

# Branding Guidelines

**Design**Coop

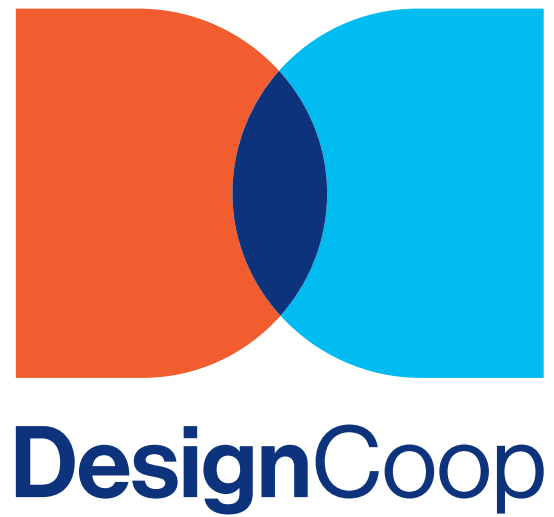
## 02/ The Logo



### Primary Logo

A sleek and minimalist logo that combines a bold fusion of a simplified "D" and "C" in vibrant orange and blues, creating a striking visual identity that conveys modern design excellence.

## 02.02 / Secondary Logo



### Secondary Logo

The secondary logo for Design Coop serves as a versatile alternative when constraints in formatting or replication prevent the use of the primary logo, ensuring brand consistency in various contexts.

## 02.03 / Tertiary Logo



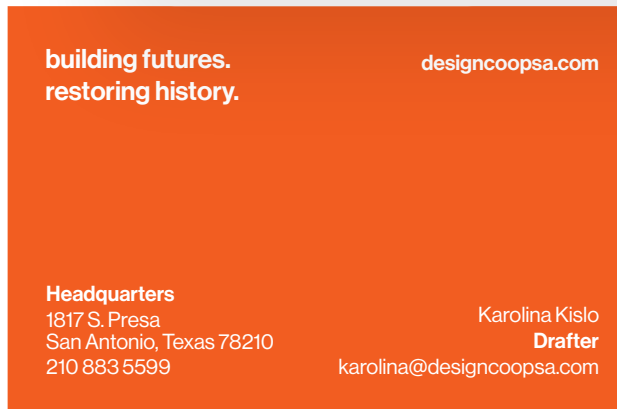
### Tertiary Logo

The tertiary logo for Design Coop serves as an alternative when constraints in replication prevent the use of the primary logo on a white background. Only a dark blue or navy background is permitted.



**building futures.  
restoring history.**

## 02.05 / Business Card



### Business Card Layout

Business card should be printed on a natural high quality uncoated stock preferably using Pantone colors.

## 02.06 / On-site Employee Uniform



### Employee Casual Uniform

Maintaining consistent branding colors for employee uniforms is essential as it reinforces the company's visual identity, making it instantly recognizable to customers and fostering a sense of trust and reliability.

## 03 / The Colors

**PANTONE**  
**171**

R:	255	C	0
G	92	M	74
B	57	Y	85
		K	0

**PANTONE**  
**306**

R:	0	C	76
G	178	M	0
B	226	Y	0
		K	0

**WHITE**

R:	255	C	0
G	255	M	0
B	255	Y	0
		K	0

**PANTONE**  
**288**

R:	0	C	100
G	45	M	84
B	114	Y	0
		K	28

2023/2024



## 04 / Typography

**Neu Haas Grotesk Display Pro - Extra Light**

Extra Light

**Neu Haas Grotesk Display Pro - Roman**

Roman

**Neu Haas Grotesk Display Pro - Medium**

Medium

**Neu Haas Grotesk Display Pro - Bold**

Bold

### Typography

This modern font boasts a sleek, sans-serif design with clean lines and ample spacing, ensuring optimal legibility across a variety of marketing materials. Its timeless elegance and simplicity make it a versatile choice for any marketing need, conveying professionalism and clarity in every message.

## 05 / Subsidiary Companies



### Subsidiary Companies

The proposed branding allows for future growth and expansion of the Design Coop company while maintaining a uniform look and building trust with clients.