coreplus

Brand Guidelines

Version 1.0 | 2022

These guidelines are created as a tool to help you understand our identity elements and how to use them. Follow our guidelines closely to provide a consistent and holistic brand experience upon all communication platforms.

Logo Specifications

Main Logo

The coreplus logo is a composite of an origami-styled multicolored triangular symbol and the words • ú core • and • ú plus • concat enat ed into one word • ú coreplus •.

Our wordmark should always be display in lowercase.

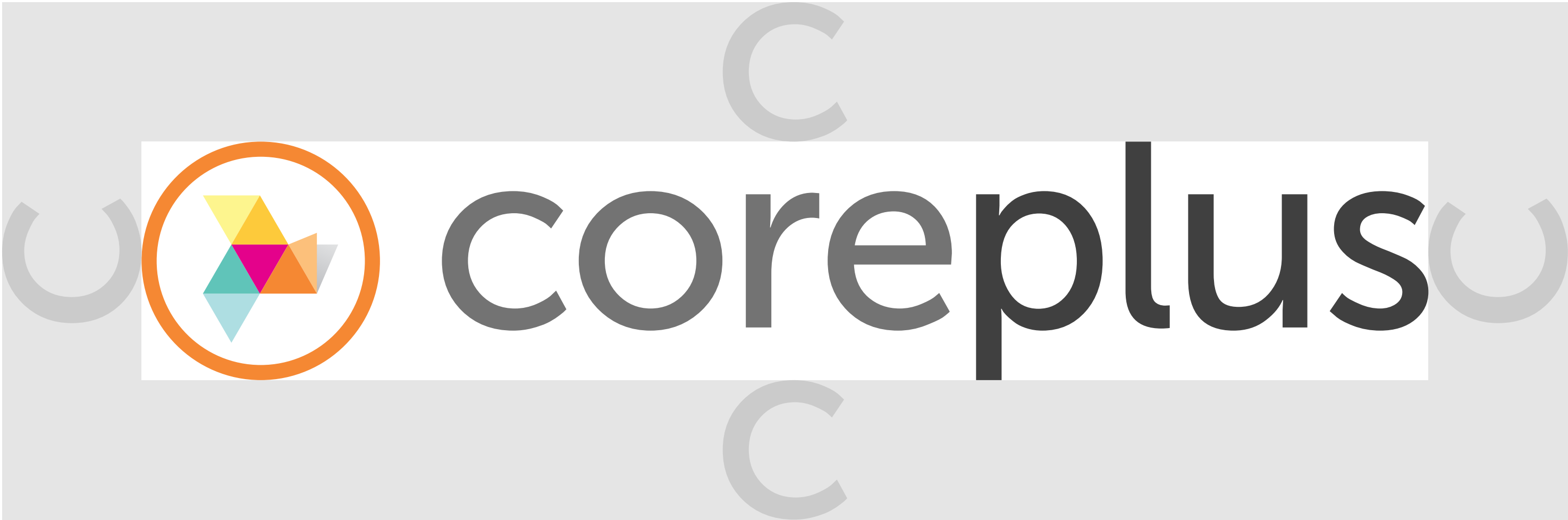Brand Symbol

Wordmark

Logo Format

horizontal logo format

square logo format

Clear Zone & Minimum Size

When positioning our logo on a media, always provide a clear area equal to the height of the 'c' letter from our wordmark. This area must be clear from other text or graphic elements in order to maintain a good visibility of our logo.
