coral

VISUAL IDENTITY GUIDE

INTRODUCING OUR CORAL FABRIC IMAGING VISUAL IDENTITY GUIDE.

At Coral we understand how fabric works and its effectiveness to communicate wherever style and performance intersect . Our product knowledge and vast experience of working with digitally printed fabric means that clients can be certain their images are reproduced to stunning effect every time.

These guidelines tell you how we want our brand to look when we produce printed and online communications. We want everyone to use the same fonts and the same style of email signature whenever we write a document or send an email.

Following these guidelines will bring consistency to all of our communications, making our brand instantly recognisable to all of our customers and the public audience. Building awareness, setting us apart from the competition, boosting our credibility, reinforcing our values, which will in turn help cement Coral as one of the leading brands in the printed fabric industry and helping us achieve our plans for growth and continued success in the future.

The Coral Logo.

Our logo is the heart of our brand identity, so it's crucial that it is presented correctly and consistently across all of our communication channels. This is the preferred version of the Coral logo, which we would like you to use wherever possible. Any exceptions to this must be authorised by us in advance by emailing mark@coralcolour.com.

The full colour Coral logo uses only two colours Purple: 2613c and Teal:3265c. These pantone colours should be used whenever possible.

ALTERNATE LOGOS.

Sometimes you may need to use a alternate version of our logo to meet certain design requirements, e.g. a black and white newspaper ad, if so you can use one of our alternate identities but as noted before, this must be authorised in advance by emailing mark@coralcolour.com.

When using our logo on a black background the top part of the logo stays exactly the same however the colour of the text will need changing to white.

When unable to print in colour you may need a monotone version of our logo. This logo consists of 100% black for the text and shadowed areas of colour and 50% black for the rest of the colour on the top part of the logo.

CLEAR & MINIMUM SPACE.

To give our logo the maximum standout, we have supplied you with a guide to ensure the correct minimum clearance area. At Coral we used the width of the 'Coral C' all around the logo as illustrated below.

The Coral logo should never be smaller than the specified sizes to allow for maximum legibility within applications.

MAKE OUR LOGO STAND OUT.

- DON'T put our logo too close to text or design elements such as borders and images.
- DO make sure that the logo is larger than the font sizes you're using, so it's always noticeable and legible on our communications.

OUR MINIMUM LOGO SIZE.

Sometimes, our logo needs to be used in its smallest size, such as on business cards and in small-space newspaper ads.

Our minimum logo size is expressed differently for printed materials and online applications such as websites:

- Printed materials: 25mm x 19mm(h) at 300dpi.
- Online use: 163 x 125px (h) (Pixels)

Minimum logo size: 25mm x 19 mm(h)

THE CORAL LOGO WITH STRAPLINE.

The logo and the strapline are used together sparingly. If in doubt as to whether or not you should use the logo and the strapline together you can seek advice from us by emailing mark@coralcolour.com.

WhereFabricComesAlive

The Strapline.

When using the strapline with the logo the stapline should always be placed below the logo, never to the right, left or above and only appear as white or the purple pantone of our logo. The strapline should be centred under the logo and follow the rules of clear space.
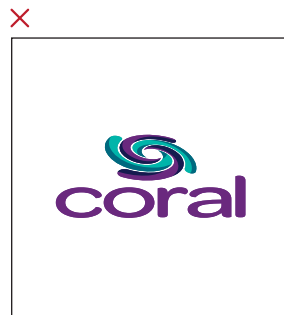
coral
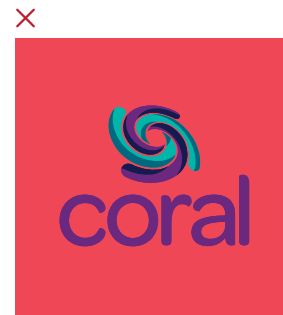WhereFabricComesAlive

LOGO USAGE.

To maintain the integrity of the Coral logo, and to promote the consistency of
the brand, it is important to use our logo as described in these guidelines.
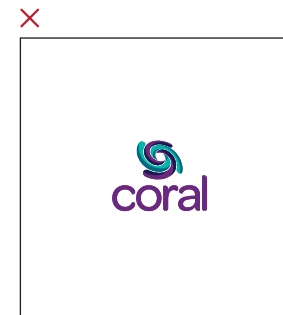These examples below show our identity that doesn't keep to the guidelines.
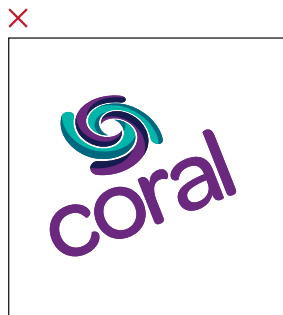
DON'T rotate our logo

DON'T distort our logo

DON'T place our logo on top of
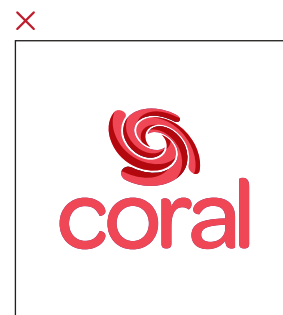any colour other than white or
black.

