



Design Guidelines

Corporate Visual Identity

V.2.0 External

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Visual Elements





The Chain Logomark



The Wordmark



Coromatic

Visual Elements - Logo

Versions

Our logo is the main signature of our brand - a symbol and identifier for Coromatic. It works as a reminder of the value we offer to the world and symbolises how we work as a chain to connect society.

The logo has been redesigned and updated to communicate a more current and modern look, with a natural and minimal expression.

The Coromatic logo is made up of two elements: The Chain Logomark and The Wordmark.

The Chain Logomark

Our simple, iconic mark. The Chain Logomark can be used independent of the Wordmark and plays a large role in defining the visual identity.

The Wordmark

The Coromatic name is presented in our corporate brand typeface. The Wordmark must always be locked up with the Logomark and never detached.

Logo on light backgrounds



Logo on dark backgrounds



Logo in positive on light background



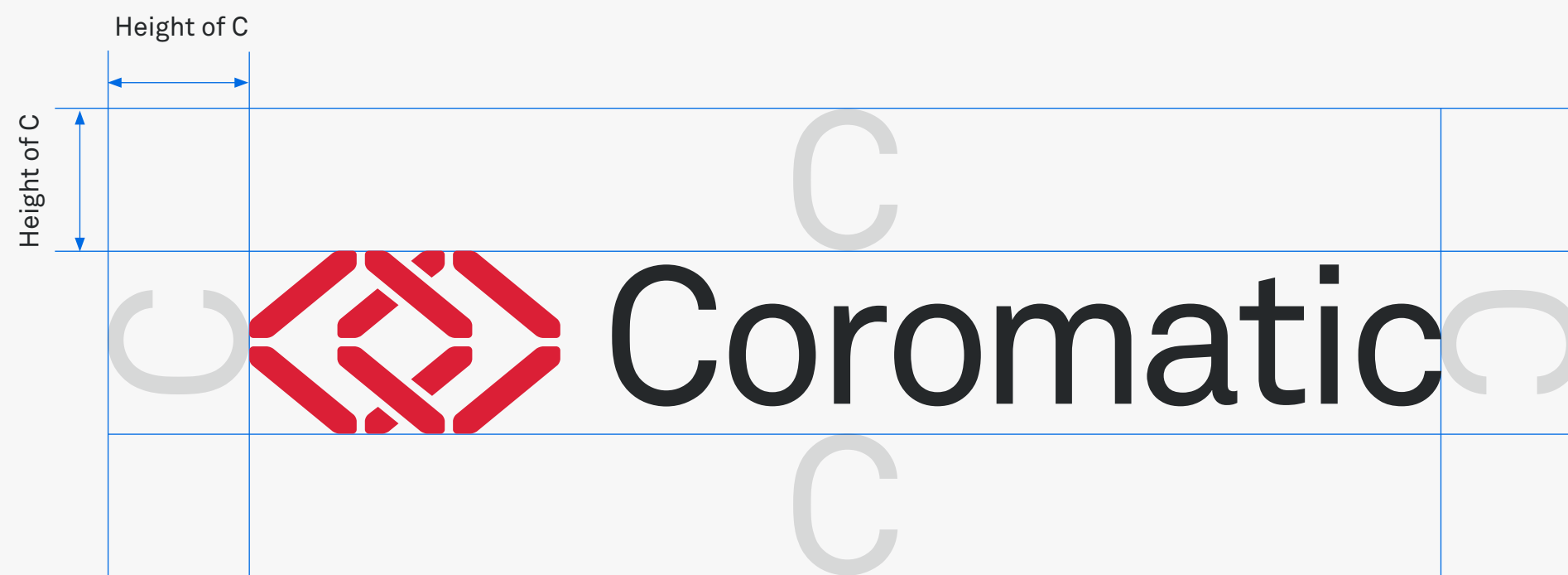
Logo in negative on dark background



Visual Elements - Logo

Colour variations

Our logo comes in four variations. Each version is used according to the design context and background, to ensure readability.



Visual Elements - Logo

Exclusion zone

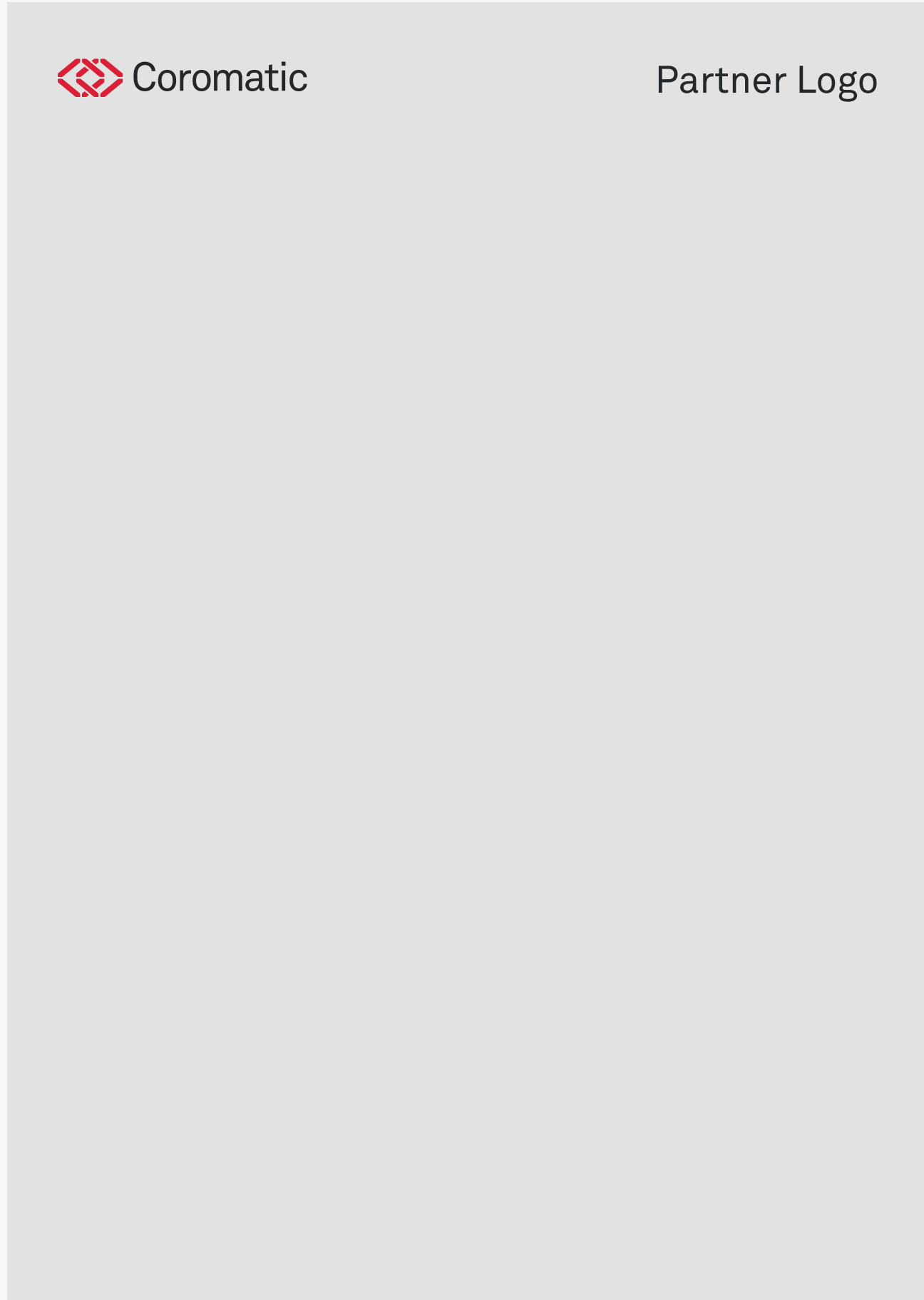
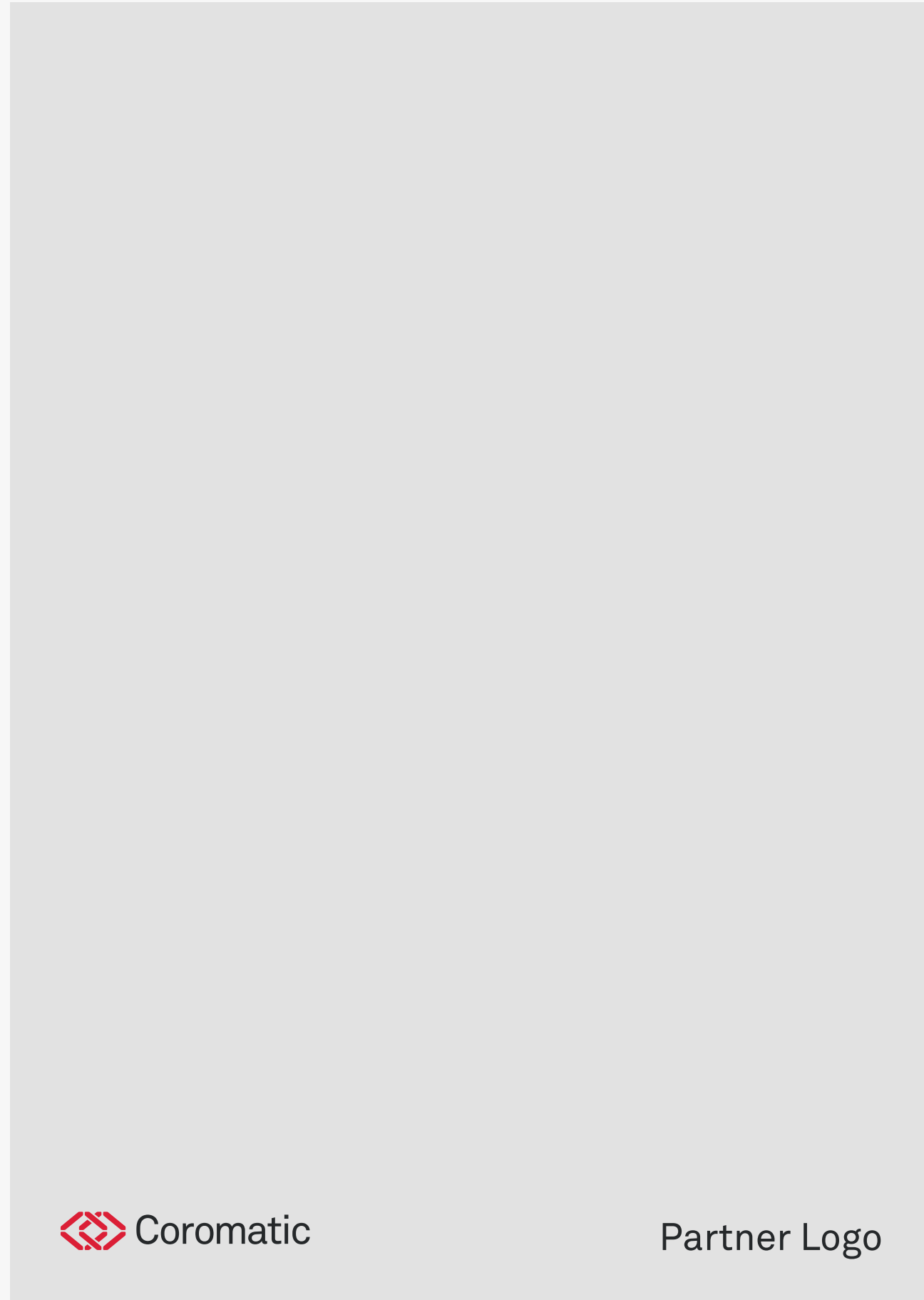
Always keep a safe distance between the logo and the surrounding elements, by using the 'C' letter as a measure of space around the logo.

Visual Elements - Logo

Minimum size

The logo should keep a logo height above 5 mm for print or 28 px for digital use.



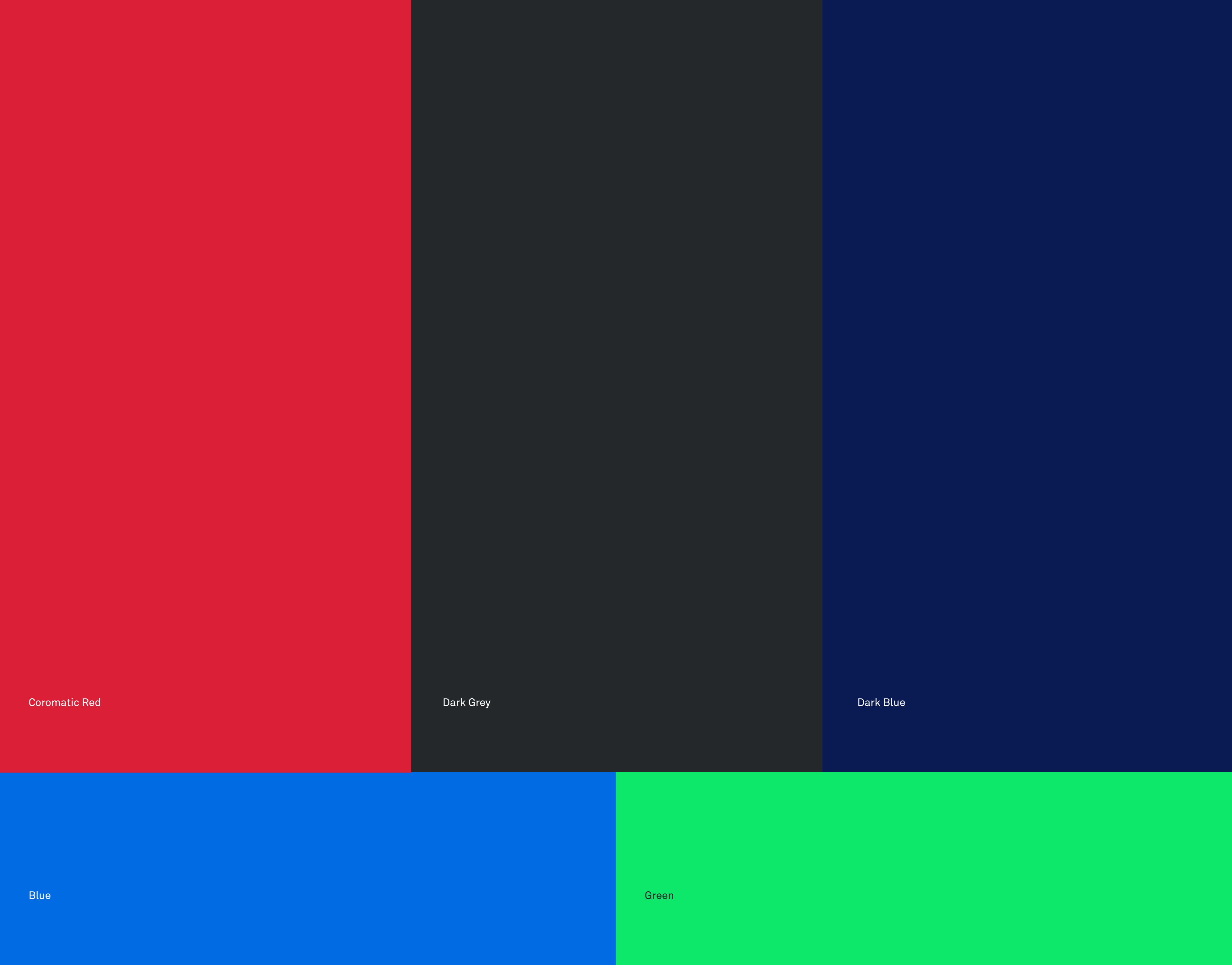


Visual Elements - Logo

Co-branding

When we position ourselves along other brands, our logo should always be placed left aligned in either top or bottom of the layout with the partner logo placed right aligned.

