BRAND GUIDELINES

Content

Logo

Colors

Typography

Marketing materials

Structure

The logo is concidered a combination mark.
It consists of a wordmark and a symbol.

The main concept of the logo is to present Confio as a reliable and trustworthy brand. The symbol was inspired by the natural beauty of organic forms and their geometry. Spiral symbols represent growth and evolution. The shell made from modules that almost identical, but slightly different. It means constant dynamic growth, creation of something new, and awareness of small within the whole.

The main idea is that the shell symbol is a logo for the mother company and pearls are the symbol of products. However, the form of the "pearls" always round, but patterns inside can be different.

SYMBOL

WORDMARK

Logo color

There are 5 versions of the Confio logo; color, grayscale, brand black, clear black (#000000) and white (#FFFFFF).

Always choose the version of the logo that is proper for the background to ensure appropriate contrast and legibility, as in the samples right.

MULTICOLOR

GRAYSCALE

BRAND BLACK

CLEAR BLACK

WHITE

03

Clear space and minimum size

When you are using the logo with other graphic elements, make sure you give it some space to breathe. The letter "C" is used to provide a free space. The letter "C" is located on the edge of the logo on all sides.

The minimum size of the logo for screen application is 24 px. In print it is 0.393 in or 10 mm.

LOGO CLEAR SPACE

LOGO MINIMUM SIZE

24 px   CONFIO

FAVICON

16 px

Lockup

The Confio logo has 2 versions of lockups: wide
and stacked. The main version is wide.
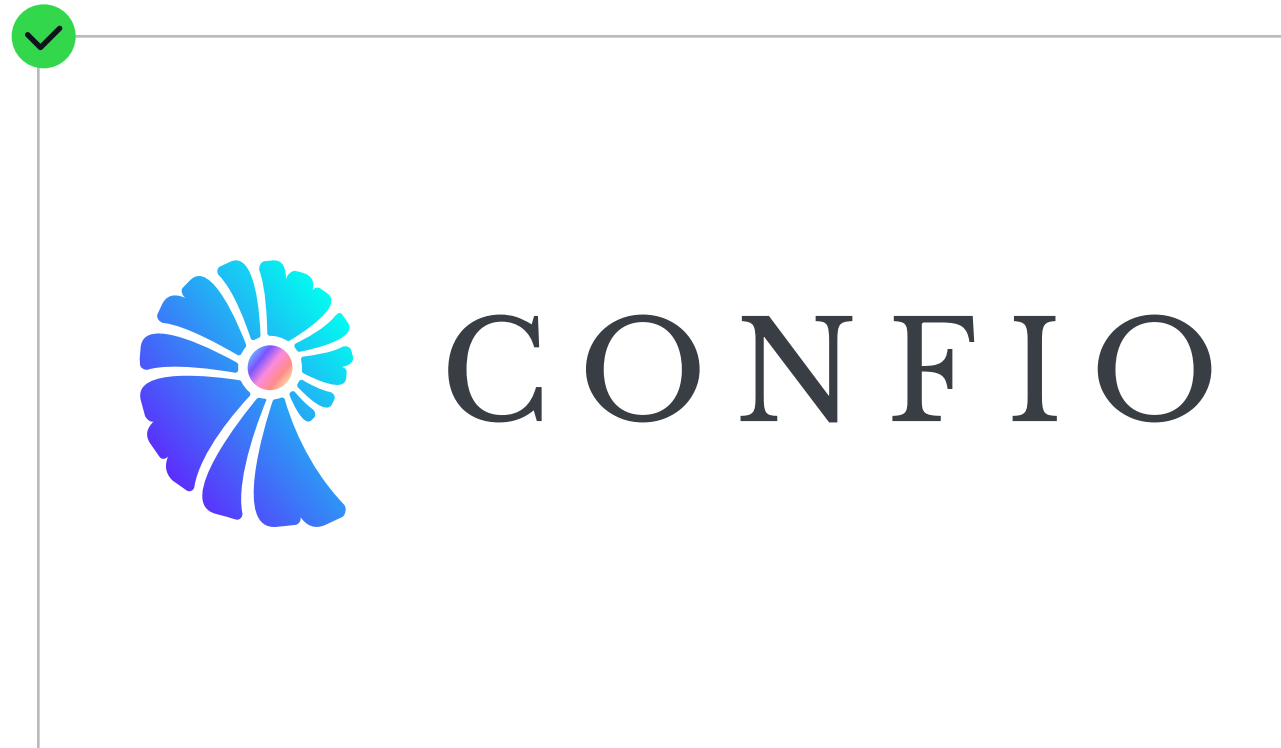
WIDE LOCKUP