DON'T use our logo any smaller
than the minimum size.

DON'T add effects to our logo

DON'T place our logo on an
image or busy background

DON'T recreate our logo

DON'T ignore our logos clear
space guidelines

TYPOGRAPHY.

We have chosen Omnes as our corporate typeface. It's a versatile, clear and highly legible typeface that adds the Coral personality to our logo and communications.

Omnes Regular

Omnes Regular is the preferred typeface for body text both in print and for online applications.

Omnes Medium

Omnes Medium should only be used for paragraph headings or to highlight certain words or figures within text .

If you don't have the Omnes typeface installed on your workstation please contact us by sending an email to mark@coralcolour.com

COLOUR PALETTE: PRINTED APPLICATIONS.

We have created these colour palettes to complement our main brand colours, Coral purple & Coral teal. The other colour options are there to enhance our communications, but please make sure that Coral purple & teal are always the most dominant and most visible colours.

WHEN APPLYING THE BRAND COLOURS PLEASE OBSERVE THE FOLLOWING.

Body text can be in either Coral purple or Coral teal when being presented on a white backgraound, however when using a black background body text should be presented in white. Headings on design materials (e.g. brochures) should be white presented on top of either a Coral purple or Teal block. Headings in other uses should be in the same colour as the body text.

SPECIAL NOTE ON CORAL TEAL.

Coral teal should only be used on body text and for blocks of colour. Coral teal should never be used for the text on the logo or for the strapline.

CORAL PURPLE
PANTONE -2613C
C72 / M100 / Y14 / K4
R107 / G30 / B116
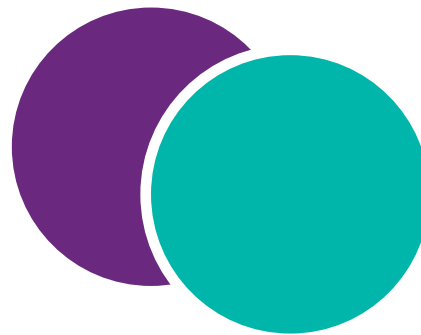
CORAL TEAL
PANTONE -3265C
C79 / M0 / Y42 / K0
R0 / G196 / B179

COLOUR PALETTE: WEB APPLICATIONS.

We have created these colour palettes to complement our main brand colours, Coral purple & Coral teal. The other colour options are there to enhance our communications, but please make sure that Coral purple & teal are always the most dominant and most visible colours.

SPECIAL NOTE ON SHADOWS AND HIGHLIGHTS.

Highlights and shadows for both Coral purple and Coral teal should only be used on rollover and selected states or as a complementing colour to their base colour. Please DON'T mix colours, e.g. do not use Coral purple ontop of Coral teal or vice versa.
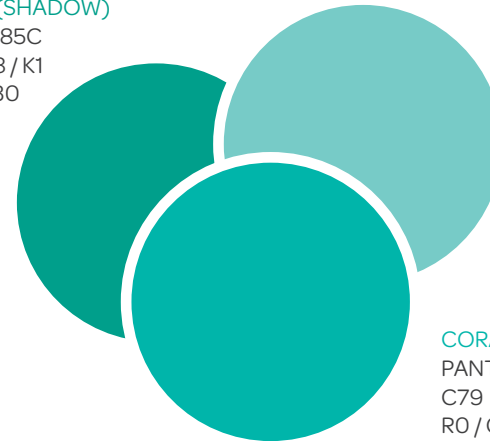
CORAL PURPLE (SHADOW)
PANTONE -262C
C68 / M91 / Y35 / K37
R84 / G39 / B78
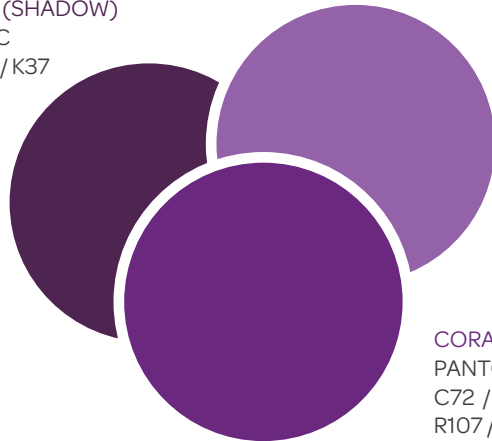
CORAL PURPLE (HIGHLIGHT)
PANTONE -2583C
C74 / M32 / Y100 / K19
R74 / G118 / B40

CORAL PURPLE
PANTONE -2613C
C72 / M100 / Y14 / K4
R107 / G30 / B116

CORAL TEAL (SHADOW)
PANTONE -3285C
C98 / M7 / Y58 / K1
R0 / G147 / B130

CORAL TEAL (HIGHLIGHT)
PANTONE -3245C
C17 / M82 / Y89 / K6
R194 / G70 / B40

CORAL TEAL
PANTONE -3265C
C79 / M0 / Y42 / K0
R0 / G196 / B179

DESIGN EXAMPLES.

WEBSITE

WEBSITE.

Home Page (Desktop)

About Us Page (Tablet)

Studio Page (Phone)