The logos should be visually equal in size and preferably visualized in black or white for a minimal expression.



Visual Elements - Colours

Colour overview

Our colour system consists of a primary corporate brand colour palette and a secondary colour palette.

The corporate brand colours are vibrant and express quality, trust, experience and forward thinking.

The primary colours works to:

- Function as the main colour scheme across touchpoints
- Signal trust and recognition for the brand
- Create a vibrant and captivating expression

Coromatic Red

#db1f36
 RGB 219-31-54
 CMYK 6-97-75-0
 Pantone 1788 C/U

Dark Grey

#25282a
 RGB 37-40-42
 CMYK 15-5-0-94
 Pantone 426 C/U

#515355
 RGB 81-83-85
 CMYK 12-4-0-75

#7c7e7f
 RGB 124-126-127
 CMYK 9-3-0-56

#a8a9aa
 RGB 168-169-170
 CMYK 6-2-0-38

#d3d4d4
 RGB 215-218 -220
 CMYK 3-0-0-19

Dark Blue

#0a1a52
 RGB 10-26-82
 Pantone 655 C/U

90% digital
 #263060
 RGB 38-48-96

80% digital
 #3b4775
 RGB 59-71-117

60% digital
 #6b7596
 RGB 107-117-150

40% digital
 #9ea3ba
 RGB 158-163-186

20% digital
 #cfd1db
 RGB 207-209-219

Dark Blue / Print

CMYK 100-93-25-44

90% print
 CMYK 91-77-20-43

80% print
 CMYK 80-64-20-35

60% print
 CMYK 60-44-15-26

40% print
 CMYK 40-28-10-17

20% print
 CMYK 20-12-5-9

Visual Elements - Colours

Corporate colours

The primary corporate brand colour palette should be the main colour scheme for the Coromatic brand.

The palette consists of three main colours and two tint colour palettes.

The tints should be used secondary for larger surfaces, such as backgrounds.

Note CMYK

When using the blue for printing using CMYK colours. Use the CMYK values (not % of CMYK 100-93-25-44), as the blue color will appear very violet.

Black

White

Orange

Purple

Blue

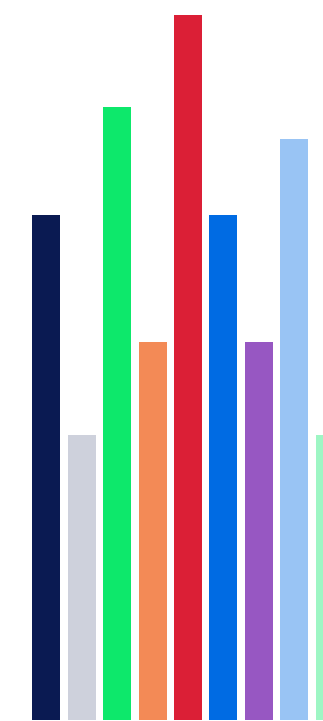
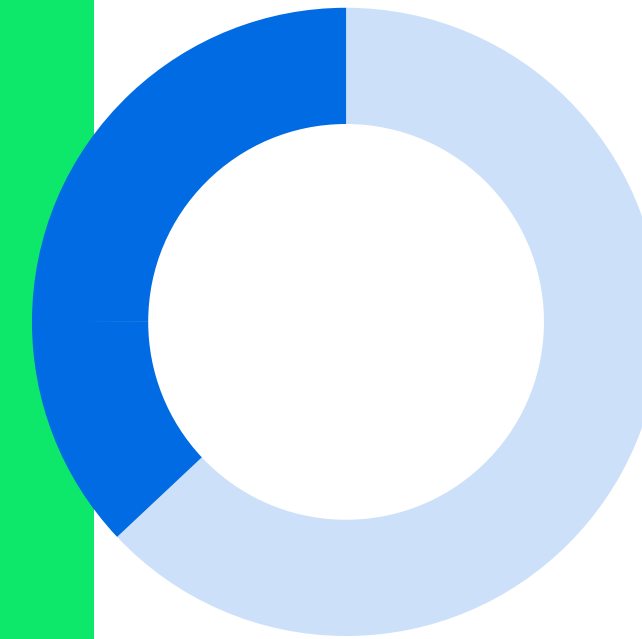
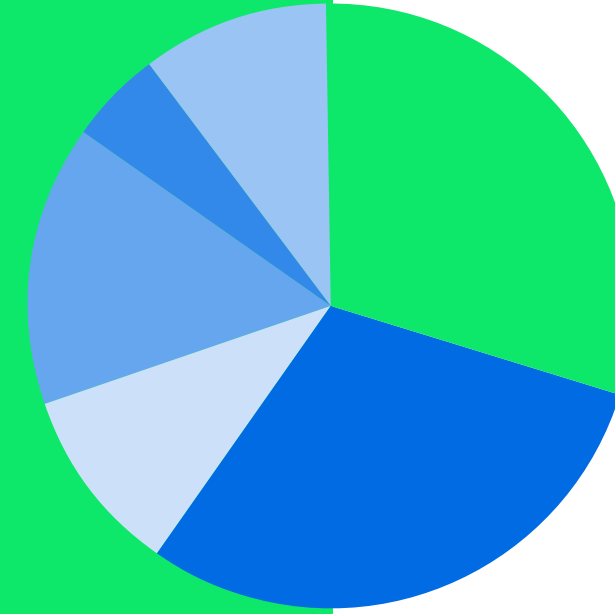
Green

#f38a56
RGB 243-138-86
CMYK 0-56-67-0

#9757c2
RGB 151-87-194
CMYK 58-72-0-0

#006be3
RGB 0-107-227
Pantone 850 C

#0de86b
RGB 13-232-107
Pantone 7479 C



Visual Elements - Colours

Secondary colours

The secondary colour palette works as a vibrant supplement to the corporate color palette and should be used for graphics such as infographics and data visualization.

The secondary colours can also be used for UI elements on the website, such as splashes or navigational elements, to signal 'Yes' in interactions.

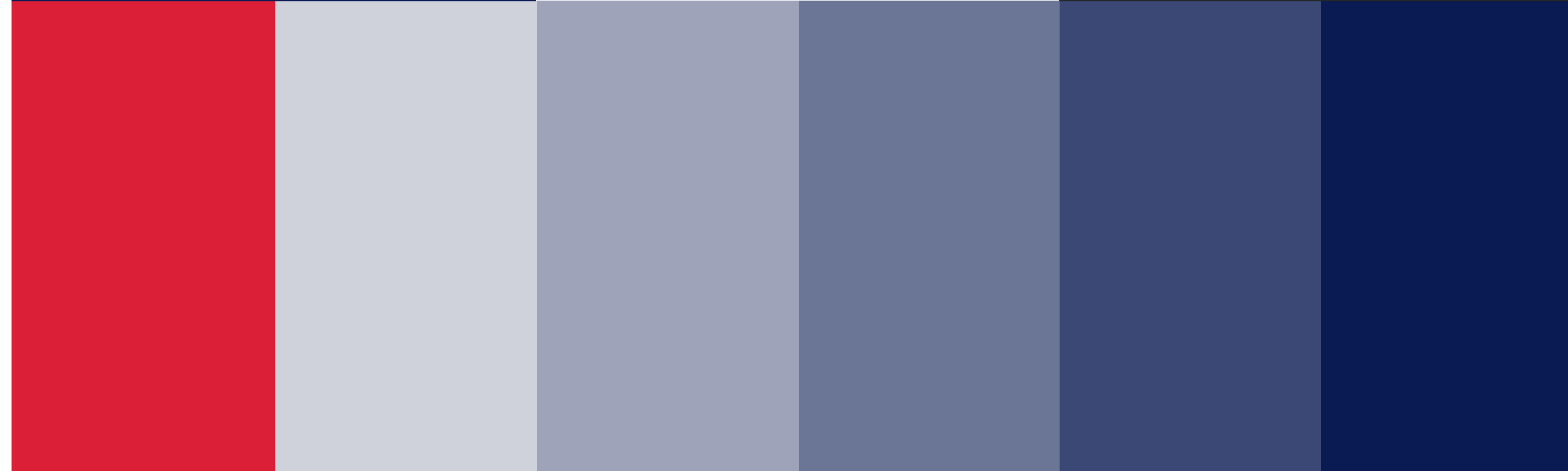
The purple and orange should only be used internally for complex communication, such as in PowerPoint diagrams with a substantial amount of information.

A 100% black and 100% white is added to use for large scale print production such as clothing and cars.

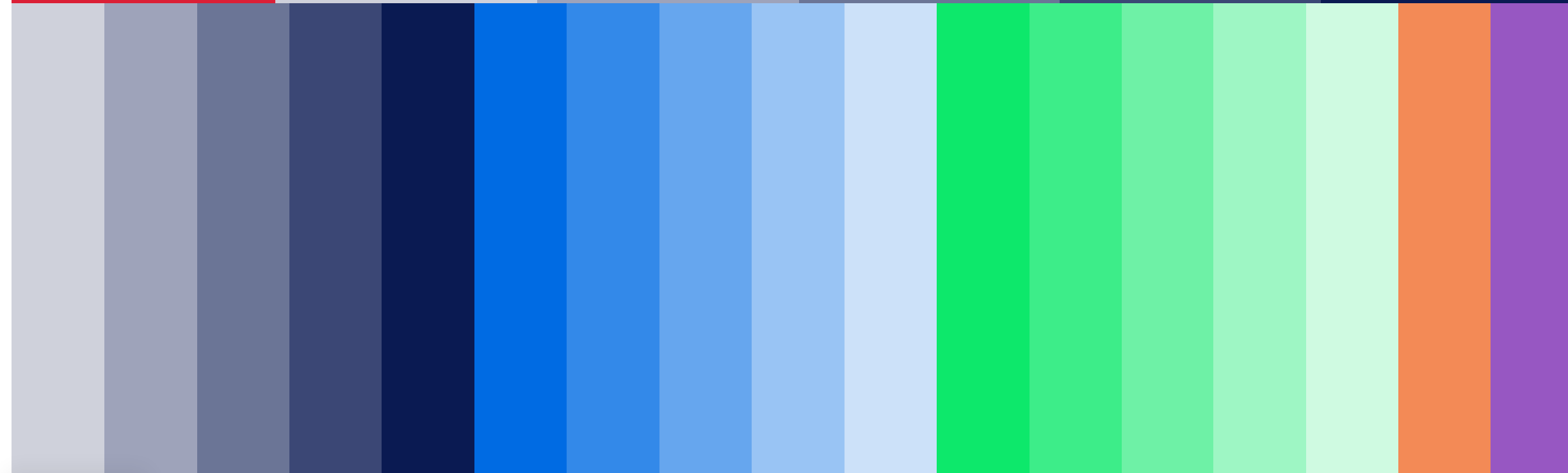
Text & Type



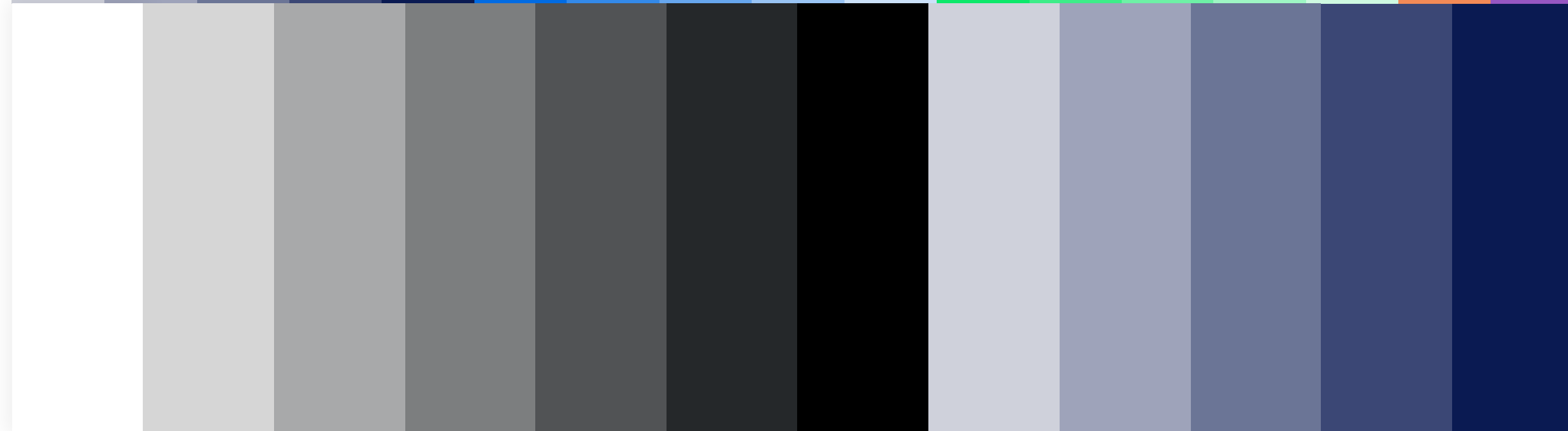
Graphic Element



Infographics & Data



Backgrounds



Visual Elements - Colours

Use of colours

The colors choices should always fit the purpose of the communication and messaging.
The use of colours is categorized in four usage scenarios:

Text & Type

These colours are used for typographics.