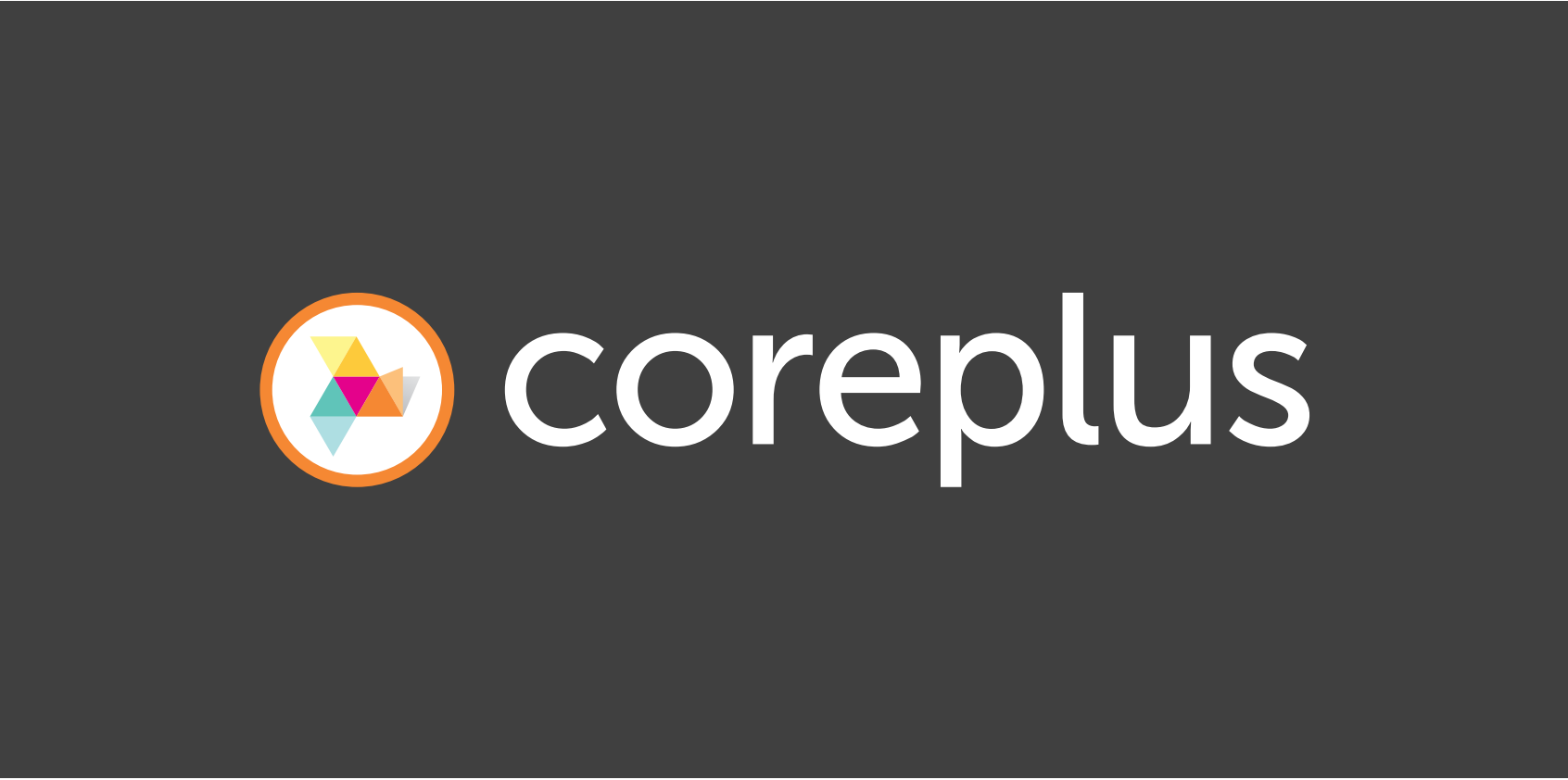

Logo Format

25 mm / 150 px

Logo on a Background

Use the guide on this page to determine which logo format should be used over certain backgrounds and conditions in order to maintain good visibility upon usage.

Main logo colour over light background

Reversed logo colour over dark background

Logo Misuse

coreplus logo consists of the triangles symbol and our wordmark which should always displayed in lowercase. Always use our logo in every brand communication of coreplus.

🚫 Do not add any effects on the logo

🚫 Do not rotate the logo

🚫 Do not distort the logo

🚫 Do not alter the logo arrangement

🚫 Do not alter the colours of the logo
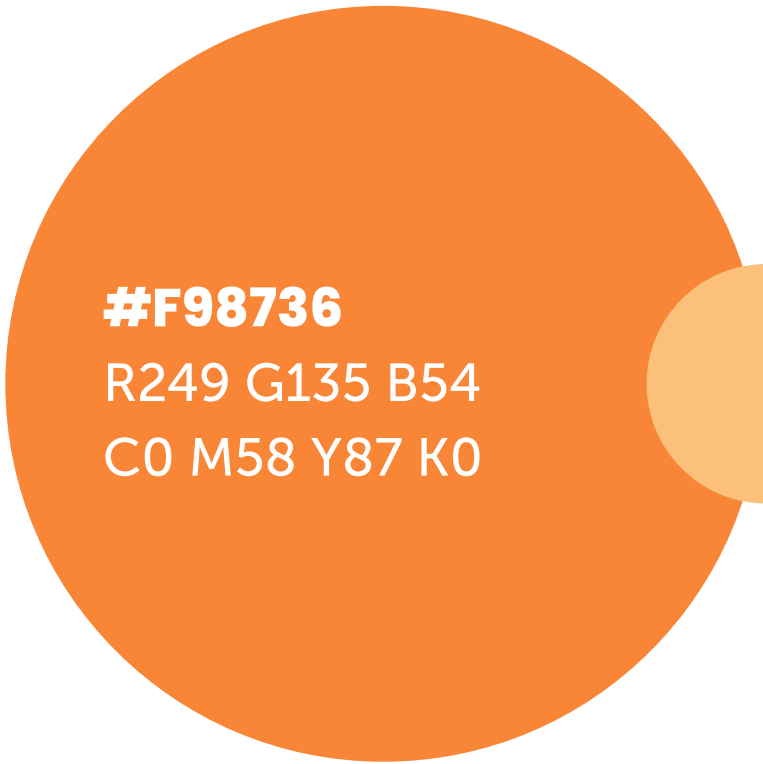
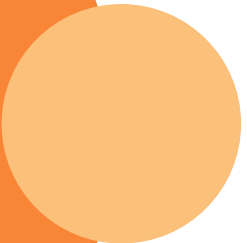🚫 Do not place the logo over background with low visibility

