

A woman with a high bun hairstyle, wearing a red and black striped long-sleeved shirt, a black belt, and jeans, is leaning on a wooden table. She is looking towards the camera with a slight smile. The background is a modern, brightly lit interior space with large windows and hanging lights. A large white circle is overlaid on the image, containing the text 'BRAND GUIDELINES', 'V1.0', and '13 OCTOBER 2016'.

# BRAND GUIDELINES

V1.0

13 OCTOBER 2016

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# LOGO & BRAND ICON

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# BRAND MARKS

LOGO



BRAND ICON



The Coople logo and brand icon represents us and our community. It embraces the core characteristics of the brand being positive and open, active and dynamic, confident and authentic, brave and revolutionary.

# LOGO USE

The Coople logo is our name, made into a bold yet simple wordmark. The wordmark's round character reflects a balanced shape of our community of Cooplers and Employers. Synergy between the two is encapsulated in the joining of two sides ready to work together.

When using the logo, always present it clearly and confidently, we are a bold brand and happy to stand out.



# LOGO COLOURWAYS

The primary use of the Coople logo is either on a light background using Rubine Red, or reversed out in white on a Rubine Red background.

For secondary use for sub and co branding see page 50.

The word "coople" is rendered in a stylized, rounded, sans-serif font. The letters are a vibrant red color. The 'c' and 'o's are composed of two overlapping semi-circles, while the 'p' has a distinct loop. The 'e' is a simple, rounded shape.The word "coople" is rendered in the same stylized, rounded, sans-serif font as above, but in white. It is set against a solid, vibrant red background, creating a high-contrast effect.

# LOGO SIZE AND SPACING

## MINIMUM SIZE

The minimum size the logo should be reproduced at is 20mm / 100px width.

If the logo is less than the minimum size use the brand icon, see page 12.

## CLEARING SPACE

The logo should always have clear space around it which equals the height/width of the 'C'.

### CLEARING SPACE



### MINIMUM SIZE



# TAGLINE POSITIONING

A tagline can be positioned either horizontally underneath the logo, or if vertically to the right of the logo.

## HORIZONTAL LOCK-UP



FLEXIBLE WORK ON THE GO

## VERTICAL LOCK-UP

coople FLEXIBLE WORK ON THE GO

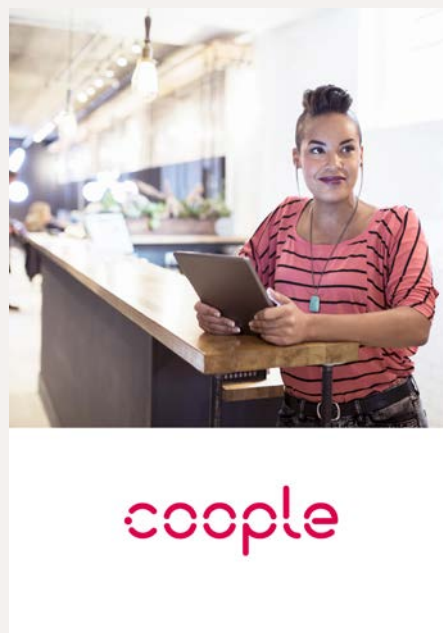


# LOGO POSITIONING EXAMPLES FOR PRINT

ON PHOTOGRAPHY



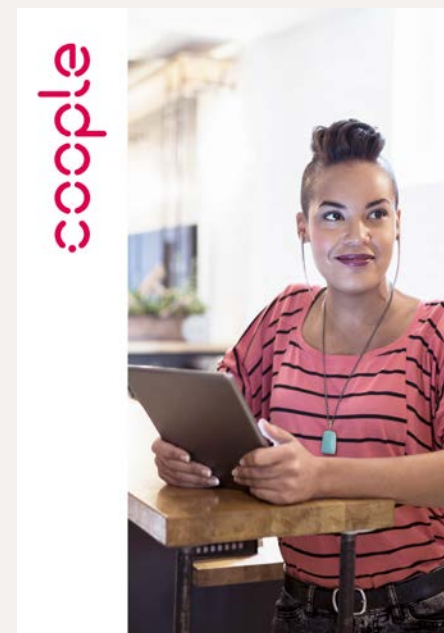
SET IN COLOUR BLOCK



GRAPHIC HOLDING DEVICE



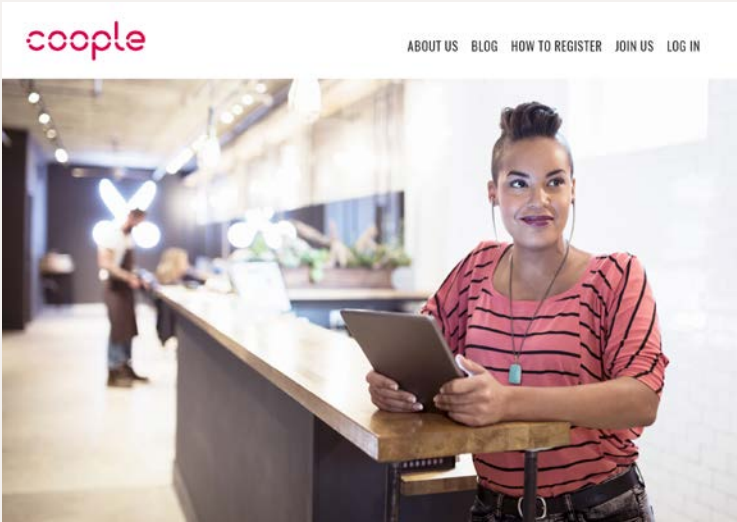
ROTATED ON LAYOUT



LOGO POSITIONING EXAMPLES CONTINUED...

FOR SCREEN

WITH NAVIGATIONS



LIMITED SPACE



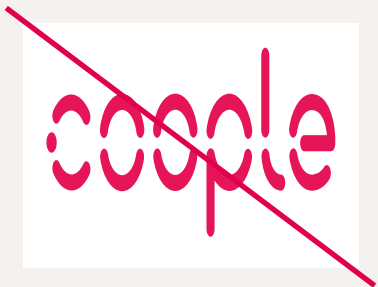
ON AN IMAGE



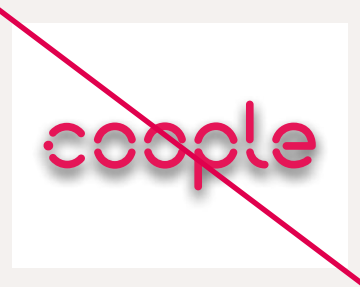
# LOGO MISUSE

The Coople logo announces us to the world. It's important that we treat it with respect. There are strict guidelines to abide by when using the wordmark. Follow them carefully. Never change any element of the logo. This includes: stretching elements; recreating shapes; applying filters; adding shadows or overlaying graphics.