Graphic Element

These are the colours we use for our graphic element – the chain. Red should be the primary colour to create visual impact. The blue tints can be used for more subtle background compositions.

Infographics & Data

These colours are used for infographics and data visulization or other secondary graphic elements. These colours should never be used on a corporate brand level.

Backgrounds

The dark grey and dark blue and the additional tints should be used for backgrounds or larger surfaces.
A 100% black and 100% white is added to use for large scale print production such as clothing and cars.

Akkurat

Akkurat / Light

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Akkurat / Italic

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Akkurat / Light Italic

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Akkurat / Bold

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Akkurat / Regular

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Akkurat / Bold Italic

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Visual Elements - Typography

Corporate typography

Akkurat is our corporate brand font and an important visual identity marker connecting written words with our logotype.

The font comes in five different weights, for different contexts. The 'Light' font weight is primarily used for headings and 'Regular' is used for paragraph text. The 'Bold' weight is used for smaller subheadings.

The expression of the font is modern, geometric and clean and generates a feeling of a trustworthy and strong brand.

Akkurat should be used whenever it's possible.

Arial

Arial Regular

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Arial Italic

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Arial Bold

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Arial Bold Italic

Coromatic are a service company and an independent system integrator always focusing on the best solution for you as the customer. We design, build and service technical infrastructure like datacenters, hospitals, airports and many other highly connected organizations.

Visual Elements - Typography

Secondary typography

The secondary typeface should only be used when our corporate typeface Akkurat is not supported. Because of licensing not all employees can use this Akkurat in their regular line of work.

When working with in-house produced material with Microsoft Office, Arial will be the typeface.



Visual Elements - Graphic Element

Definition of chain

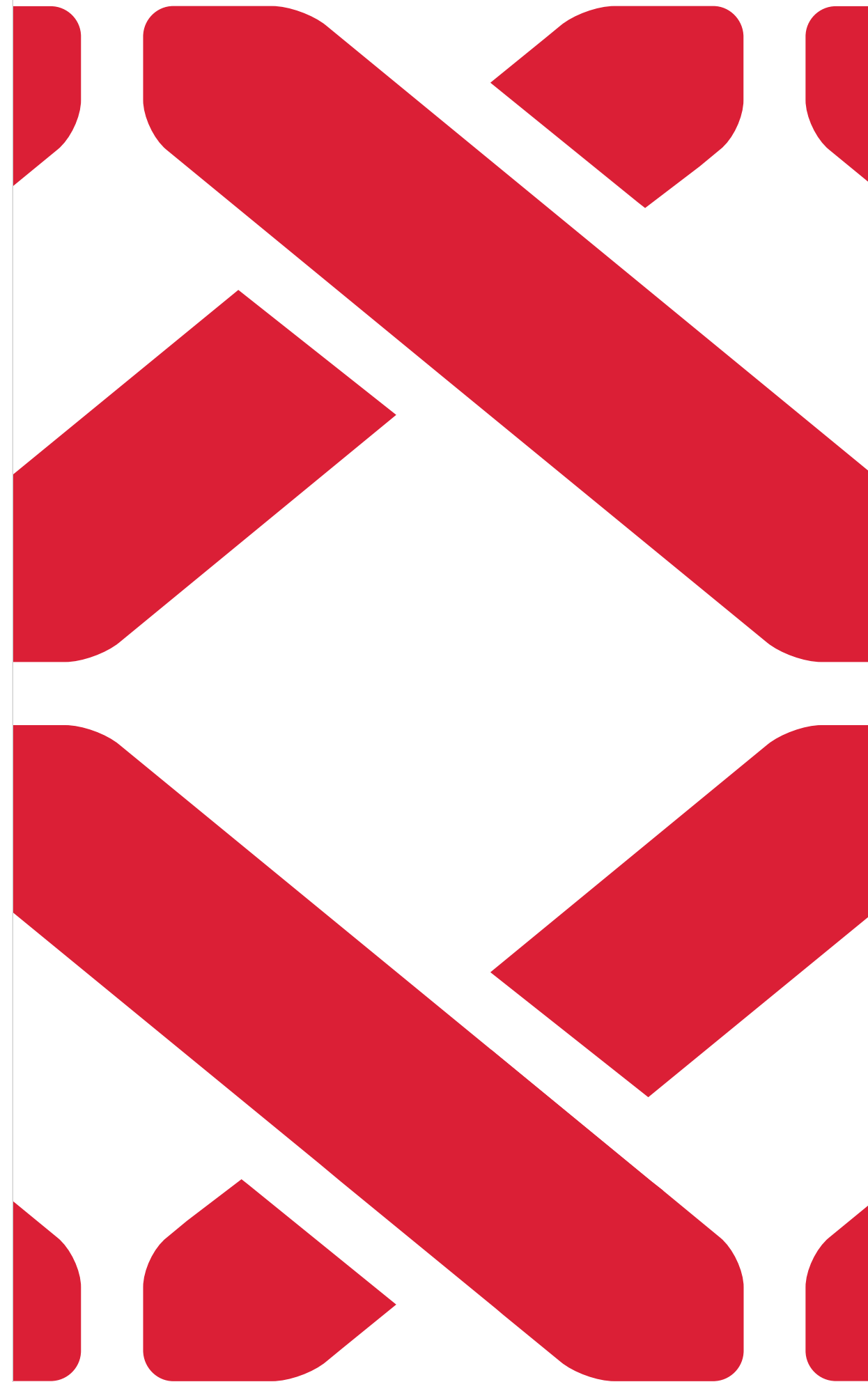
The chain is used as our graphic element to create depth and a visually interesting feel to the visual identity.

The graphic element works as a strong bearer of our brand concept 'Operations Secured 24/7'. The element highlights how Coromatic ensures daily operations works smoothly, to support a society that is always connected.

The chain therefore works as a important messenger and a symbol for connection. It also highlights the field Coromatic works in and emphasizes our high technical expertise.



Example 1



Example 2



Example 3

Visual Elements - Graphic Element

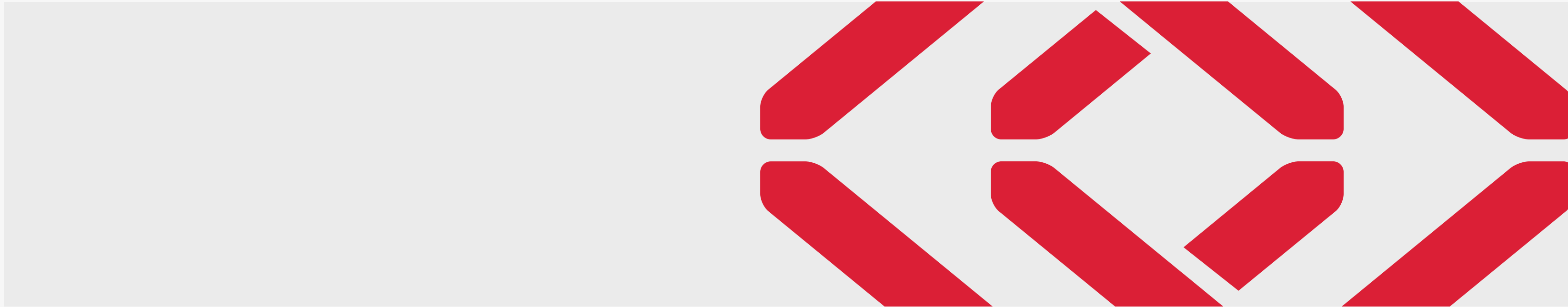
Usage

The chain should always appear as a mega graphic, creating a visually abstract expression. The chain should always be in contact with either left, right or both sides of a layout.

Using the chain alone is not the primary use. The symbol is also used, for example, in PowerPoint as an overlay.

Version 1

Graphic Element: Red 100%
Background: White or light grey



Version 2

Graphic Element: Black 20% opacity
Background: Blue 100% tint



Version 3

Graphic Element: Blue 80% tint
Background: Blue 100% tint



Version 4

Graphic Element: Blue 100% tint
Background: Blue 80% tint



Version 5

Graphic Element: Blue 80% tint
Background: Blue 60% tint



Version 6

Graphic Element: Blue 20% tint
Background: Blue 40% tint



Visual Elements - Graphic Element

Use of colour

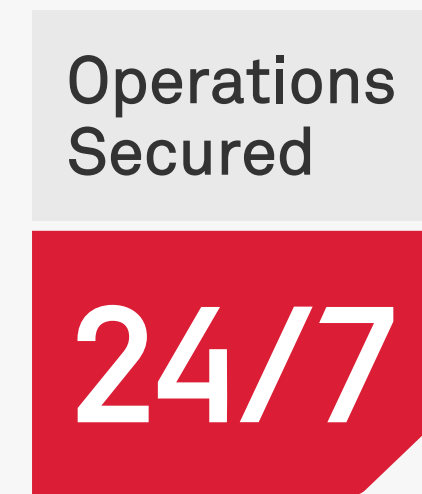
The chain can be used in red to create contrast and visual impact or in the blue tints for a more subtle abstract tone in tone feel. The choice of colour depends on the context and the purpose of the communication.

Printed material. Use the special Blue CMYK values, see page 11.

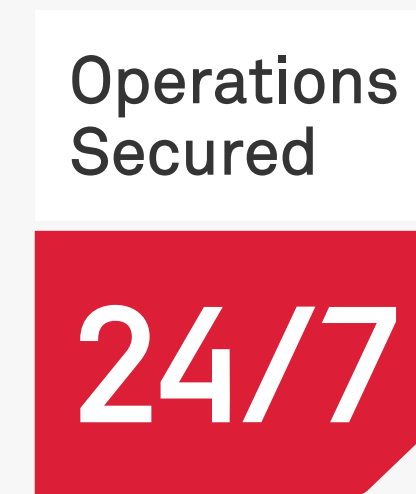
Version 1
Dark Grey



Version 2
Light Grey



Version 3
White

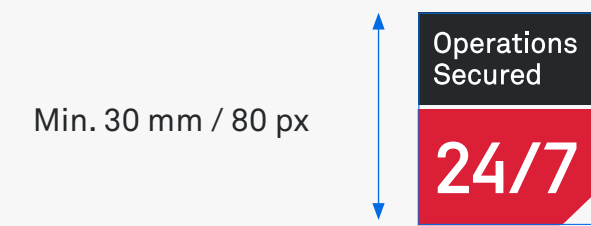


Visual Element - Tagline Element

Versions

Our 'Operations Secured 24/7' Tagline Element works as a visual communicator to highlight our tagline and brand promise: to deliver and ensure connection anywhere and anytime 24/7.

The Tagline Element can be used in three versions: A dark grey, light grey and white version depending on the background context. Always make sure to use a version that is visually readable. The white should be used on dark backgrounds and the dark on light backgrounds to ensure enough contrast.