Colours

Brand Palette

#E5028B
R229 G2 B139
C4 M100 Y1 K0

#F98736
R249 G135 B54
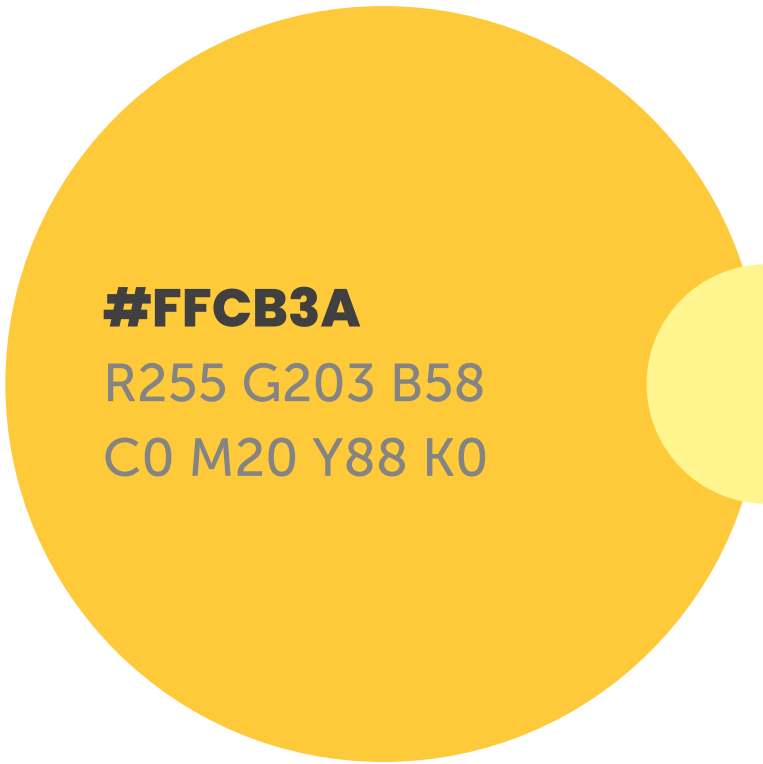C0 M58 Y87 K0

#FCC17A
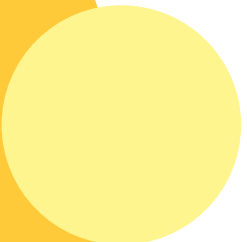R252 G193 B122
C0 M27 Y58 K0

#60C4B9
R96 G196 B185
C59 M0 Y33 K0

#AEDFE2
R174 G223 B226
C30 M0 Y11 K0

#FFCB3A
R255 G203 B58
C0 M20 Y88 K0

#FFF68F
R255 G246 B143
C2 M0 Y54 K0

#737373
R115 G115 B115
C56 M47 Y47 K13

#DDDFDE
R221 G223 B222
C12 M8 Y10 K0

#404040
R64 G64 B64
C68 M61 Y60 K47

Typography

Brand Typeface

We are using Poppins ExtraBold and Museo Sans 500 as our brand typeface. Both are sans-serif font with modern and warm characteristic.

Use Poppins ExtraBold as the headline and subheadline font for any of our brand communication. For the body copy, always use Museo Sans 500.

Poppins ExtraBold

Aa

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789~!@#$%^&*()

Museo Sans 500

Aa

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789~!@#$%^&*()

Visual Elements

Background Elements

We used a combination of triangles to enhance our visual and provide more characteristic towards our identity. The triangles can be used over our turqoise, orange, and white background.

Imagery Treatment

When displaying a person(s) as our imagery, you can use a combination of circle lockup and a slightly tilted outline in our brand colours. Part of the person's head or body can also be popped out a little bit from the circle to add more unique and dynamic vibe towards the imagery.

Brand Icons

Our brand icon style combines outline and a single - slightly tilted solid fill. Always use our orange and turqoise for the outline, and our yellow for the solid fill. In order to maintain consistency upon our visual, do not alter the icon style.