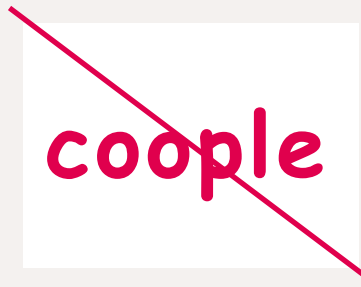
DISTORT PROPORTIONS



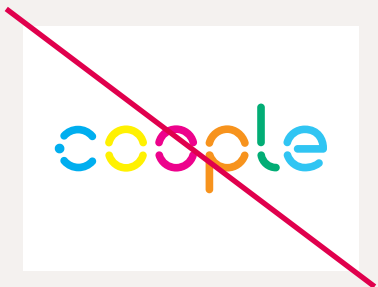
ADD SHADOWS



CHANGE TYPESETTING



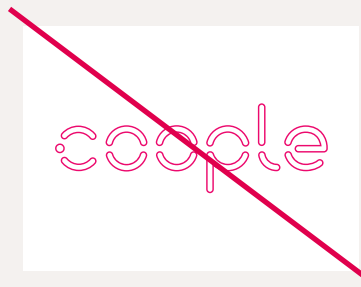
CHANGE COLOURS



MAKE THE LOGO 3D



OUTLINE LOGO



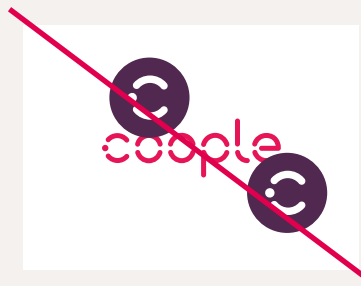
USE AS A PHRASE



OVERLAY GRAPHICS



CROWD SPACE AROUND



# BRAND ICON USE

The brand icon is distilled from the Coople wordmark. The icon can either be used as a mark, here it must always be set in the circle. Or it can be used in a graphic as a watermark in the background.

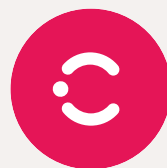
It is important whilst the brand is being established to always try and use the icon in conjunction with a tagline, URL or both. The icon can only be used on it's own where space is limited and the logo can't be displayed in a legible way. Never use the icon and logo together.

## ICON AND TAGLINE



FLEXIBLE WORK ON THE GO

## ICON AND URL



COOPLE.COM

## ICON



# BRAND ICON COLOURWAYS

When using the brand icon as a graphic symbol it must always be set in a circle. Either a Rubine Red circle with a White icon or a White circle with a Rubine Red icon. The only time when the icon colour can change is when it is being used as a watermark in a background, see page 15.

For secondary colour palette use follow the rules for sub and co branding, see page 50.

**NOTE** When writing the URL remove 'www'.

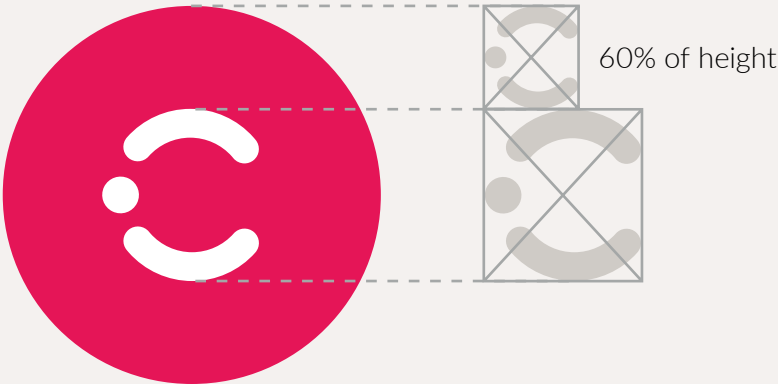


# BRAND ICON SIZE AND SPACING

The brand icon and wordmark can be used in a lock-up either vertically or horizontally. Spacing around the lock-up should always be measured using one 'c'.

Be careful when using the icon at a small scale always make use it is legible.

## ICON AND CIRCLE SCALE



## ICON AND TEXT LOCK-UP



## MINIMUM SIZE



# BRAND ICON POSITIONING EXAMPLES

LIMITED SPACE



DISC GRAPHIC



WATERMARK BACKGROUND



# BRAND COLOURS

Primary Palette .....	page 17
Colour proportions.....	page 19
Secondary palette .....	page 20



# PRIMARY PALETTE

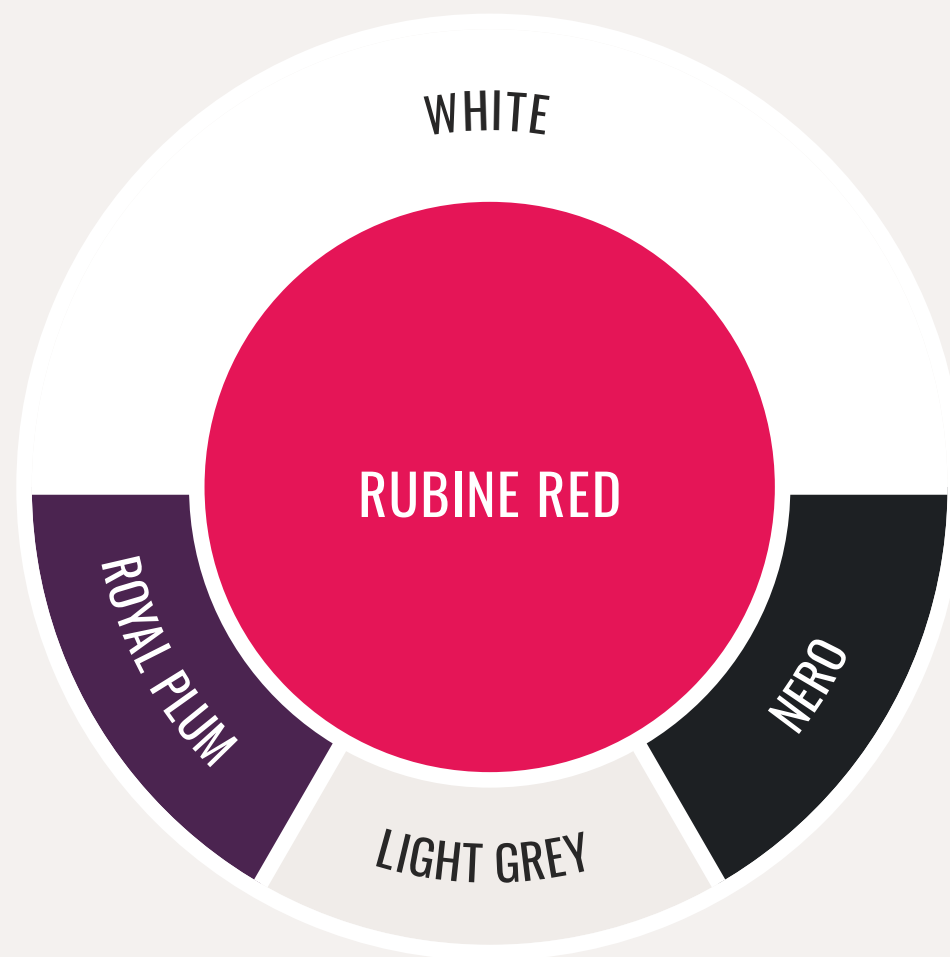
## GENERAL USAGE

The primary palette is made up of, Rubine Red, White, Royal Plum, Light Grey and Nero. It is flexible to use. Any of the colours can be used for the canvas colour apart from the Nero, try to refrain from using large expansive areas of it.