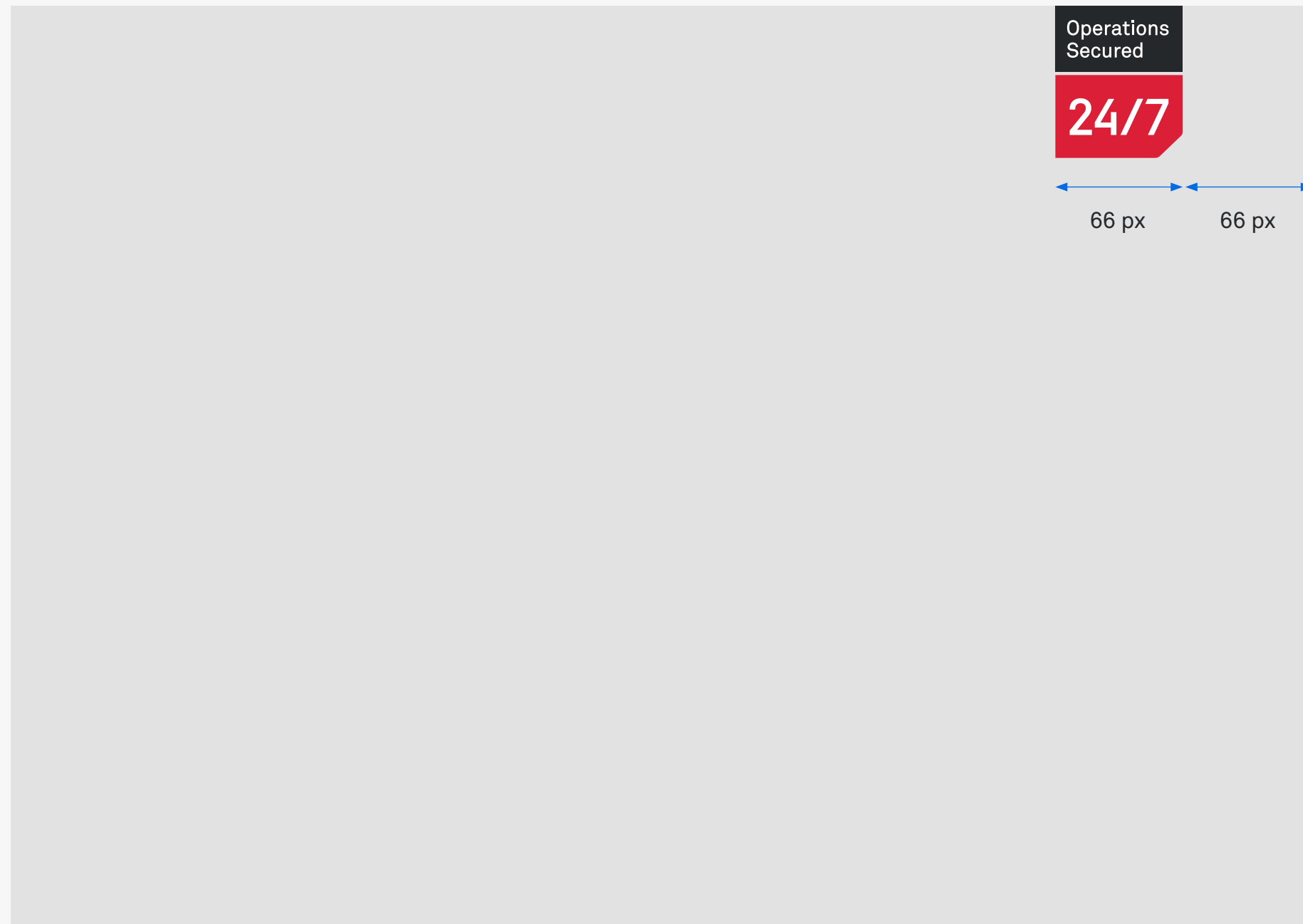


Visual Element - Tagline Element

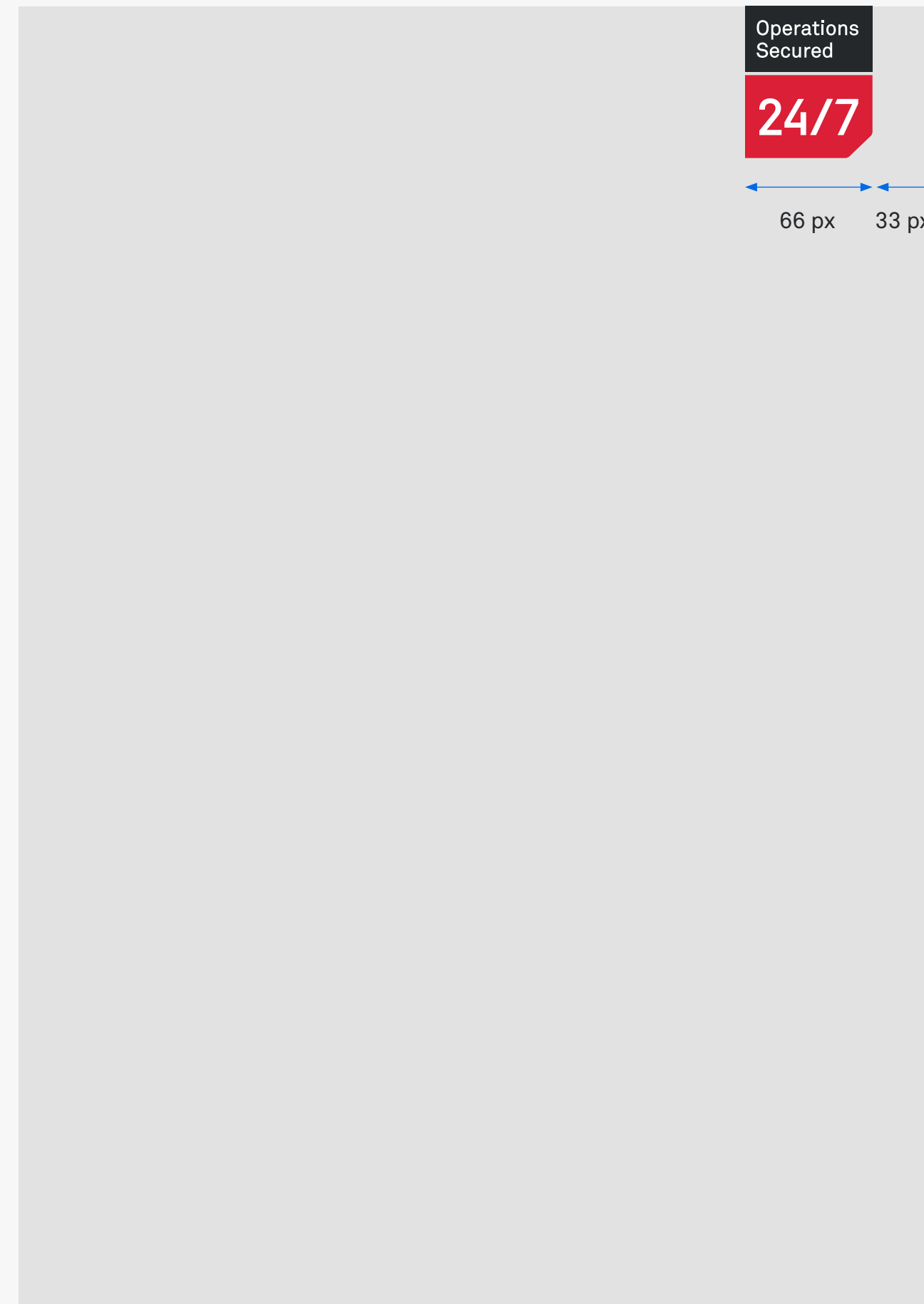
Size

The Tagline Element should keep a height above 30 mm for print and 80 px for digital use.

The size should be four times as big as the logo when used together.



Landscape format

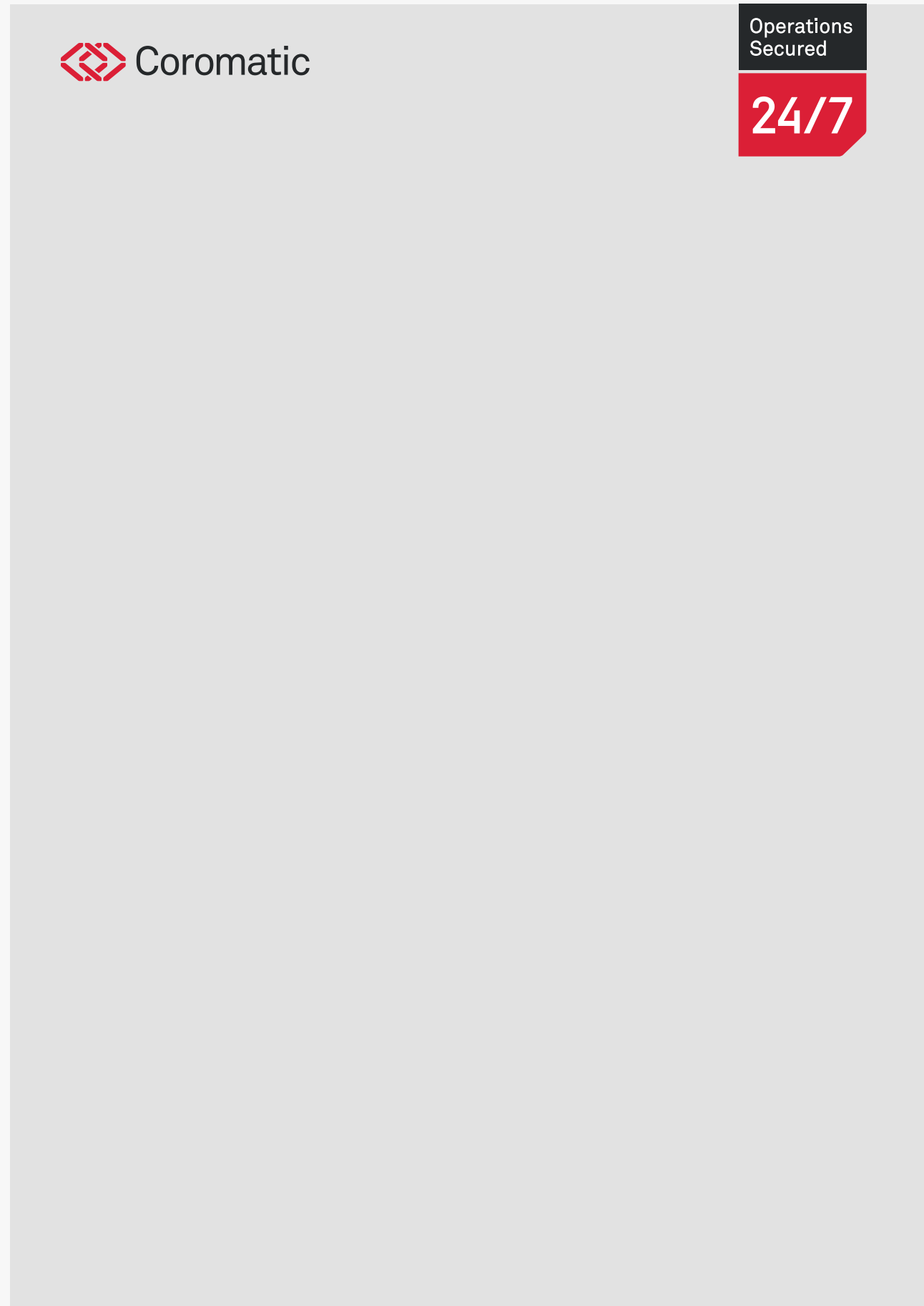


Portrait format

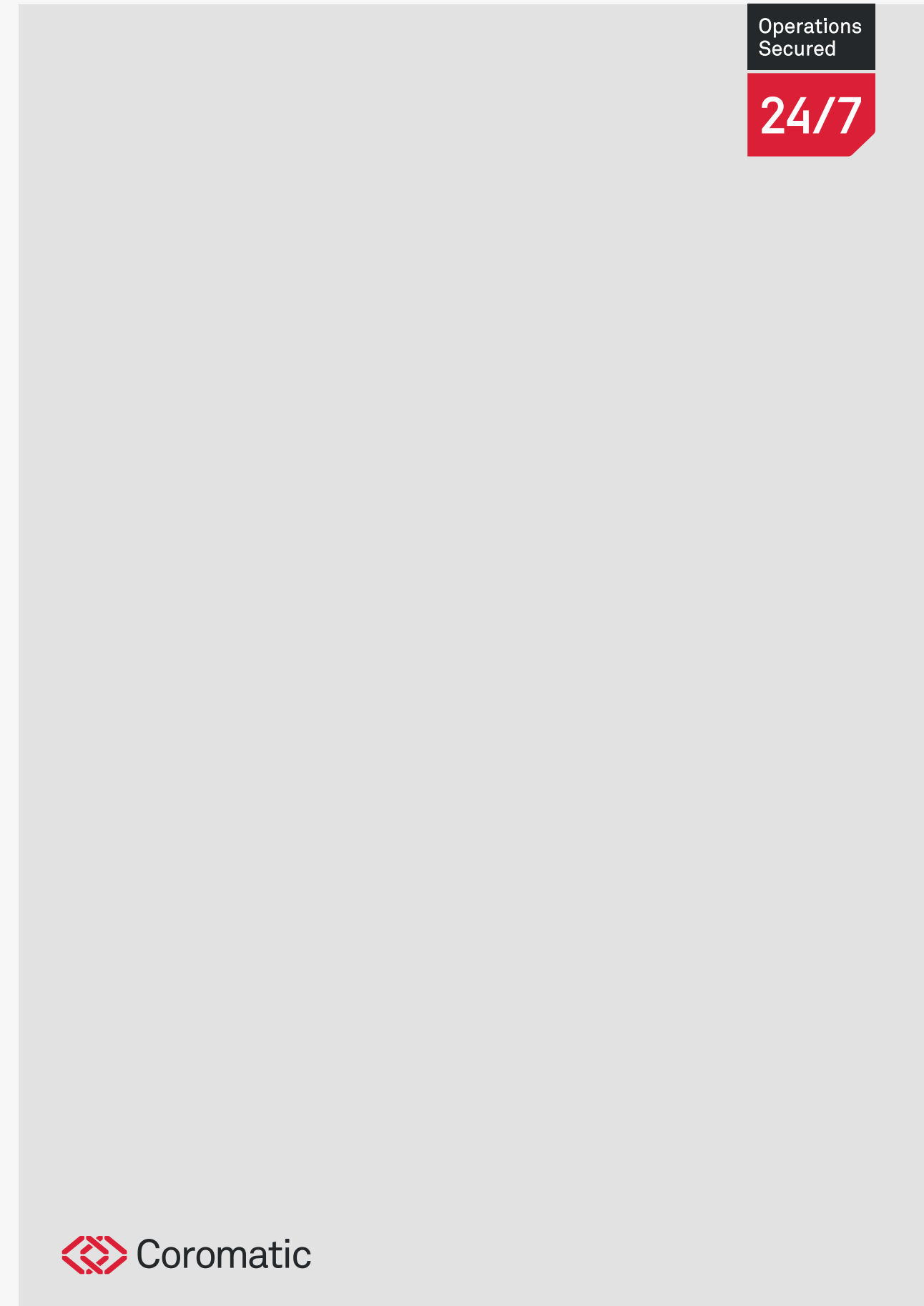
Visual Element - Tagline Element

Placement

The Tagline Element should always be placed in the right top corner of a layout. The distance from the border should be half the size of the element when using a portrait format and equal size of the element when using a landscape format.