CONFIO

STACKED LOCKUP

LOGO MARK

CONFIO

Logo background

There are three background colors that can be used with the logo: clear white, clear black and brand black. Always use a clear white or brand black background using multicolor logo.

Never show the Confio logo on backgrounds of other color.

Usage on photography

Always use such color background for black and white logo versions to ensure appropriate contrast and legibility.

The Confio logo should be carefully placed on a complex background like photography. Always place on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing on busy or complex backgrounds or images to keep the logo as legible as possible.

For images with a light background, we suggest applying a 20-50% black tint tothe entire image to maintain legibility ofthe white logo.
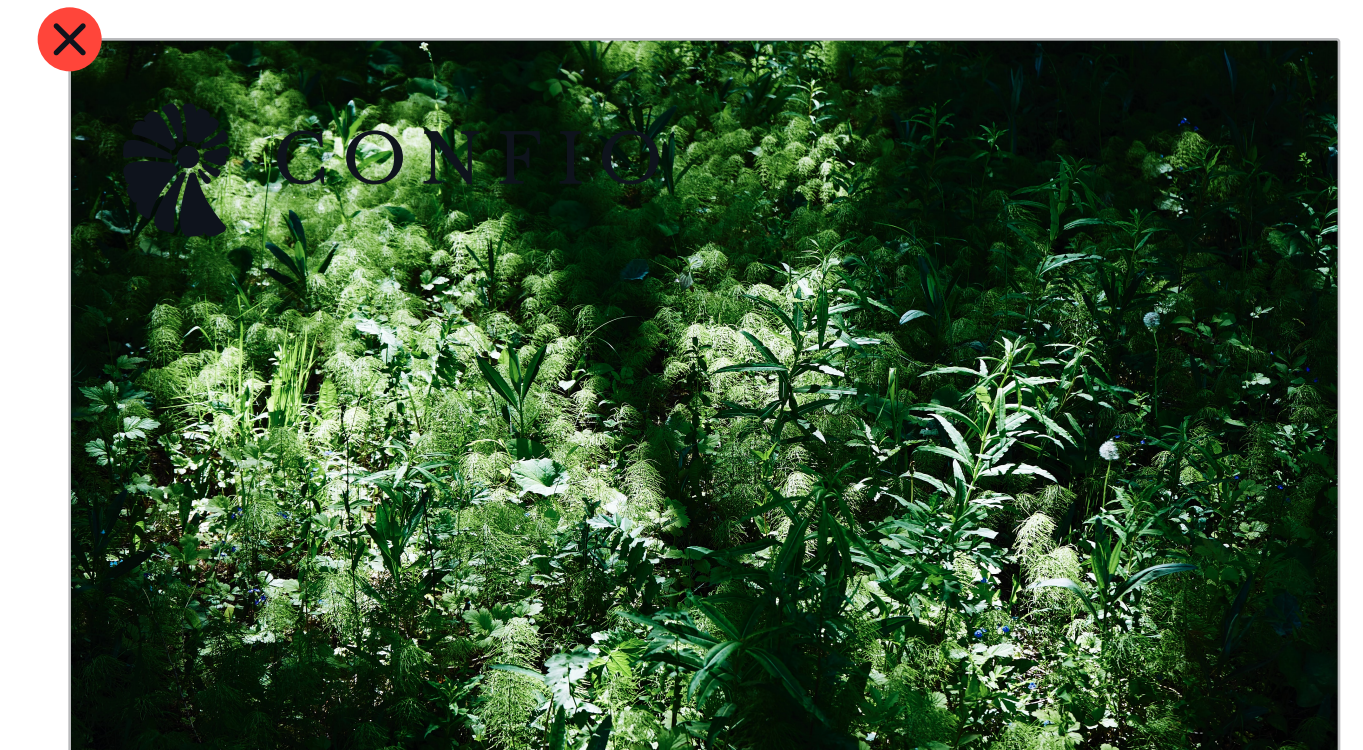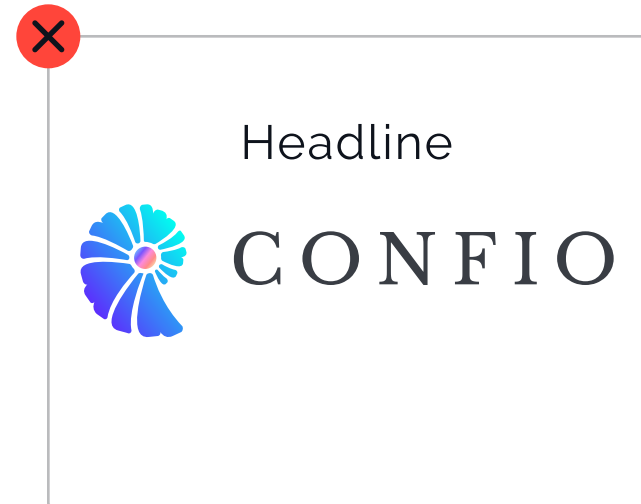
LOGO