## EMPLOYERS (B2B MARKETING)

For employers, to give a more mature and professional look use Royal Plum and White as base colours and use Rubine Red as an accent colour.

See page 19 for colour proportion usage.



# PRIMARY PALETTE BREAKDOWN

## RUBINE RED

---

PMS: 214  
CMYK: 0, 100, 30, 0  
RGB: 224, 0, 77  
HEX: #E0004D

## WHITE

---

PMS: /  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF

## ROYAL PLUM

---

PMS: 260  
CMYK: 50, 85, 0, 50  
RGB: 81, 40, 79  
HEX: #51284F

## LIGHT GREY

---

PMS: WARM GREY 1  
CMYK: 0, 3, 4, 8  
RGB: 244, 241, 239  
HEX: #F4F1EF

## NERO

---

PMS: BLACK 7  
CMYK: 0, 5, 10, 89  
RGB: 40, 39, 39  
HEX: #282727

# COLOUR PROPORTIONS

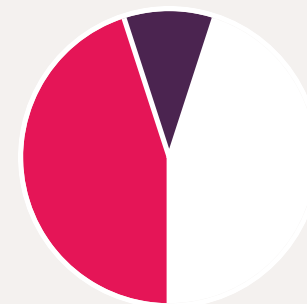
Colour is key part of the brand persona. Use it with care. The primary palette is supported by the bright secondary palette. The secondary palette can be used in conjunction with the primary palette as highlight colours.

For usage and examples see key visuals on page 46. For use in sub and co branding see page 50.

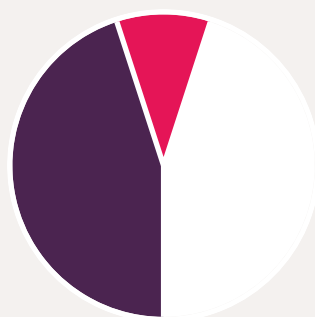
HERO COLOURS  
(RUBINE RED AND WHITE)



HERO COLOURS PLUS  
ONE BRAND COLOUR



COLOUR USAGE FOR  
B2B COMMUNICATION



HERO COLOURS PLUS  
THREE SECONDARY COLOURS



# SECONDARY PALETTE

The secondary palette has been developed to be used alongside the primary palette for when highlight colours are needed. They also can be used in the application of sub and co branding, see page 50.

## AZURE

PMS: 292  
CMYK: 59, 15, 0, 0  
RGB: 99, 183, 238  
HEX: #63B7EE

## LIME

PMS: 368  
CMYK: 59, 0, 100, 0  
RGB: 129, 191, 52  
HEX: #81BF34

## MANDARIN

PMS: 165  
CMYK: 0, 71, 89, 0  
RGB: 236, 98, 46  
HEX: #EC622E

## TEAL

PMS: 3265  
CMYK: 80, 0, 41, 0  
RGB: 6, 168, 161  
HEX: #06A8A1

## WARM GREY

PMS: WARM GREY 5  
CMYK: 0, 5, 10, 29  
RGB: 216, 211, 206  
HEX: #D8D3CE

# TYPOGRAPHY

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# TYPEFACES

## OSWALD

Is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. Oswald has been selected as the Coople house font as it is designed to be used across digital and print formats.

## LATO

For use in setting body copy. It has a range of weights, Coople uses regular and light. Selected as it's a clear and legible font on screen and print, be aware when setting type that the correct weight is used, as the light weight can break up in small print.

## OSWALD REGULAR

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Weights: Coople uses regular and light

## TYPEFACES CONTINUED...

### FALL BACK TYPEFACE

In cases where Oswald and Lato can't be used, for example in PowerPoint presentations, Calibri or Roboto can be used.

#### Windows and Apple devices

- Calibri

#### Android devices

- Roboto

### Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# APPLICATION

## TITLES

---

**OSWALD REGULAR:  
SET IN CAPS**

---

When setting titles only use Oswald regular set in caps. Be aware of letter spacing, the default setting for the typeface is very tight, track out until it optically looks right.

## SUBTITLES

---

**EITHER:  
OSWALD REGULAR: SET IN CAPS  
OR  
*Lato italic: Set in sentence case***

---

Can be either set in Oswald regular set in caps (remember letter spacing) or in Lato italic. Be mindful not to over use italics, use it for when to need to add a humanistic touch. Never capitalise italics and turn off ligatures.

## SUPPORTING HEADLINES

---

**Lato regular: Set in sentence case**

Sample text: Etiam rhoncus, lacus id egestas interdum, velit ipsum accumsan felis, et tempor risus tellus a dolor.

---

Supporting headlines are set in Lato regular in sentence case. Never capitalise Lato regular as it becomes hard to read. Always make sure that ligatures are turned off and paragraphs are set to single-line composer.



## APPLICATION CONTINUED...

### STATEMENTS

---

OSWALD REGULAR  
SET IN CAPS

When being used in a graphic situation use Oswald regular in caps. Always make sure the typography has good contrast colour with the background.

### QUOTES

---

“*Lato italics set in sentence case*”

Always use Lato italics when setting quotes. Remember to pay attention to letter spacing and line height and turn off ligatures.

### BODY TEXT

---

Lato light: Set in sentence case

Sample text: Etiam rhoncus, lacus id egestas interdum, velit ipsum accumsan felis, et tempor risus tellus a dolor.

Body copy should either use Lato light but in cases where the light weight looks too weak revert to Lato regular. Always turn off ligatures and set paragraphs using single-line composer.

# APPLICATION EXAMPLES

TITLE

## HELLO FROM COUPLE

SUBTITLE

IMAGINE IT'S THE BUSIEST DAY OF THE MONTH IN ONE OF YOUR BUSIEST LOCATIONS AND YOU'RE SHORT STAFFED. YOU COULD:

- Struggle on, under-staffed, risking poor customer experience and lost sales
- Ring round everyone you can think of, spending all morning (or more) on the phone

BODY TEXT

Or

- Spend five minutes putting your requirements into a simple web or mobile form, and getting qualified, available people who have already accepted your job, straight to your phone within a few hours

### COUPLE CAN DO THIS, AND IS READY TO HELP YOUR BUSINESS TO:

- Save time and money when recruiting part-time and flexible workers
- Manage your flexible workforce more efficiently
- And provide consistently high customer service even in periods of high demand

Couple is Europe's number one on-demand staffing solution.

We have worked with leading brands for over five years, specialising in hospitality, events, retail, logistics, business services and commercial sectors.

We provide tens of thousands of employees (our "Coopleers") to thousands of businesses and fill 98% of roles within four hours.

It's free to join and to use, and you only pay for the hours worked.