Logo top

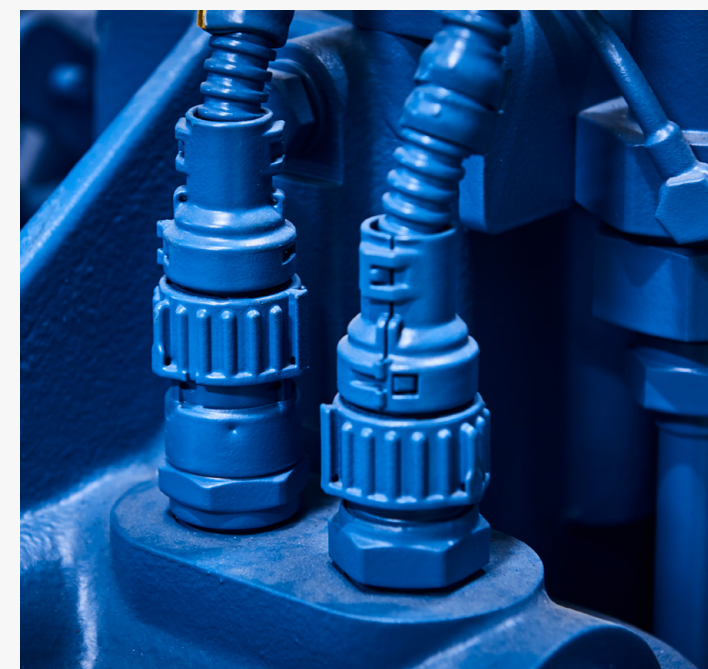


Logo bottom

Visual Element - Tagline Element

With logo

The logo should always be placed left aligned in the layout when used together with the Tagline Element. The logo can either be placed at the top or bottom of any given composition.



Visual Elements - Images

Image style

The image style is inspired by our tagline “Operations Secured 24/7” and should always highlight connection – literally or figuratively.

The photos focuses on two overall perspectives: Zooming out on the picture showcasing how we positively impact society or zooming in on our products highlighting our knowledge and deep technical expertise.

Contribution

- Purpose
- Responsibility
- The big picture



Visual Elements - Images

Motives

The images should always highlight Coromatic's three key areas: contribution, service and solution.

Contribution

This category highlights our large responsibility for our society and planet and shows all the ways Coromatic impacts and connects different functions. This is also where we communicate responsibility for our planet and our sustainability initiatives.

Service

This category highlights the service and partnership aspect of our business. This is where we show the heroes on the floor and the connections being made during everyday operations. We both show the Coromatic heroes, but also our clients and the cases we help to create.

Solution

In the solution category we zoom in and focus on our specific offerings and products. The images show the technicalities and complexity of what we do. The images uses abstract forms and compositions to highlight the complex reality we operate in, focusing on our high expertise within our field.

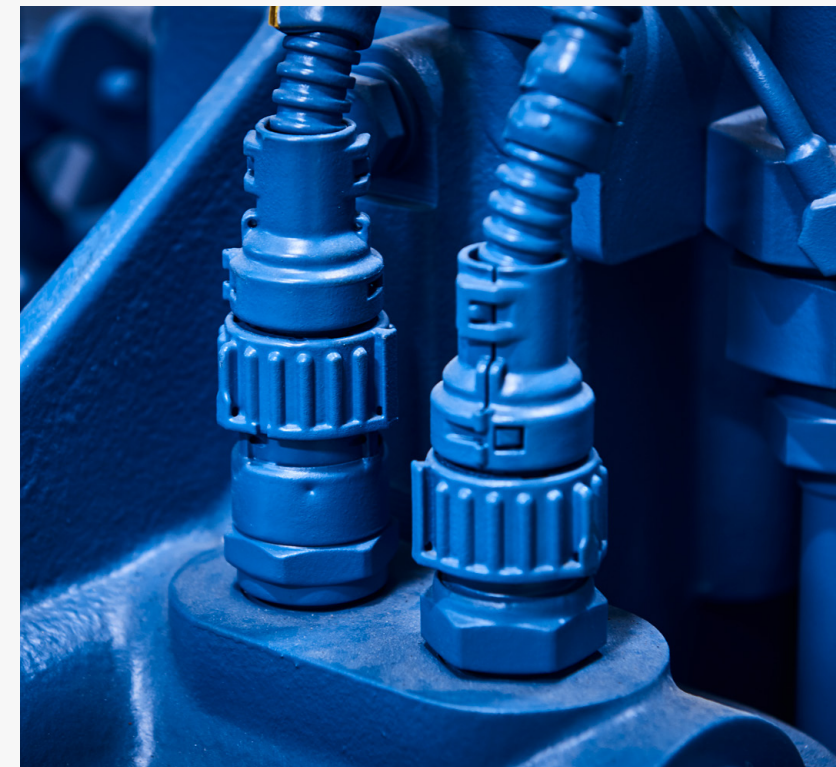
Service

- Partnership
- Humans
- Cases



Solution

- Product
- Technical
- Compositions





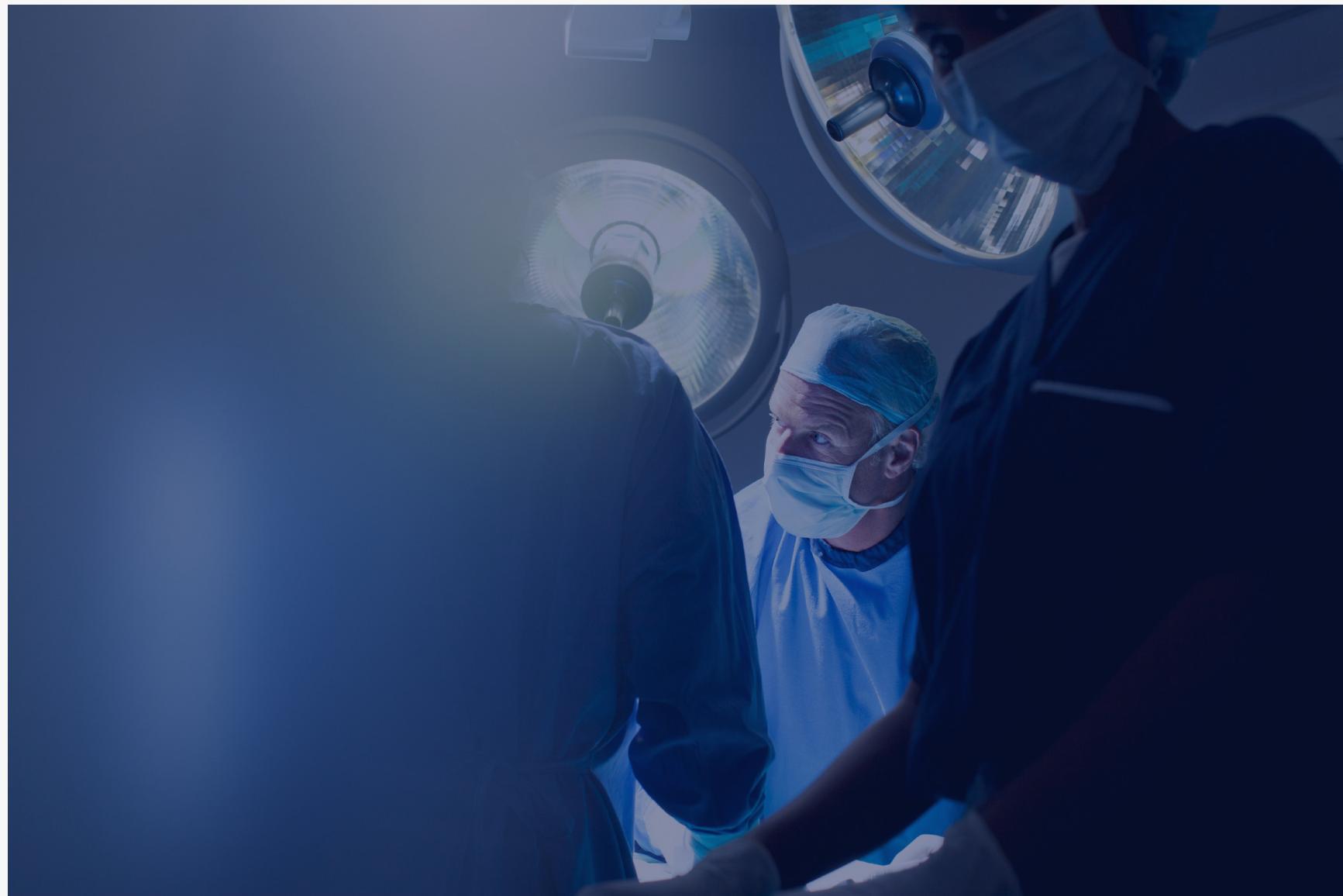
Visual Elements - Images

Visual style

The color and tone of the photography should focus on blue and red tones to support our brand colours and create balance and contrast between cool and warm.

Like our colour palette the blue should dominate the images, while red is used for details and to bring warmth into the photos. The white balance should skew slightly toward a cool color temperature and magenta tint.





Version 1

Blue 50% transparency



Version 2

Blue 60% transparency



Version 3

Blue 70% transparency



Version 4

Blue 80% transparency

Visual Elements - Images

Visual style

A blue overlay should be used when using images as backgrounds, to ensure readability.

Use a blue overlay with 50-80% transparency depending on the photo.

Printed material. Use the special Blue CMYK values, see page 11.



Original



Adjusted image – more saturation and blue tone



CMYK 100-93-25-44 Blue 60% transparency
 Too violet



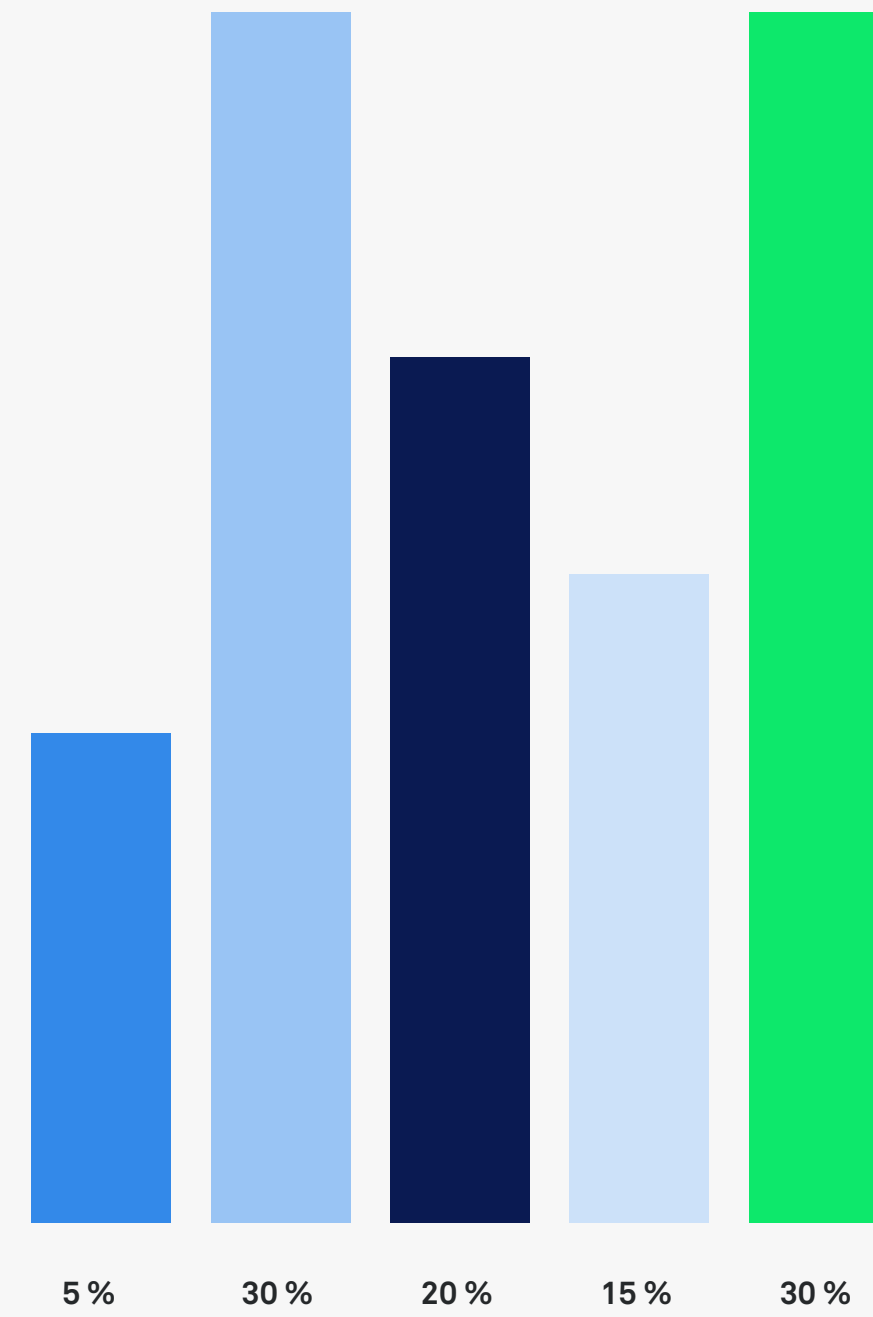
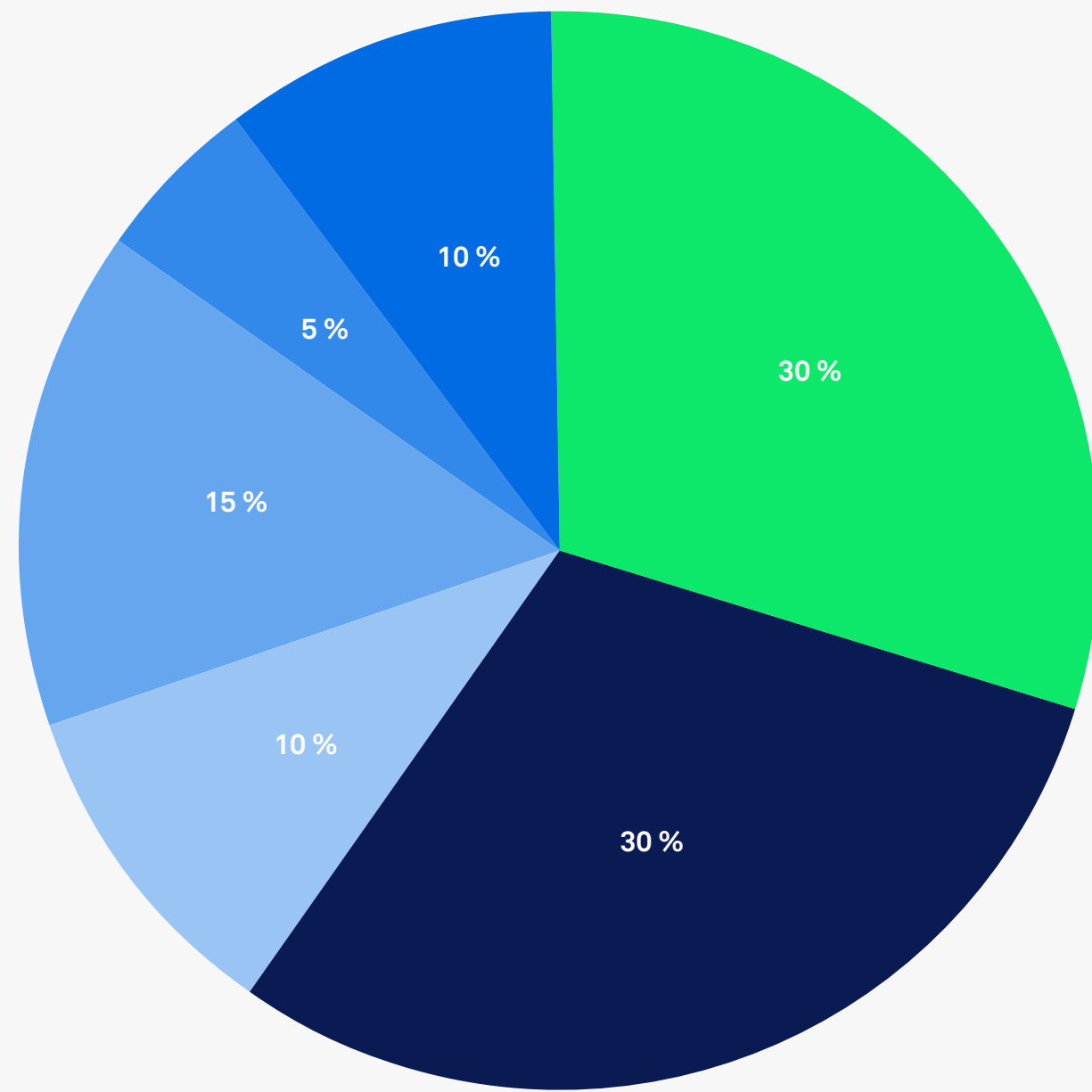
CMYK 100-93-25-44 Blue 60% transparency

