COSMIIC

BRAND GUIDELINES

WELCOME

These guidelines explain how to use the Cosmiic visual identity with confidence and clarity. To ensure consistency within our brand, adhering to these guidelines will help maintain our identity across all platforms.

OUR GOAL

Our goal is to establish and sustain an open source modular implant system for use in pre-clinical and early feasibility human research. We strive to eliminate or reduce every barrier associated with conducting research with implantable devices in order to accelerate their introduction into human use for treating disease and disability, to the benefit of all.

COLLABORATIVE

INNOVATIVE

TRANSPARENT

SUPPORTIVE

ADAPTABLE

NIMBLE

MINIMUM SIZE

Logo should never be smaller than 0.375" width.

PRIMARY LOGO

The Cosmiic logo is clean, simple and bold. The two diamond stars above the M is a nod to not only to space exploration, but the Jetsen's logo. This combination of modern space technology and the retro feel give a sense of integrity and longevity. Utilizing the negative space to create the "M" helps keep the logo minimalistic and adds a sense of dimension. The bold, round san serif style feels stylish and refined, while still conveying the feeling of approachability.

SECONDARY ICON

The Diamond Star icon may be used in certain instanced as a stand-alone graphic or icon. When used in this manner, the brand name needs to be displayed in plain text elsewhere. For example, the Diamond Star can be used as a social media favicon, as the company name will be displayed elsewhere on the page.

COLOR USAGE

The main Cosmiic logo is the full color logo in Pantone P 125-8 C. Both the black and white versions can be used when the full color cannot.

The logo should never be smaller than 0.375" width. This consideration of the logo size ensures readability.

ACCEPTABLE USAGE

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These guidelines help avoid things like altering the logo in any way. Alterations cause the logo to lose it's integrity by presenting it in a way that is not in sync with the rest of the brand.

To ensure the logo appears consistent throughout communications, we've identified ways that it should never be used.

1. Do not squeeze or stretch.

2. Do not rearrange or resize the logo elements.

3. Do not add shadows or effects.

4. Do not use off-brand colors.

5. Do not replace logo font.

6. Do not rotate.

7. Do not make logo transparent.

8. Do not place logo on busy background.

1 COSMIC

2 COSMIC

3 COSMIC

4 COSMIC

5 COSMIIC

6 COSMIC

7 COSMIC

8 COSMIC

COLOR PALETTE

Choosing the right colors helps the brand strive to captivate and engage the audience. Color infuses any communications with impact and memorability.

It is important to follow the color palette guidelines when creating any brand communication in order to maintain brand consistency.
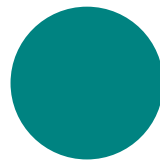
COSMIIC TEAL
CMYK: 86.30.50.7   HEX: 01831
RGB: 1.131.129   PANTONE: P 125-8 C
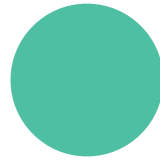
GREEN PLANET
CMYK: 65.0.46.0   HEX: 4cc1a1
RGB: 76.193.161   PANTONE: 338 U
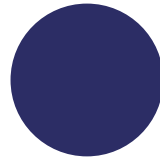
BOLD NAVY
CMYK: 98.95.30.20   HEX: 2c2d65
RGB: 44.45.101   PANTONE: 2119C
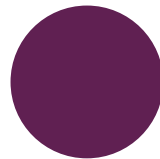
PURPLE MOON
CMYK: 61.97.38.30   HEX: 602052
RGB: 96.32.82   PANTONE: P 90-8 C
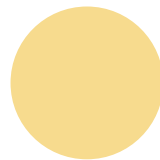
YELLOW STAR
CMYK: 3.12.52.0   HEX: f7db8f
RGB: 247.219.143   PANTONE: P 7-5 C
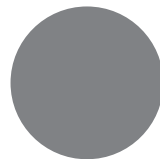
GALAXY GRAY
CMYK: 0.0.0.60   HEX: 808285
RGB: 128.130.133