### HOW WE ARE DIFFERENT

Couple have the knowledge and experience in employee law and regulations to provide a full professional service. We take care of all right-to-work checks, admin and payroll.



STATEMENT

"SELECTING PERSONNEL AT SHORT NOTICE HAS BECOME CHILD'S PLAY"


We've helped thousands of satisfied customers since 2011, and are adding more every day. Our customers agree that Coople is a simple, fast and efficient way to find part-time and flexible staff.

"This innovative on-demand staffing platform covers our needs in recruiting part-time staff perfectly, particularly during peak times and seasons."

HEAD OF HUMAN RESOURCES



"[With Coople] we can now flexibly adapt our staffing needs to peak working seasons. Through their simple-to-use online platform, selecting personnel at short notice has become child's play. Their account management and industry specific knowledge and expertise sets them apart, keeping the process of recruitment simple and effective."

HUMAN RESOURCES MANAGER  INTERCONTINENTAL

"We were attracted to Coople's digital proposition by the ability to flex our levels of staffing at very short notice. It's vitally important for us to have a trusted partner, and while we have been looking at flexible staffing solutions for some time, Coople was the first to show real depth of knowledge and understanding of the hospitality space, with a track record to match."

EVENT OPERATIONS MANAGER



QUOTES

## APPLICATION EXAMPLES CONTINUED...

TITLES

HIRE NOW

HIRE SMART

SUBTITLE

COOPLE IS EUROPE'S NUMBER ONE ON-DEMAND STAFFING PLATFORM.

HOW WE FIND THE PERFECT MATCHES FOR YOU.

SUPPORTING HEADLINES

With a focus on flexible, effortless staffing on a global scale, we connect workers and companies in minutes.

Our algorithm takes your requirements and matches it to available people on our platform, maximising the chances of acceptance on both sides.

SUBTITLE

*How it works*

Our technology matches your exact job criteria with the right talent, and finds available people ("Cooplers") within hours in four simple steps:



Fill out a simple form specifying exactly who you need and when.



Cooplers are instantly sent job details, via app and email.



Pick from matched Cooplers who have already accepted the job.



Coopler shows up for work at the agreed time. It's that easy.

BODY TEXT

### SAVE EFFORT

An agency won't know your business like you do. Specify your own requirements direct to the market.

### SAVE TIME

Building up a talent pool takes years. Coople scales to the needs of your business and is available now.

### LOW RISK

Recruiting from our pre-screened Cooplers cuts the risk of a bad hire.

PEOPLE ARE SELECTED FOR YOUR JOB BASED ON:

JOB PROFILE	PROXIMITY
EXPERIENCE	ACTIVITY
AVAILABILITY	SKILLS

Job offers are only sent to Cooplers matching all these criteria, and only those who accept the role are shown to you, meaning you have only guaranteed employees to choose from.

SUPPORTING HEADLINE

# TYPESETTING TIPS

## LETTER SPACING

Never miss an opportunity – get nearby, last-minute work straight to your phone. Work wherever, whenever you want.

When setting any typography always set time aside to check the letter spacing. Kerning should always be set to optical. Never over tighten tracking.

## HEADER TRACKING

### WORK NOW

Default tracking with optical kerning

### WORK NOW

+75 tracking with optical kerning

### NEW MISS AN OPPORTUNITY

+35 tracking with optical kerning

When setting titles in Oswald, be careful when tracking. It can make the font more prominent, if a title has 4 or more words don't over track as it can make it hard to read words.

## LINE HEIGHT

Never miss an opportunity – get nearby, last-minute work straight to your phone. Work wherever, whenever you want.

The space between lines of text is referred to as line height. Using this space well can make a big optical difference to legibility, only ever use the default line height as a last result. Spacing should roughly be font size times 1.4.

## ALIGNMENT

Never miss an opportunity – get nearby, last-minute work straight to your phone. Work wherever, whenever you want.

For large amounts of body copy always align text to the left. Never justify, fully justify or align text right, it makes text hard to read.

# MISUSE

Take care and time when setting typography as words are crucial in communicating a messaging. Poorly set type is no better than a spelling mistake. Make sure that typography is set in a clear and refined manner. Never use a typeface not specified, stretch or deform typography, incorrectly align large amounts of text or place on a busy background.

## STRETCH TYPE

Job posts available  
at every corner

## OVER TIGHTEN LINE HEIGHT

Everything at a glance  
- job location, time,  
employer pay. Simply  
upload your details and  
let the work find you.

## UNDERLINE BLOCKS OF TEXT

Coople have the  
knowledge and  
experience in employee  
law and regulations  
to provide a full  
professional service.

## LARGE AMOUNTS OF RIGHT ALIGNED TEXT

Spend five minutes putting  
your requirements into a  
simple web or mobile form,  
and getting qualified, available  
people who have already  
accepted your job, straight to  
your phone within a few hours

## LARGE AMOUNTS OF CENTRED TEXT

Spend five minutes putting  
your requirements into a  
simple web or mobile form,  
and getting qualified, available  
people who have already  
accepted your job, straight to  
your phone within a few hours

## USE JUSTIFIED TEXT

Spend five minutes putting  
your requirements into a  
simple web or mobile form,  
and getting qualified, available  
people who have already  
accepted your job, straight to  
your phone within a few hours

## PUT TEXT OVER BUSY BACKGROUND

WORK FINDS YOU  
ANYTIME/ANYWHERE

## ITALICISE CAPS

HOW IT  
WORKS

## KERN TOO TIGHTLY

MORE TIME WORKING  
LESS TIME SEARCHING

# BRAND SIGNIFIER

Signifier colourways ..... page 31

Signifier size and spacing ..... page 32

Signifier positioning ..... page 33

## SIGNIFIER COLORWAYS

The brand signifier has been developed to be used on marketing collateral. It follows the same colour rules as the logo. The signifier can either be used on a light background using Rubine Red, or reversed out in white on a Rubine Red background.

coople

HIRE NOW

WORK NOW

coople

HIRE NOW

WORK NOW

# SIGNIFIER SIZE AND SPACING

The brand signifier is made up of the wordmark and strapline, 'hire now – work now'.

The signifier is used when space is limited and there is no room for a logo and tagline lock-up. We use the brand signifier to state what we do. It has been created to be used on marketing collateral such as flyers, posters, bags, give aways etc...

Never use the brand signifier next to or with long editorial copy, here only use the wordmark.