Misuse

Do not apply outlines

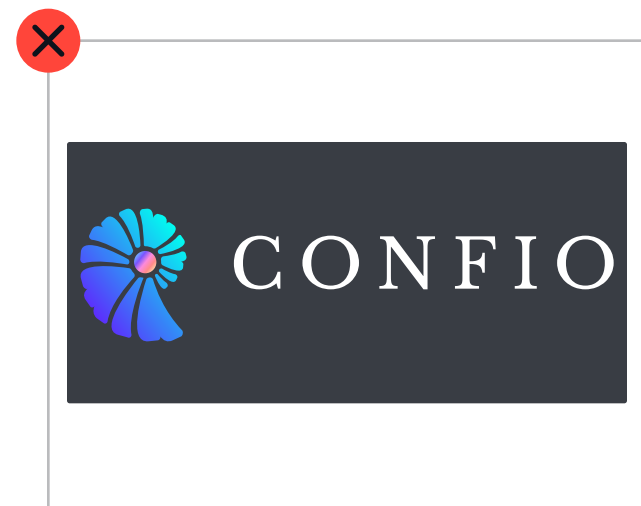Do not fill with unallowed colors and patterns

Headline

Do not lock up with copy, headlines, or logos

Do not add drop or inner shadows, special effects

Do not change the symbol

Do not contain in a shape

Do not skew, rotate or stretch

Do not add elements

Do not use as a watermark. Always use at 100% opacity

Brand palette

The primary colors should be used for all Confio marketing communications. The palette has been designed to preserve the brand's confidence and deep thinking in the Confio design.

Within the product, brand colors denote primary actions or accent certain experiences.

RICH BLACK

HEX
0E131C

RGB
14 19 28

CMYK
50 32 0 89

TORQOISE BLUE

HEX
00FFF0

RGB
0 255 240

CMYK
100 0 6 0

ELECTRIC INDIGO

HEX
7000FF

RGB
112 0 255

CMYK
56 100 0 0

Additional palette

The additional palette can be used to create icons, illustrations and all other authentic design materials. The additional colors can also be used for creation of the Confio affiliate brands.

These colors can be leveraged in the product for visual messaging and to represent specified actions.

Additional colors are used sparingly, to emphasize, contrast, or create rhythm in design.