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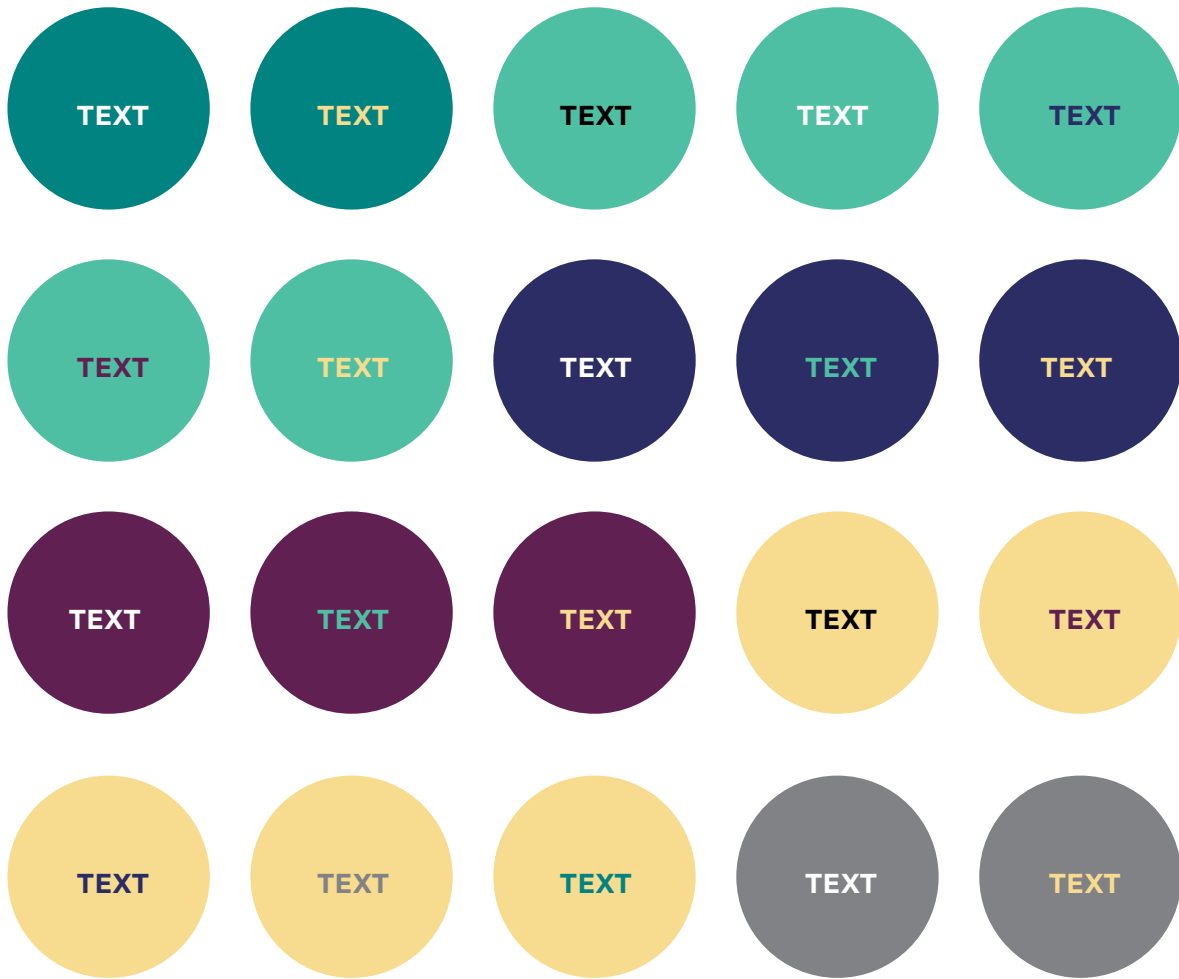
COLOR PALETTE USAGE