## MINIMUM SIZE

coople

HIRE NOW WORK NOW

28mm / 90px

coople

HIRE NOW WORK NOW

60mm / 170px

## CLEARING SPACE



Vertical

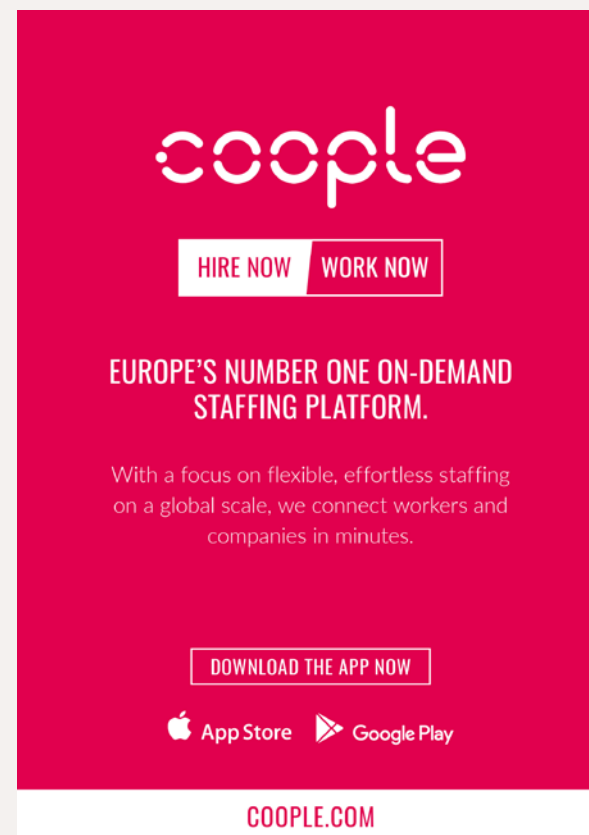
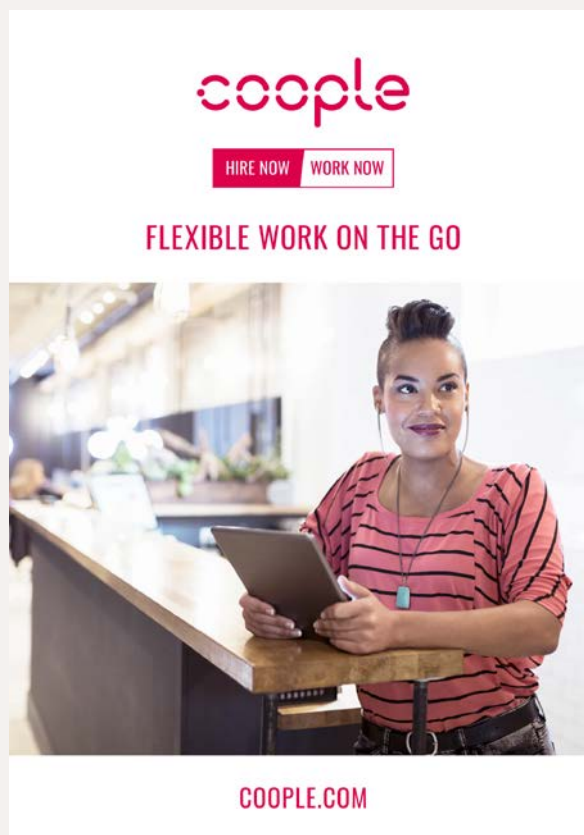


Horizontal



# POSITIONING

The brand signifier lock-up should always be placed to be prominent and centred on a layout. Clearance and spacing rules should always be followed. It can be used in either White or Rubine Red.

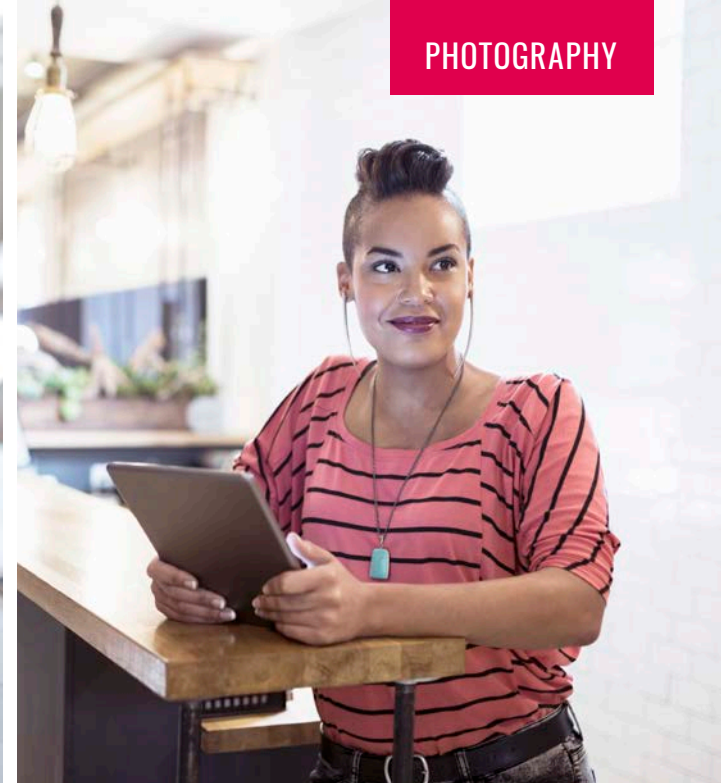


# PHOTOGRAPHY

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Colour and tone.....	page 38

# COOPLERS

Cooplers are captured in their working environment, looking happy, relaxed and confident.





# EMPLOYERS

Employers are represented through the use of cityscapes.

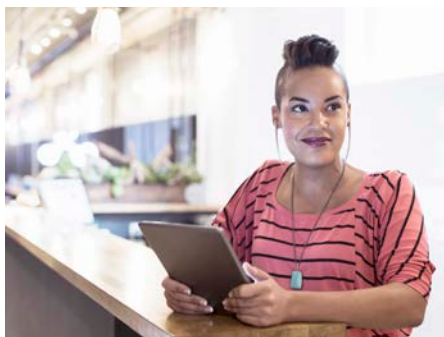
**NOTE** This is currently under review and we want to add more workplace environments to the employer branding.



# STYLE

## LIGHTING

The lighting should be soft and natural.



**AVOID** Harsh shadows or stylised, manipulated light. Be aware of creating high levels of contrast between the background and foreground.

## CROPPING

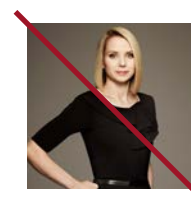
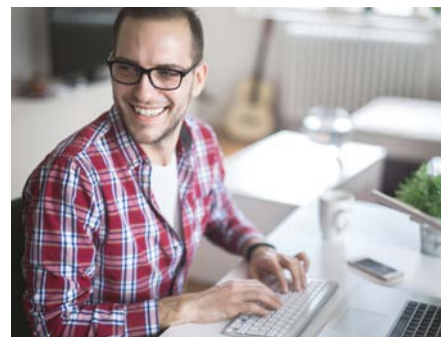
Allow the subjects to take centre stage.



**AVOID** Extreme angles or aggressive cropping.

## ENVIRONMENTS

The environments should be real and believable.



**AVOID** Staged scenarios or unnaturally tidy backgrounds.

## POSTURE

The subjects should be relaxed, positive and confident.



**AVOID** Staged poses and business clichés.

# COLOUR AND TONE

Edit images in Photoshop using:

- Brightness/Contrast
- Colour Balance
- Hue/Saturation adjustment layers

Image treatment uses a high brightness setting relative to the contrast setting. Colour balance creates a bespoke colour filter that is complimentary to our colour palette. Saturation is decreased to allow the bespoke colour balance to shine through.

