



VISUAL IDENTITY



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VISUAL IDENTITY

As the primary visual identifier, the logo of the Duo Cordanza is used in all development, promotional, marketing and outreach materials including, but not limited to, print, apparel and online communications. The manual should be regarded as a valuable reference tool to enable adherence to the standards as presented.



I. Basic version

Pantone 728 C + K=100
or
C=18 M=38 Y=56 K=6 + K=100



II. Black version





III. Gray dark version



K=60

IV. Gray light version



K=35



V. Light version

Pantone 728 C + K=0

or

C=18 M=38 Y=56 K=6 + K=0



K=0



Pantone 728 C



CMYK

VI. White version



K=0

MINIMUM SAFE AREA

Maintaining a clear area around the extreme points of the logo (free from other text, imagery or logos) helps ensure the logo's visibility and clarity. The safe area defines the smallest allowable free space between the logo and any other elements that allows the logo to remain legible and clear.

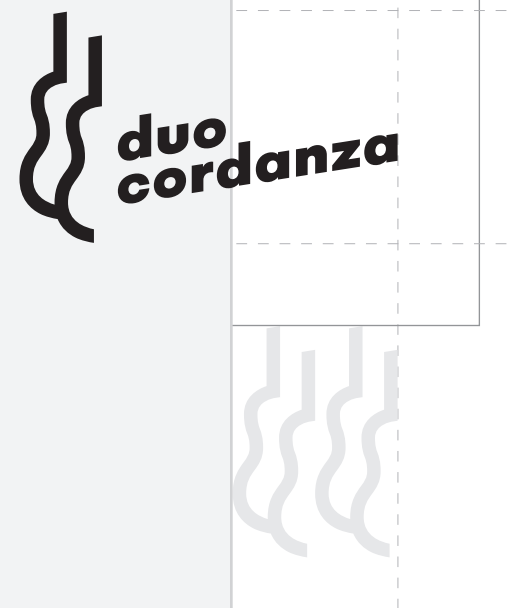
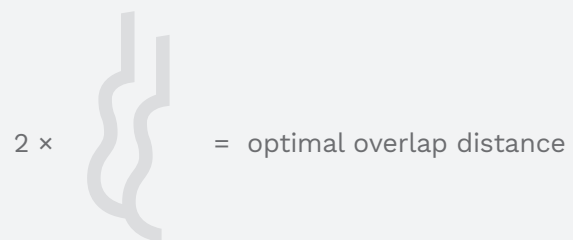


Relative measuring system means that the clear space measurement is always based off of the exact logo size. The unit is the width of the separated pictogram.



LEFT EDGE SAFE AREA

It is acceptable to place the logo over the object on the right side of the logo. In this case it is very important to keep the safe area from up, right and bottom side. It is optimal composition for light backgrounds or colours behind the logo.



TYPOGRAPHY

Font family: Work Sans

Work Sans - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Work Sans - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Work Sans - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

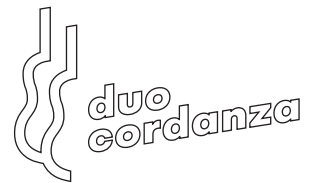
Work Sans - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

EXAMPLES OF INCORECT USAGE

This page displays examples of incorrect versions of the identity. Use these examples as a guide for avoiding incorrect variations which would weaken the Duo Cordanza identity. The identity must not be rotated, outlined, distorted, or have additional effects added.

The color, typeface and proportions should not vary from the guidelines set forth in previous sections. The background should not distract from the identity.

DO NOT



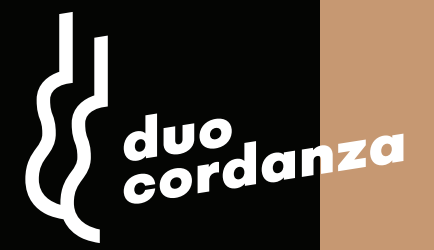
USAGE EXAMPLES





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