Visual Elements - Images

Visual style

Be aware that the image with blue overlay does not become too violet. You may need to adjust the image.

Printed material. Use the special Blue CMYK values, see page 11.



Visual Element - Infographics & data

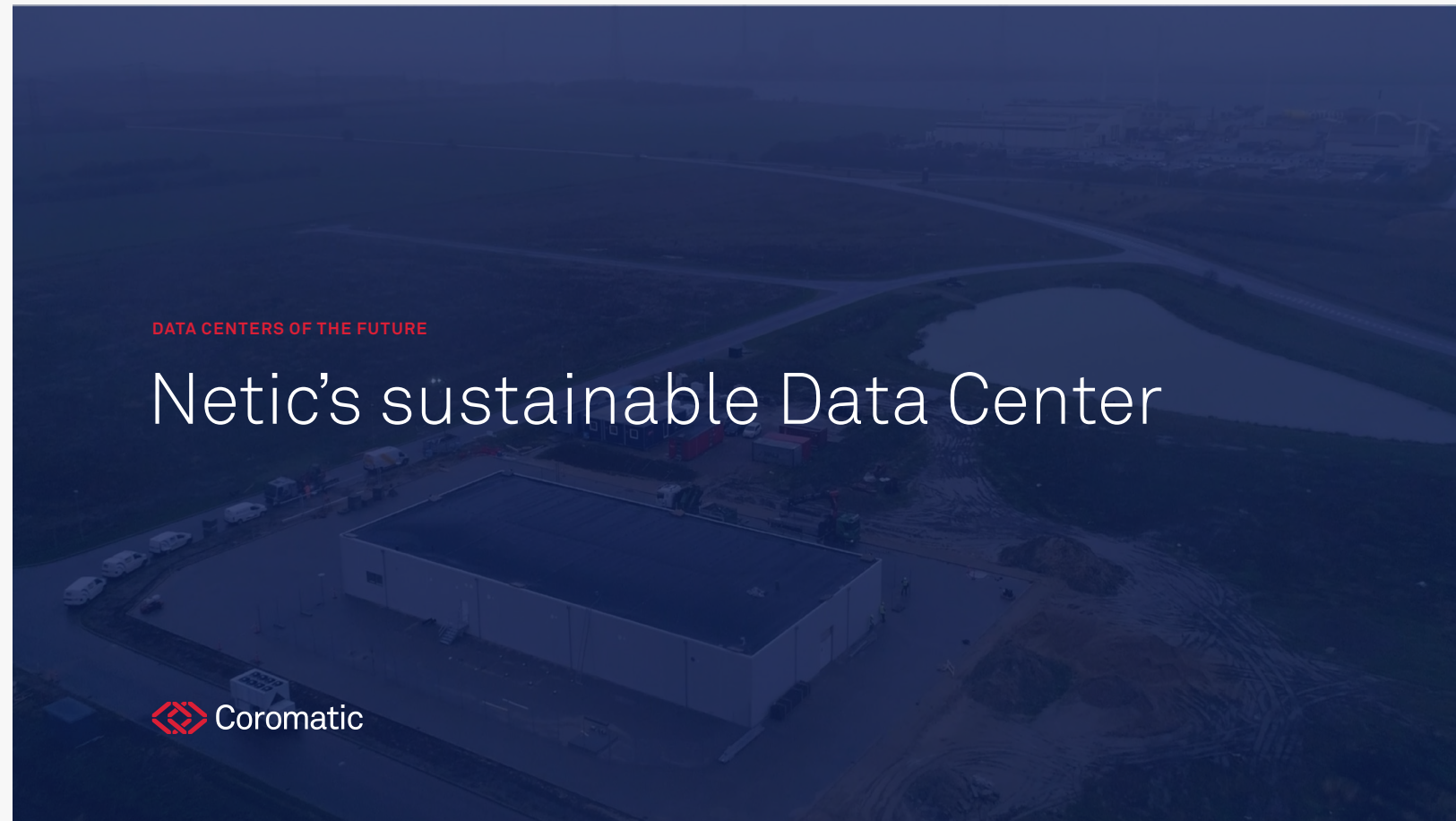
Shape & style

All infographics and data visualization should follow the same visual principles. The style is clean and flat, without borders, shadows or other effects. The corners of the shapes should follow the same style of logo with sharp edges.

The data design should be as minimal as possible, highlighting only the most important numbers. Cutting as much unnecessary information out as possible, to make the strongest and clearest message with most impact.

The secondary colour palette should be used for data visualization in combination with our corporate blue.

For internal use, the purple and orange colors can be incorporated for complex communication, such as in PowerPoint diagrams with a substantial amount of information.