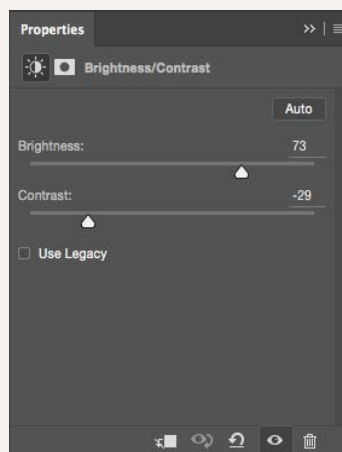
BEFORE



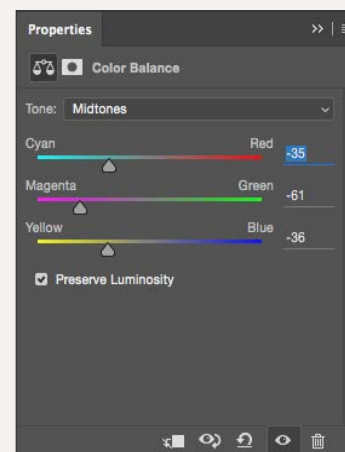
AFTER



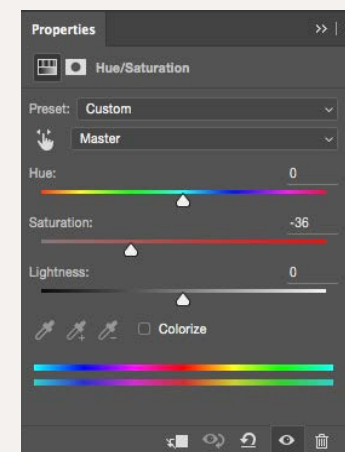
## HANDY TIPS



Brightness/Contrast



Colour balance



Hue/Saturation

# TONE OF VOICE

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## KEY TERMS

Key terms refer to Coople's worker and company audiences, and to the work agreed between them.

Because these are high frequency words used to guide and orient users, they must be used with absolute consistency (no synonyms).

When writing Coople & Cooplers in long form body text use Title Case: 'Coogle' and 'Coopler' respectively.

## COOPLER

A passionate member of the Coople community working for an employer

## EMPLOYER

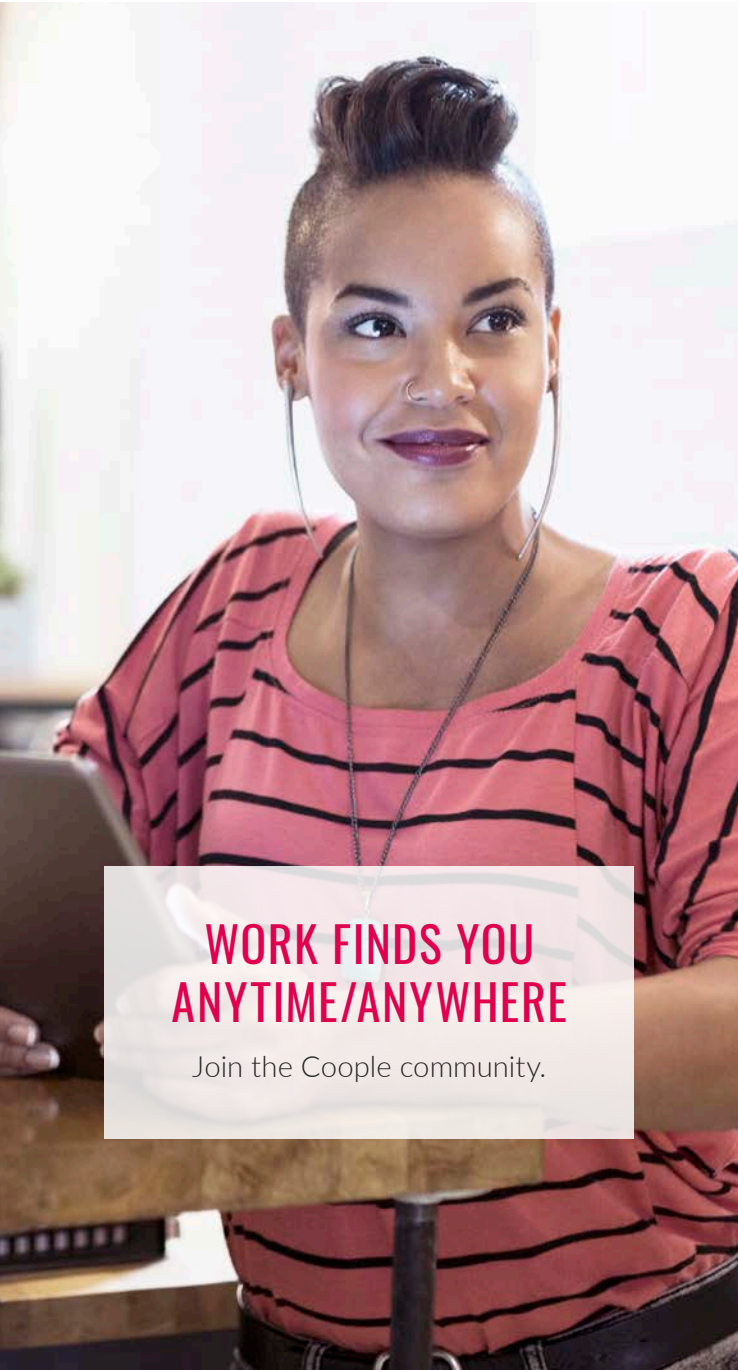
A business for whom a Coopler works

## JOB

Work done by a Coopler for an Employer



## MESSAGING EXAMPLES




### WORK FINDS YOU ANYTIME/ANYWHERE

Join the Coople community.



### MORE TIME WORKING LESS TIME SEARCHING

We don't just job search,  
we match the best Coopler  
to the best Employer.



### FOCUS ON WHAT YOU DO BEST (WE'LL TAKE CARE OF THE REST)

Everything at a glance - job  
location, time, employer pay.

Simply upload your details  
and let the work find you.

# TONE OF VOICE

Copy writing tips:

- Sentences should be short, and active
- Always use simple language, avoid jargon
- Assume many target Coopers do not have English / German / French as their first language, so avoid colloquialisms and slang
- Business and Cooper language should both be clear, informal, but professional. Treat all readers with respect
- Never use exclamation marks!