When layering brand colors, the above combinations should be adhered to for legibility.
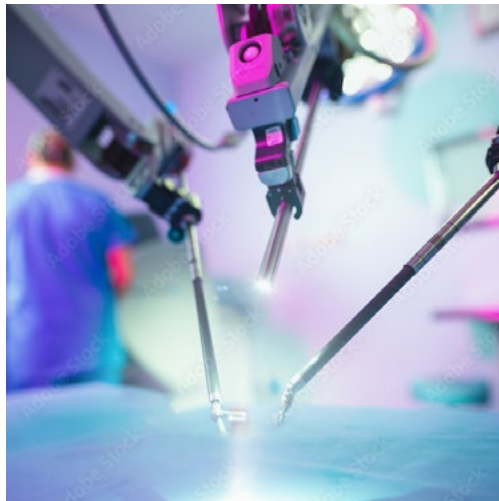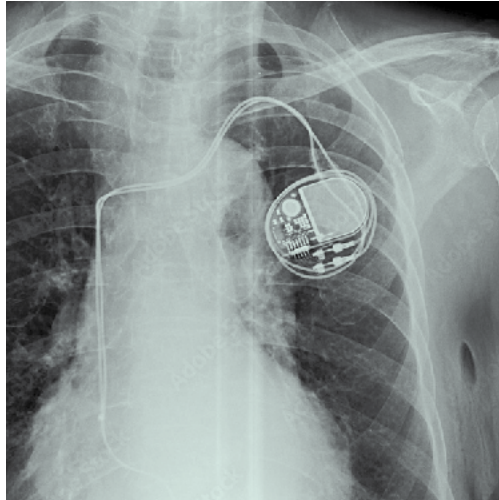
GRADIENT OVERLAY

Photo should be grayscale.
Gradient should be set to overlay.

IMAGERY STYLE

Imagery represents who we and what we do. It is important to ensure both stock and product photography feels natural and unscripted.

Our photography is bold and colorful. Images should feature colors that are found in the brand color palette. The images themselves can either be full color or implement the color gradient overlay shown on the left.

HEADLINE GOES HERE

Subheadline goes here

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- Porepre, tet utatur, eat int voloriti bearchil mint, comnimus.

TYPOGRAPHY

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Outfit is the chosen typeface for the COSMIIC brand. It gives our communication style substance, usability and versatility. To ensure consistency in the brand, use Outfit for all designs. This font can be downloaded free on Google Fonts here.

OUTFIT BOLD

Use for headlines* and subheadings

UPPERCASE for headline,
Sentence case for subheadline.

Outift Regular

Use for body copy, including bullets.

Sentence case for copy.

Open source, modular network

Open source, modular network

Open source, modular network

Open source, modular network

Open source, modular network

Open source, modular network

Open source, modular network

Open source, modular network

Open source, modular network

- A 1" wide line should be added in between most headlines and body copy. This can be any color from the brand guideline color palette.

- If Outfit is not available, please use Futura font.

COSMIIC

123 Address St.
Buding Name
City, ST 00000

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COSMIIC

LETTERHEAD

Please refer to the brand letterhead template titled
"Cosmiic-Letterhead" that can be edited in
Mircrosoft Word.

BUSINESS CARD

Logo placed in top, left corner.
Information place in bottom, right corner.

NAME: Bold, All caps. 10 pts. Cosmiic Blue.

TITLE: Light, All caps. 8 pts. Cosmiic Blue.

CONTACT INFO: Light. 8 pts. Black.

COSMIIC

COSMIIC

NAME NAME
TITLE
000.000.0000
123 Address St, City, ST
Name@website.com
website.com

IHILLESTIUNT, AD EOS DOLUPTATE

COSMIC

Subheadline goes her

TITLE CAN GO HERE

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COSMIC

TITLE CAN GO HERE

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COSMIC

POWERPOINT

Please refer to the powerpoint template titled "Cosmiic-powerpoint" that can be edited in Mircrosoft Powerpoint.

EMAIL SIGNATURE

NAME: Futura Bold, all caps. 12 pts.

TITLE: Futura Regular, Sentence Case. 12 pts.

LOGO: Place in Cosmiic_01.gif (found in assets folder)

To:

Cc:

Subject:

Signature: Signature #2

NAME NAME
Title

COSMIC