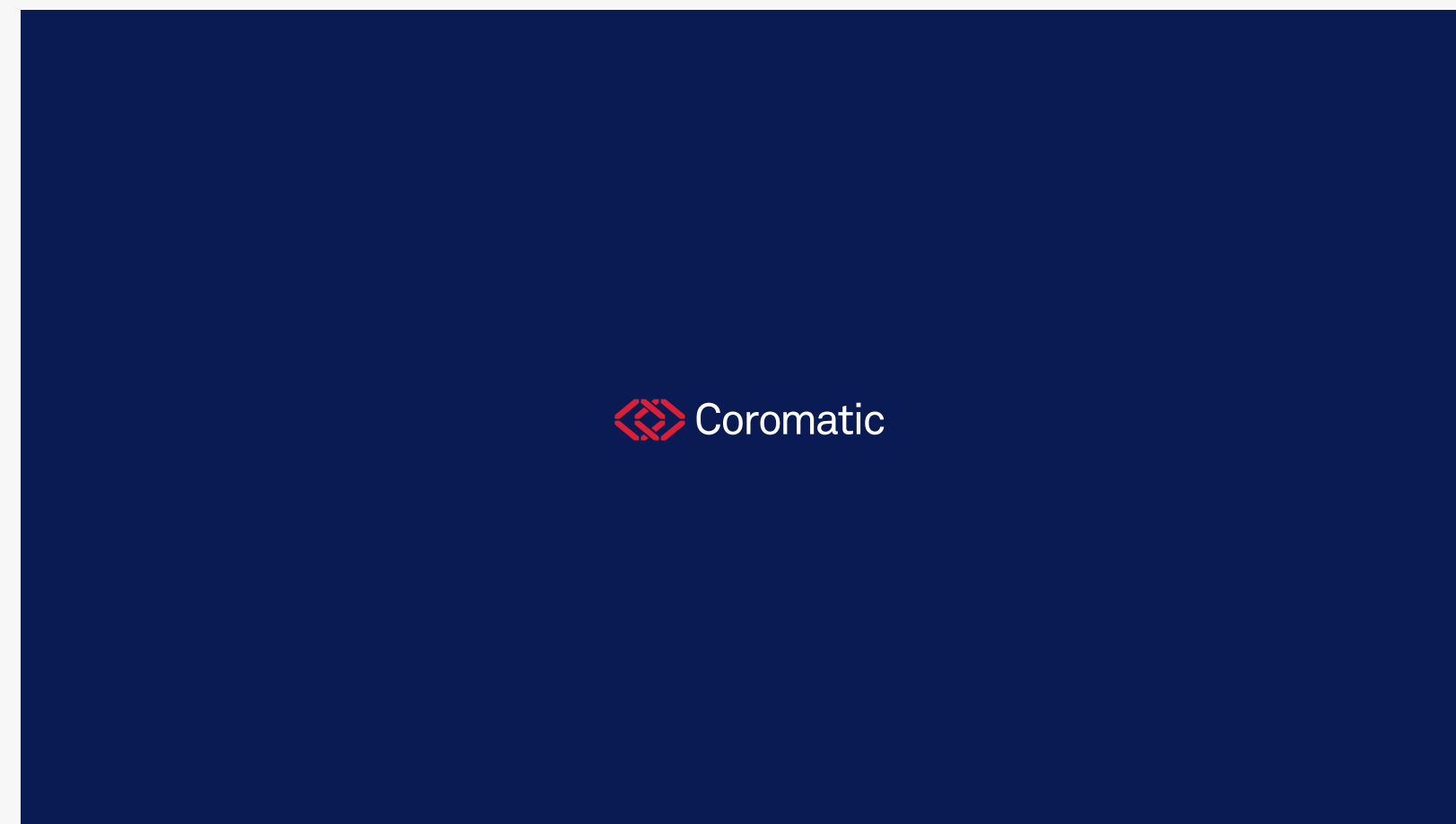
Intro



Text overlay



Name & Title sign



Outro

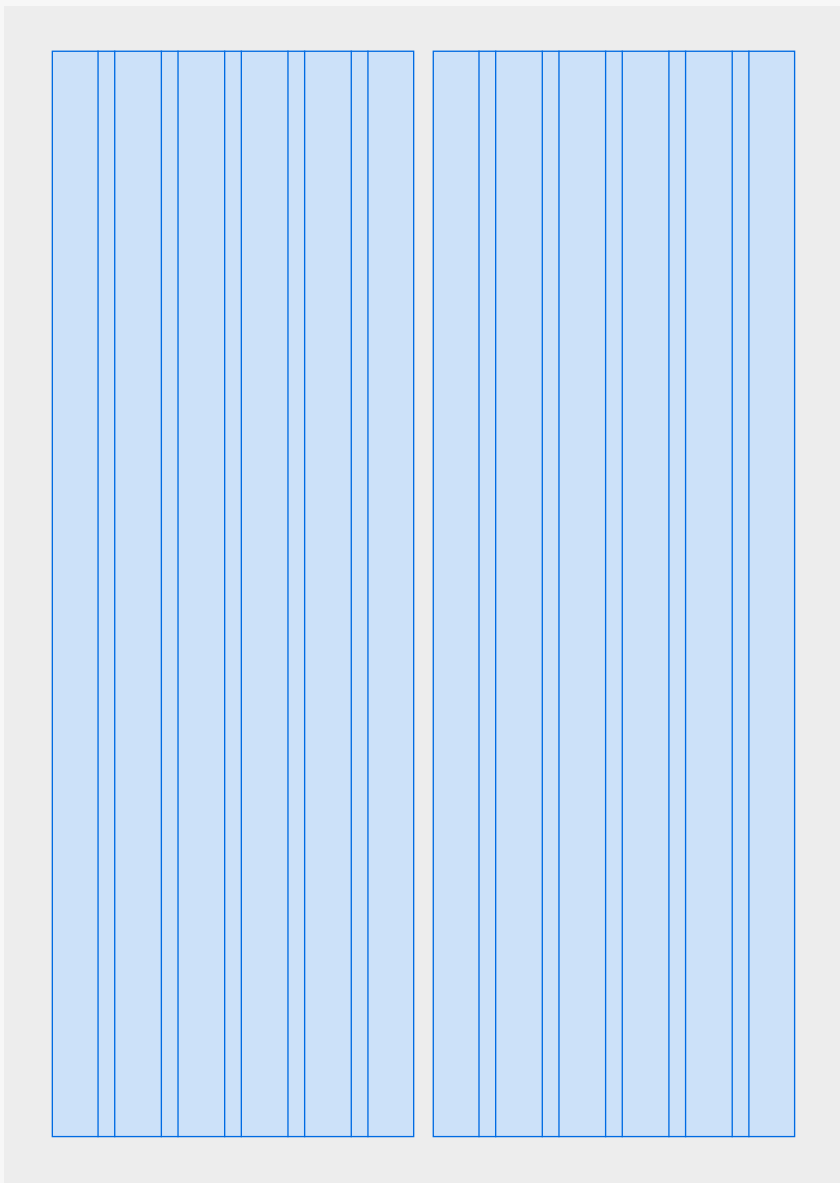
Visual Element - Video & animation

Graphics

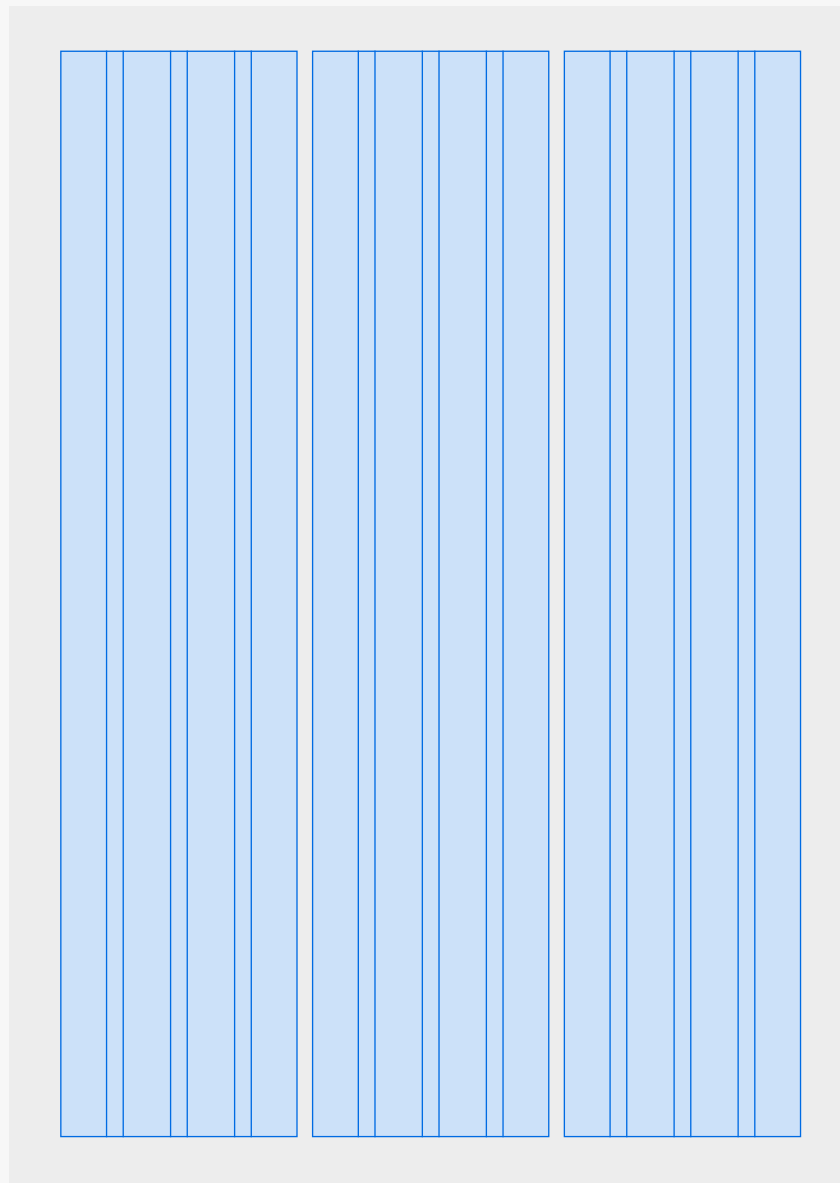
In video production we make sure to use the same image style in any production. The intro and outro is always used in the beginning and end of a video, but can be customized for the specific purpose of the production. A text overlay can be used to highlight information or quotes. The name and title sign is used to present people.

The text and signs are always animated with content growing from the bottom to the top.

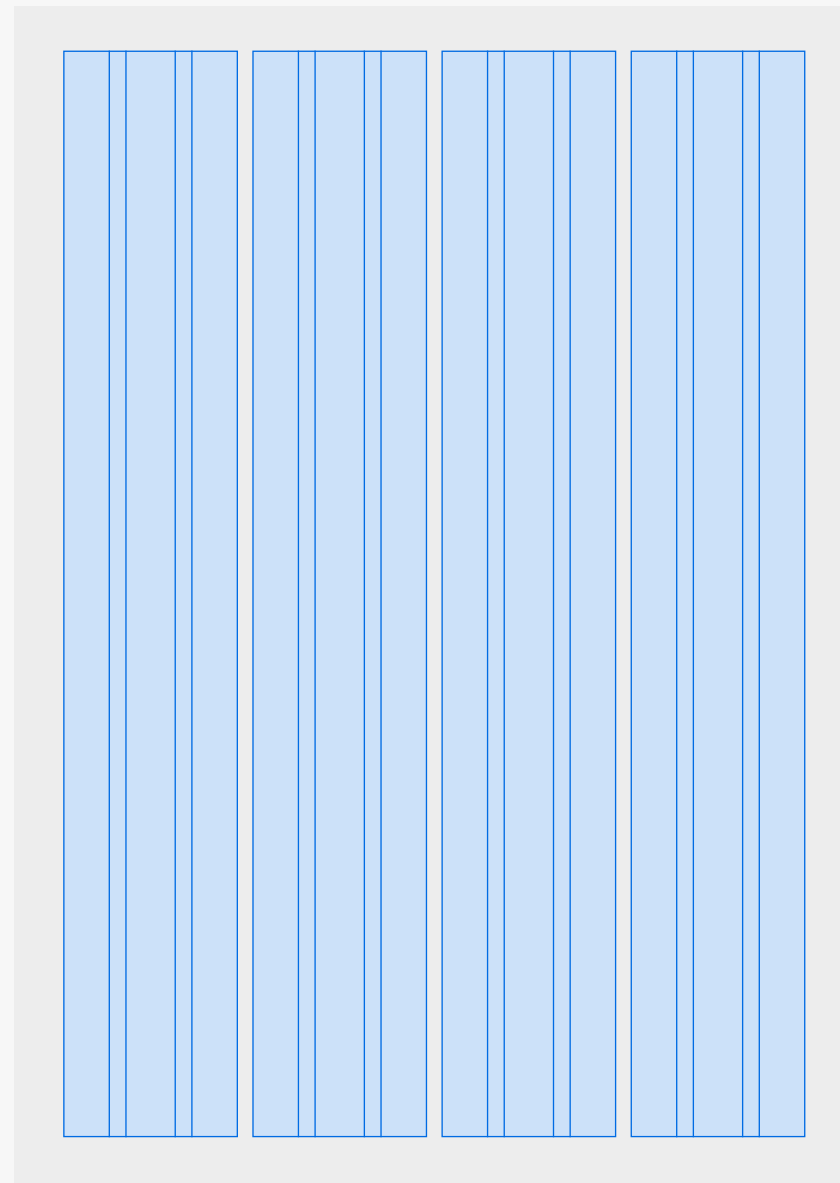
2 Column



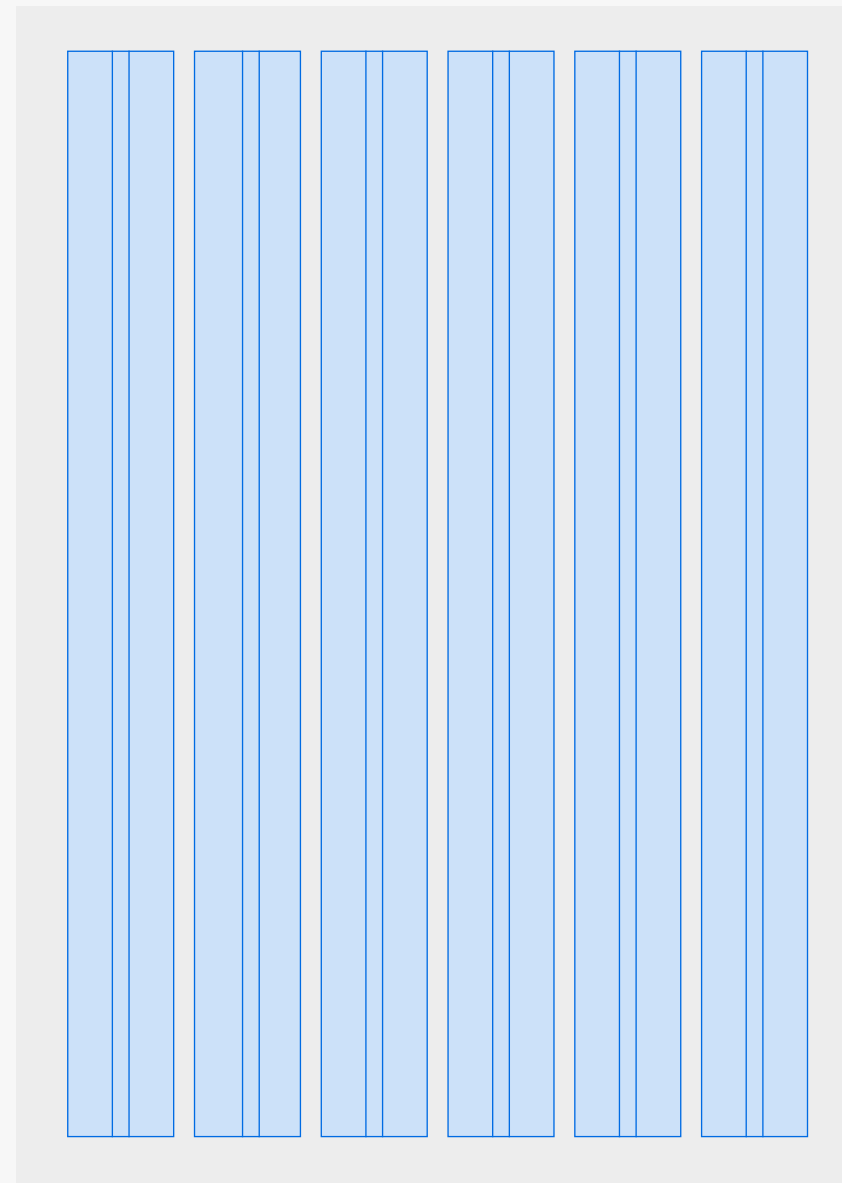
3 Column



4 Column



5 Column



Visual Element - Layout & grids

System

For a consistent layout system always use a 12 column grid. This allows a page to be divided evenly. The choice of grid should be chosen by the amount of content.

2 Column



Coromatic logo in the top left corner. A red '24/7' badge with 'Operations Secured' text is in the top right corner. The main content area is a large vertical rectangle containing the text 'New demands on infrastructure' and two columns of smaller text below it.

New demands on infrastructure

However, digitalization also puts entirely new demands on infrastructure, with seemingly basic things such as power supply and data communication becoming crucial in terms of maintaining operations. Having been regarded in the past as support functions, communication is critical for any organization.

As the leading supplier of mission critical infrastructure solutions, for example, data centers, Coromatic secures access to power supply and data communication. Put simply, we enable companies and organizations to run their operations without disruption.

For example, what would banks do without an internet connection? Or mobile operators without functioning base stations? Or hospitals without operating X-ray machines? Robust and stable data communication is quite simply vital to the functioning of all organizations. This is why we call it mission critical infrastructure.

Coromatic has a unique and comprehensive service offering, and we take full responsibility from strategy and design to the integration, maintenance and operation of business-critical infrastructure. Our expertise includes energy-efficient comprehensive solutions for power, cooling, networks, data communication and security.

3 Column



Coromatic logo in the top left corner. A red '24/7' badge with 'Operations Secured' text is in the top right corner. The layout features a large image of a person in a Coromatic jacket touching a server rack, with text columns on either side and a 'FACTS' box at the bottom right.

However, digitalization also puts entirely new demands on infrastructure, with seemingly basic things such as power supply and data communication becoming crucial in terms of maintaining operations. Having been regarded in the past as support functions, communication is critical for any organization.

For example, what would banks do without an internet connection? Or mobile operators without functioning base stations? Or hospitals without operating X-ray machines? Robust and stable data communication is quite simply vital to the functioning of all organizations. This is why we call it mission critical infrastructure.

FACTS

- 1000 sqm data centre
- 1 MW in full scale
- Tier 3 standard
- PUE 1.05-1.08
- Excess heat can be re-used
- Inaugurated on 22 April 2022

4 Column



Coromatic logo in the top left corner. A red '24/7' badge with 'Operations Secured' text is in the top right corner. The layout features a dark blue header with three columns of address information, a large image of a white van with red and white stripes, and a 'FACTS' box at the bottom right.

