the project. For this reason we will eliminate this graphic element in this context.

This is the version we will use if our logo is applied to monochrome documents on a white background or light backgrounds.



Gray-scale version

We will use the following color match:

- Yellow = 20% Black
- Pink = 15% Black
- Warm green = 30% Black
- Grey = 22% Black
- Orange = 40% Black
- Beige = 50% Black
- Dark green = 60% Black



White monochrome version

As with the black monochrome version - and for the same reason - we will dispense with the graphic element in this version of the logo as well.

This is the version we will use if our logo is applied to monochrome documents on dark backgrounds.



6 Recommended uses of the logo

Preferably, and whenever it is a self-made document, we will try to use the original version of our logo on a white background.



On colored backgrounds or images we will follow the following criteria:

■ On dark backgrounds

we will use the monochromatic version of the logo in negative.



■ On clear backgrounds

We can use both the original version and the negative monochrome version of our logo (in case the background color alters the chromatic effect of the original logo).



■ On intermediate backgrounds

Use a monochromatic version depending on a practical criteria.



7 Incorrect uses of the logo

It will not be allowed, or it is discouraged:

- Use other than the corporate colours in their original version.



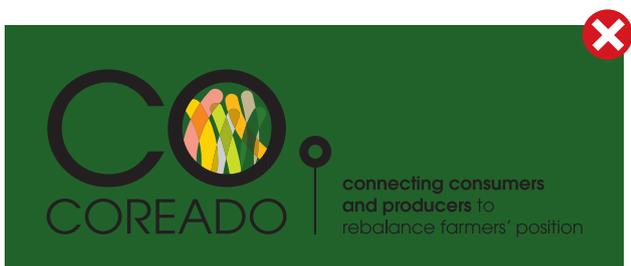
- Use monochromatic versions on either a light or dark background that do not follow the ex-criteria in point 6 of this manual.



- Change the proportions of the logo: stretching, shrinking, narrowing, etc...



- Use original colored version on backgrounds that are not clear or raise questions of legibility .



- On images or photographs, use versions of the logo that do not follow the criteria set out in point 6.



8 Logo protection zone or “safety zone”

Preferably, the logo should be protected from other “invasive” graphic elements that detract from its prominence, strength or presence.

To this end, we recommend that you always maintain a “**protection zone**” whose references are as follows:

1. We will mark the limits of the logo on the left, right, top and bottom (area with a white background).
2. We take as a reference the measurement between the base of the icon and half of its circumference (red arrow).

4. We will extend the limits of the logo to the left, right, top and bottom from that reference.

5. We will establish as the protection area of the logo the one that marks the new limits from our reference (zone with light grey background).

The protection zone should not be invaded by any graphic element or text, nor by another logo in case it has to coexist with other brands (collaborations or participations with other companies, ...)