MAYA BLUE	MEDIUM BLUE	PERSIAN PINK	CONGO PINK	CHAMPAGNE
HEX	HEX	HEX	HEX	HEX
70BCFF	7954FF	FC8ADC	FF8B89	FCECB2
RGB	RGB	RGB	RGB	RGB
112 188 255	121 84 255	252 138 220	255 139 137	252 236 178
CMYK	CMYK	CMYK	CMYK	CMYK
56 26 0 0	53 57 0 0	0 45 13 1	0 45 46 0	0 6 29 1

Gray palette

The grays are a robust set of colors that can be used in the product to build components and environments.

Also this palette can be used for patterns and tertiary objects.

GRAY 80	GRAY 60	GRAY 40	GRAY 20	WHITE
HEX	HEX	HEX	HEX	HEX
393D44	64676D	8E9094	BABBBD	FFFFFF
RGB	RGB	RGB	RGB	RGB
57 61 68	100 103 109	142 144 148	186 187 189	255 255 255
CMYK	CMYK	CMYK	CMYK	CMYK
16 10 0 73	8 6 0 57	4 3 0 42	2 1 0 26	0 0 0 0

Fonts

The Libre Baskerville font has been chosen for use in headlines and other display-sized text on the screen as a primary font. The Raleway font are for use secondary fonts all other copy - body text, taglines, titles etc.

Aa

PRIMARY

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890('?'"!"%@/&\:;,.*)

Aa

SECONDARY

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890('?'"!"%@/&\:;,.*)

Fonts hierarchy

Headings

In our design, we use the typographic hierarchy in order to emphasize and highlight the necessary information, as well as to make it convenient for the user. We use the bigger size of the font to emphasize on what is more important and smaller size font for less important information. Also, we can use color to increase the user's attention. It is allowed to apply a brand gradient or turquoise blue color to the text style.

Higher priority

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Heading 1

Libre Baskerville Regular • Sentence case • 9.000em

Heading 2

Libre Baskerville Regular • Sentence case • 4.500em

Heading 3

Libre Baskerville Regular • Sentence case • 4.000em

Heading 4

Libre Baskerville Regular • Sentence case • 3.000em

Heading 5

Libre Baskerville Regular • Sentence case • 2.250em

Fonts hierarchy

Body and supporting styles

There are various methods in the typographic hierarchy to highlight the necessary information besides the font size and color. We use different font-weight, the titles are bolder than the body text. We different cases, for example, we use the upper case in taglines to emphasize on the important text. Also, we use contrast. It is allowed to apply brand gray 40 or gray 60 to differentiate between the main and auxiliary text.

TAGLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Title 1

Raleway SemiBold • Sentence case • 2.250em

Title 2

Raleway SemiBold • Sentence case • 1.500em

Body 1

Raleway Regular • Sentence case • 1.500em

Body 2

Raleway Regular • Sentence case • 1.125em

TAGLINE 1

Raleway Medium • Upper case • 1.500em

TAGLINE 2

Raleway Medium • Upper case • 1.125em

Caption

Raleway Light • Sentence case • 0.875em

Business card

FORMAT

90 mm x 50 mm (width x height)

PAPER

Extra Plus pure

Color: цршеу

350 g/m2

01 TITLE LOGO

Lockup: wide

Color: multicolor

Width: 105 mm

02 TITLE SIDE BACKGROUND

Color: white

03 EMPLOYEE INFORMATION

Font: Libre Baskerville regular

Size: 24 pt

Alignment: left

Color: brand black

04 JOB ROLE

Typeface: Raleway medium

Size: 12 pt

Alignment: left

Color: brand gradient

05 PERSONAL INFORMATION

Font: Raleway light

Size: 14 pt

Alignment: left

Color: brand black

06 PATTERN

Color: brand gradient

07 BACK SIDE BACKGROUND

Color: white

02

01

CONFIO

07   06

John Doe

JOB ROLE   04

03   mail@mail.com
www.webpage.io
111-111-1111

05