Positive

Open

Active

Dynamic

Confident

Authentic

Brave

Revolutionary

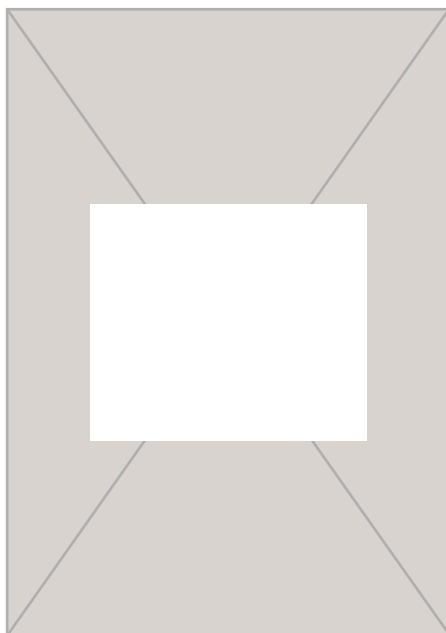
# DESIGN LAYOUT EXAMPLES

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# LAYOUT TIPS

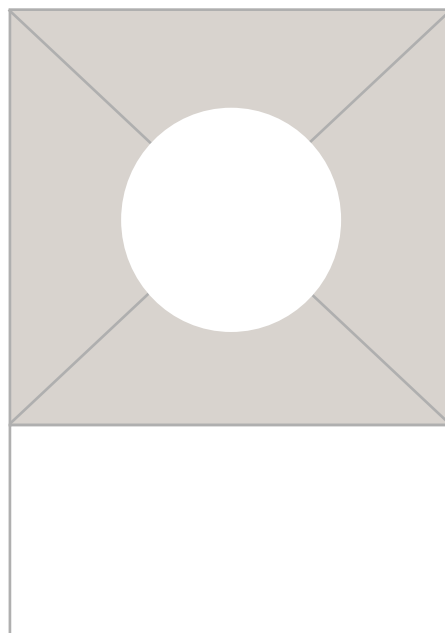
## HOLDING GRAPHIC

This is used centred on top of a photographic background. It can be overlayed over images and use any of the brand colours.



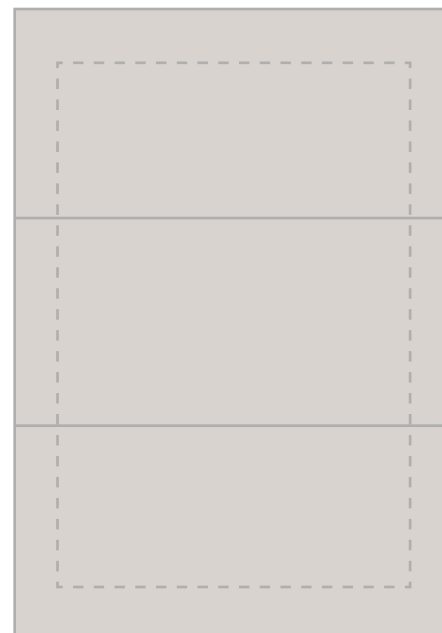
## HOLDING CIRCLE

Used as place holder over a block of colour or photograph. Always use with supporting content elements in a layout.



## PROPORTIONS & MARGINS

Always try to use clean proportions and space around objects, never try to cram too much in.



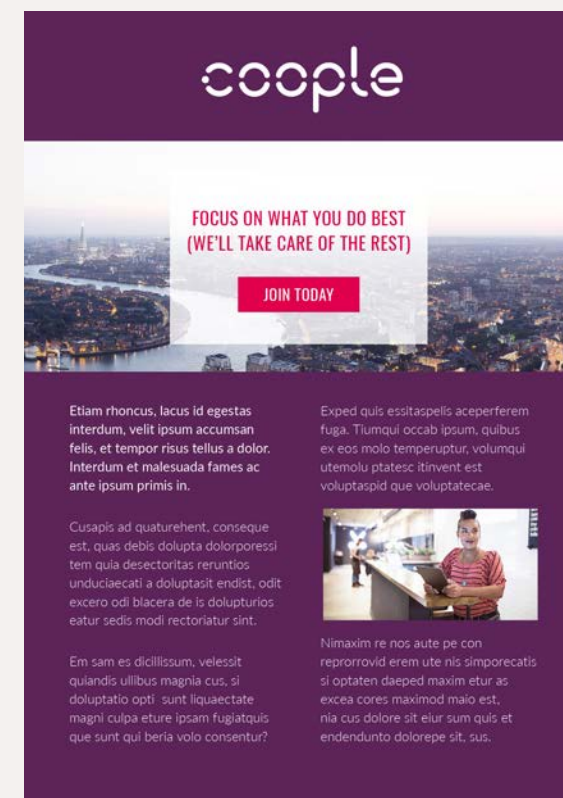
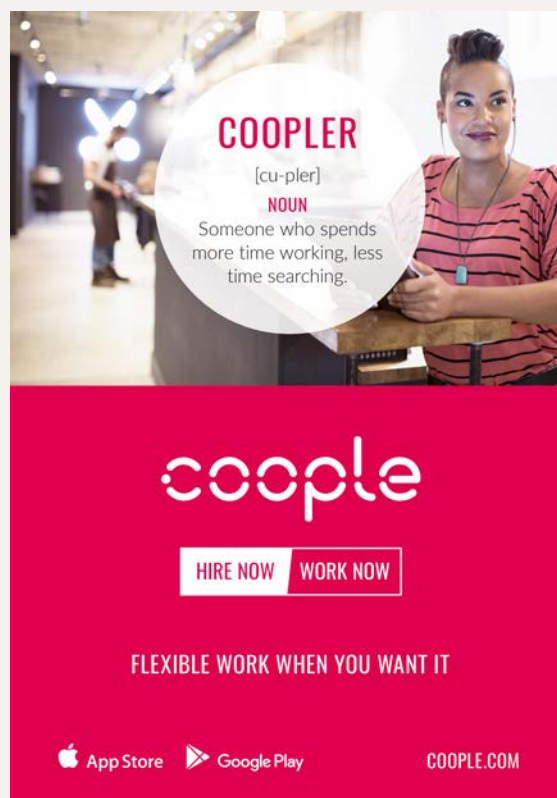
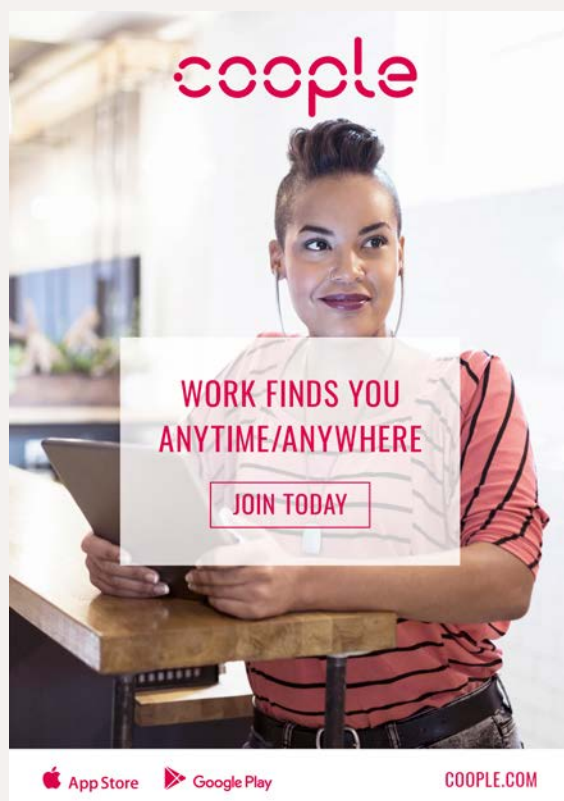
## CONTRAST

The Coople brand asks to be clean and clear, legibility is the key. Make sure when picking colours text or objects are easy to see.