AARHUS
P. O. Pedersens Vej 29
DK-8200 Aarhus N

ROSKILDE
Præstemarkovvej 17
DK-4000 Roskilde

ODENSE
Slivmosevej 2C
DK-5260 Odense S

FACTS

- 1000 sqm data centre
- 1 MW in full scale
- Tier 3 standard
- PUE 1.05-1.08
- Excess heat can be re-used
- Inaugurated on 22 April 2022

5 Column



Coromatic logo in the top left corner. A red '24/7' badge with 'Operations Secured' text is in the top right corner. The layout features a large vertical text block 'Operations Secured 24/7', a grid of small images, and a 'FACTS' box at the bottom right.

Operations Secured 24/7

FACTS

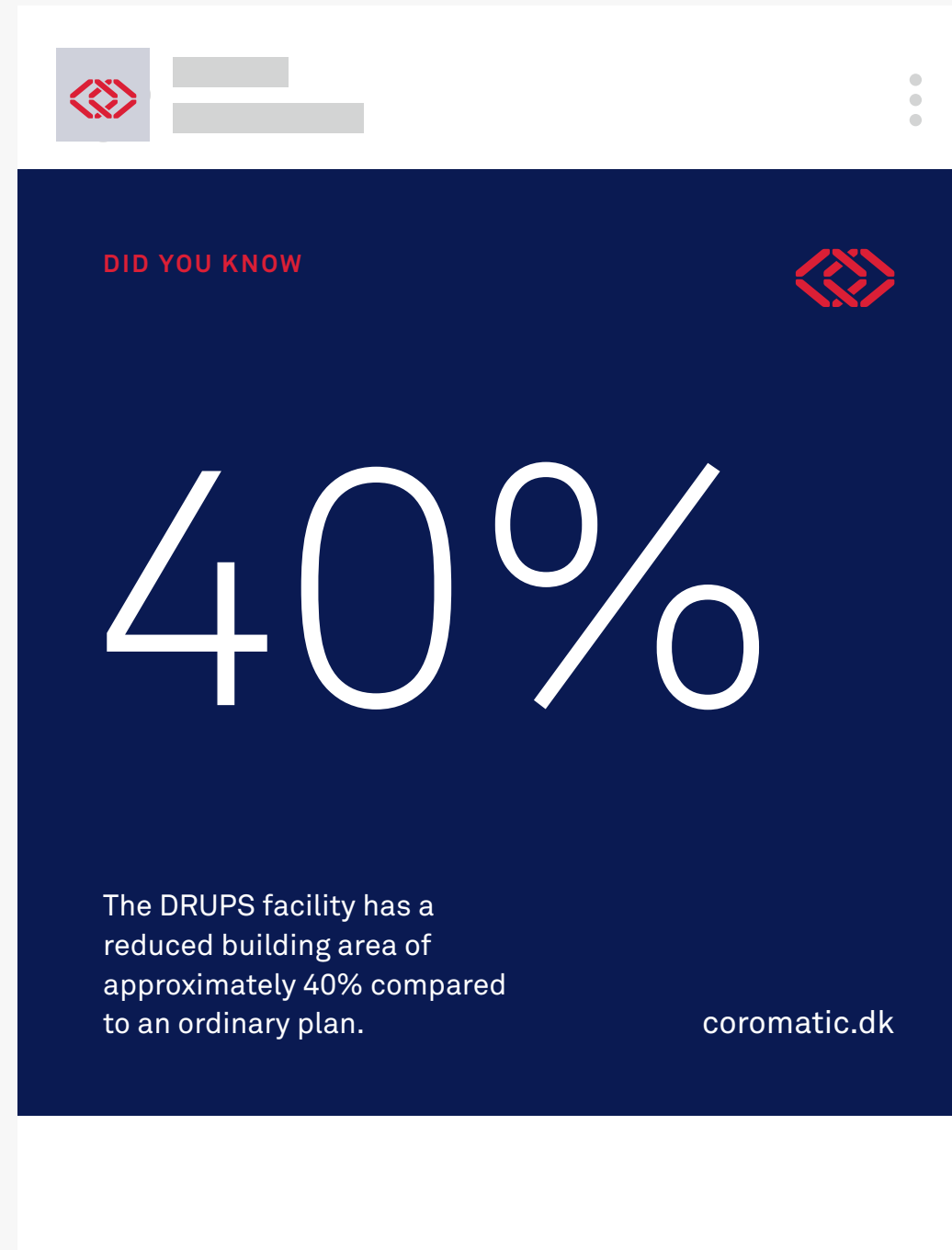
- 1000 sqm data centre
- 1 MW in full scale
- Tier 3 standard
- PUE 1.05-1.08
- Excess heat can be re-used
- Inaugurated on 22 April 2022

Visual Element - Layout & grids

Examples

Implementation





Visual Element - Digital

Social Media

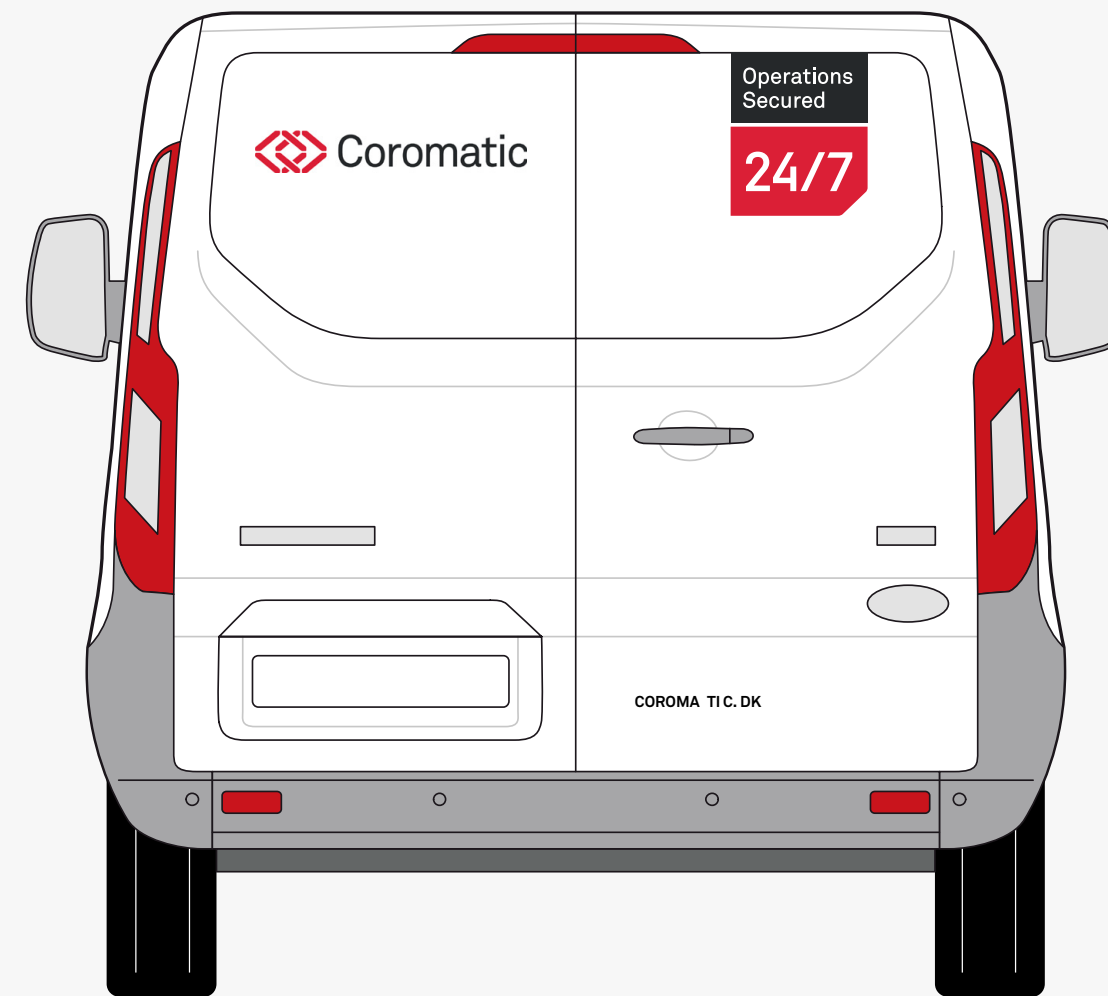


Visual Element - Print

Work wear

Our work wear should look consistent, to build trust with our customers. The workwear always has a black base with our graphic element and logo.

We also offer the option of incorporating our primary dark blue color, as long as it remains cost-effective.



Visual Element - Print

Cars

All cars use a white base with our red graphic element to create visual impact and recognition. The logo should always be placed on the side of the cars as well as on the back together with the tagline element.



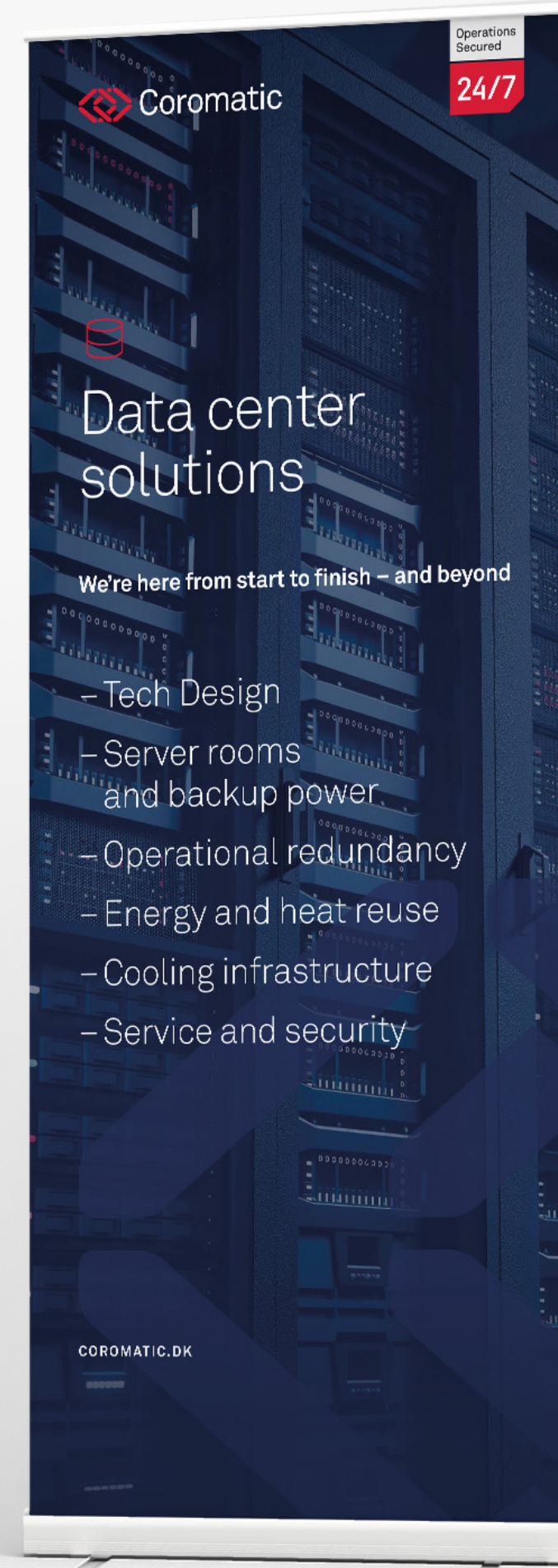
Visual Element - Print

Merchandise

When creating merchandise we should be mindful about the production. We aim to create practical and long-term use with high quality materials, to ensure a more sustainable production.

We only produce items that bring value, to create a sense of seeing, feeling and touching our brand.

These examples on this page are meant to inspire approaches to merchandise creation.



Visual Element - Print

Roll ups



Visual Element - Print

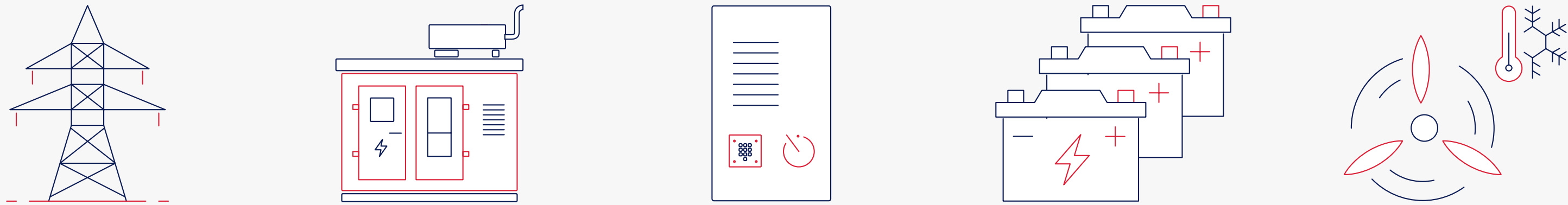
Print & publications



Visual Element - Print

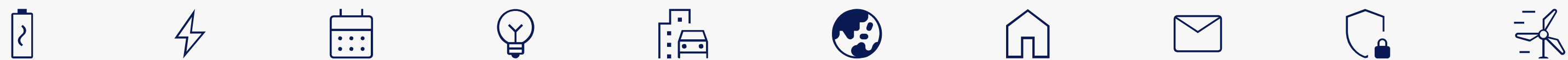
Signage

Illustrations



(Illustration examples - not yet)

Icons



Visual Element - Icons & illustrations

Style & usage

Our icons and illustrations should balance being informative and guiding, yet aesthetic and visually coherent with the rest of our brand.

The illustrations should be used to simplify complex information. The motives are more detailed and is meant for storytelling and to convey more technical heavy information.

The icons should be used to guide users visually. The icons can be used to bundle communication in themes or to translate small texts visually.

We use the open source Google icon library in the thinnest stroke when using icons.

→ [The icons can be downloaded on Google here](#)



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