

Coko Technologies

Logo Guideline

Client: The NetBSD Foundation

Contents:

- 1.0 Introduction
- 2.0 The Logo Design
 - 2.1 The Logo Usage
- 3.0 Colour Scheme
- 4.0 Typography
- 5.0 Contact Details

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Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



Your new “identity”

Your corporate identity is the face and personality presented to the global community. It’s as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

Because the brand cannot be compromised, we’ve created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

20

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the branding.



Primary logo - in colour



Primary logo - alternative colours

2.1

The Logo Usage

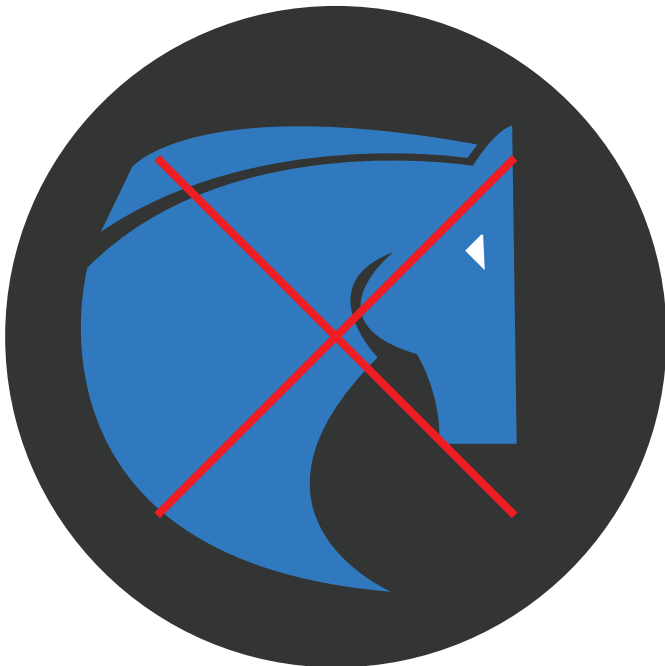
Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



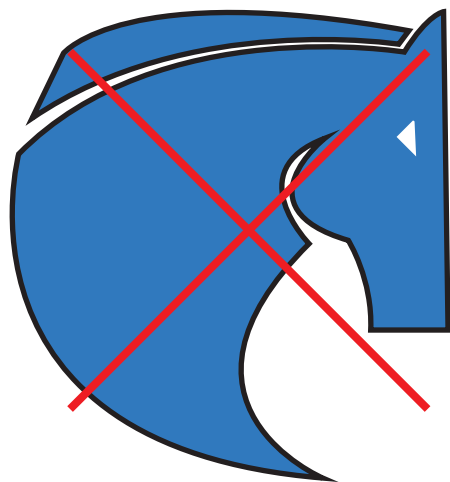
Wrong!

Do not add any form to the logotype.



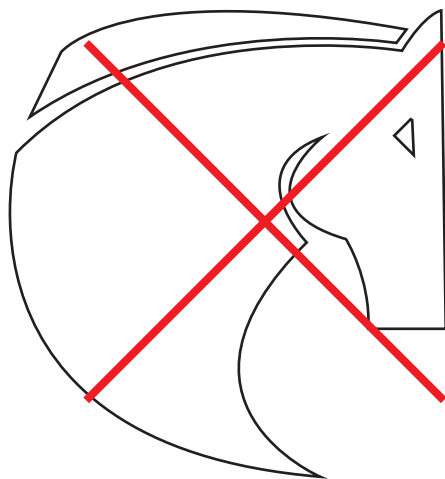
Wrong!

Do not add any form to the logotype.



Wrong!

Do not add any borders to the logotype.



Wrong!

Do not add any borders to the logotype.






3.0

Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		CMYK	RGB	HEX
Primary Brand Color		79 / 48 / 0 / 0	54 / 121 / 189	#3679bd
Secondary Brand Color		0 / 0 / 0 / 70	119 / 119 / 119	#777777
Alternative Color		26 / 16 / 15 / 0	188 / 196 / 202	#bcc4ca
Alternative Color		0 / 29 / 99 / 0	251 / 186 / 21	#fbb415
Alternative Color		75 / 68 / 67 / 90	0 / 0 / 0	#000000

40

Typography

The primary typeface is Ubuntu (Bold) with a secondary Open Sans to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Ubuntu (Bold) Main logotype text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()i€#¢∞§¶•ªº--_ = + { } [] ; : / \ , . ~

åſçð´ƒ©´^Δ°¬µ~øπœ®ß†¨√Σ≈¥Ω

Secondary Typeface

Open Sans Tagline / Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()ı€#¢∞§¶•ªº-—_ = + { } [] ; : / \ , . ~
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50

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