# KEY VISUALS

The following slides are examples of art-direction in how to use brand elements on layouts.





## KEY VISUALS CONTINUED...



### How it works


Our technology matches your exact job criteria with the right talent, and finds available people ("Cooplers") within hours in four simple steps:

- STEP ONE  
JOB REQUEST**  
Fill out a simple form specifying exactly who you need and when.
- STEP TWO  
JOB ALERTS**  
Cooplers are instantly sent job details, via app and email.
- STEP THREE  
CHOOSE COOPLER**  
Pick from matched Cooplers who have already accepted the job.
- STEP FOUR  
WORK**  
Coopler shows up for work at the agreed time. It's that easy.

**SAVE EFFORT**  
An agency won't know your business like you do. Specify your own requirements direct to the market.

**SAVE TIME**  
Building up a talent pool takes years. Coople scales to the needs of your business and is available now.

**LOW RISK**  
Recruiting from our pre-screened Cooplers cuts the risk of a bad hire.




### FLEXIBLE WORK WHEN YOU WANT IT

**TIOR SEQUAM CUS**  
Temporer sperend emporep erspelit porescim quiatusam int et que liquate mporpor erumqui  
Ad quodi ullendae maion et lum nis con reptis eosa num re, od que plab in con cullaceaqua voluptas reperum aut parum ex exeris ra dolorati aborepe liquat maionum, valorit  
Aceatent plauta qui sundendic te volupta dolut am, con et quatus enditat. Temporer sperend emporep erspelit porescim quiatusam int et que liquate mporpor erumqui ad quodi ullendae maion et lum nis con reptis eosa num re, od que



**ECTASPELIQUE**  
Temporer sperend emporep erspelit porescim quiatusam int et que liquate  
Temporer sperend emporep erspelit porescim quiatusam int et que liquate

**LESTRUPTIAT AM**  
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### DOWNLOAD THE COOPPLE APP



The free Coople app lets you hire people on the go, and is how our thousands of Cooplers receive and accept job offers.

 App Store
  Google Play

### Start hiring now

- 1 Register your account at [www.coople.com](http://www.coople.com) or directly via the app.
- 2 Fill out a simple form specifying exactly who you need and when.
- 3 Qualified, available Cooplers are instantly sent a job offer.
- 4 Cooplers simply accept the jobs they like from the app.
- 5 Only qualified Cooplers who have accepted the job are sent back to you.
- 6 Coopler shows up for work at the agreed time. It's that easy.

# SUB AND CO BRANDING

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# PARTNER LOGO LOCK-UP

When working on co-branded communications the Coople logo can be lock-up vertically with a partner's. Make sure you follow the correct spacing when creating a lock-up and at the very least, leave a 'C' distance space between the logos.

## PLACEMENT

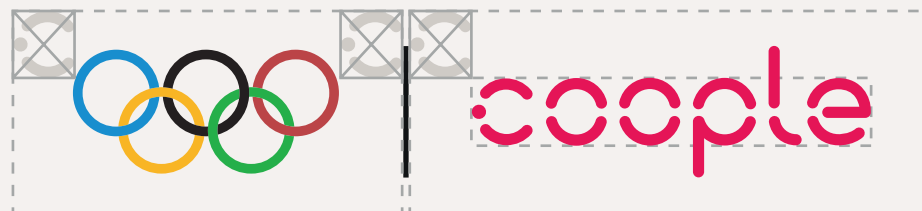
### PARENT-CHILD RELATIONSHIP

Here Coople decides how to use and place our logo.

### CHILD-PARENT RELATIONSHIP

The Coople logo should follow specified clear space guidelines and be placed at the bottom or in a corner of the communication that the correct weight is used, as the light weight can break up in small print.

## LOCK-UP EXAMPLE



## LAYOUT EXAMPLES



Co branding



Parent



Child



# SECONDARY COLOUR USE

From time-to-time when co-branding it may not be suitable for a partnership to use our Rubine Red colour. Here the secondary palette can be used. If the secondary palette is used, always reverse graphics out of the background.

For secondary colour palette reference see page 20.



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Sit, cus, nes nulparchil etur sit que rae. Ut is doloreped quo dipis voluptatus dolo excest, sit, occusam, vellignit quam imoluptiat esti se nulpia simus sin re exerunt anit volo exerept asperselia verum escipsam, te pre nis quis sa debis mos eris sita illicia quodicia acerupt umquaec epudici quiaspiet alitaqui.

WORKNOW.COM

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# SOCIAL MEDIA

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# AVATAR AND IMAGES

## AVATAR



On social media platforms, use brand icon in the Rubine Red disc as the avatar.

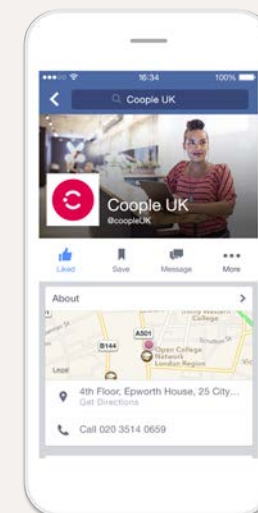
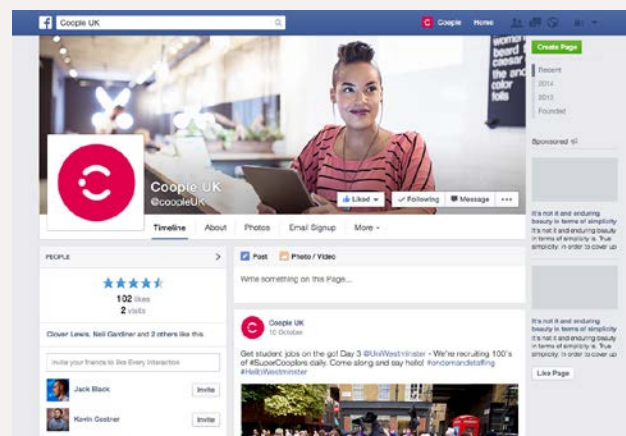
## IMAGES

Only approved images can be used as header images. Selected images can be found in the brand assets folder. Images normally used are of Coopler's. Be mindful when selecting images as Twitter and Facebook header images have a wide crop.

### TWITTER



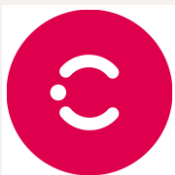
### FACEBOOK



# IMAGE SIZES

## TWITTER

Avatar (400x400px)



Header image (1500x500px)

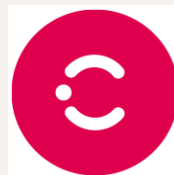


Post image (444x230px)



## FACEBOOK

Avatar (180x180px)



Header image (851x315px)



Post image (476x246px)



## CONTACT



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