Cognitive Automation Labs

Brand Guidelines

This style guide provides guidelines for the way your brand should be presented from both a graphic and language perspective.

Chapter 01

Mission, Vision & Values

Chapter	Section	Explanation
Mission, Vision & Values	Mission Statement	**noun** A mission statement is a short statement of why an organization exists - what its overall goal is.

Building the digital workforce through better automation.

Chapter	Section	Explanation
Mission, Vision & Values	Vision Statement	**noun** A sentence or short paragraph that succinctly describes the goals of a company, nonprofit, or some other entity.

Digital workforce for every business.

Chapter	Section	Explanation
Mission, Vision & Values	Values	**noun** Company values are the beliefs, philosophies, and principles that drive organisational culture.

1. Trustworthy

Our businesses have trust that our developers will be able to build better automations.

2. Futuristic

We strive to be at the forefront of the i intelligent automation marketplace.

3. Accelerated

Enable developers with the tools they need to get the j ob done and connect businesses with those developers.

4. Global

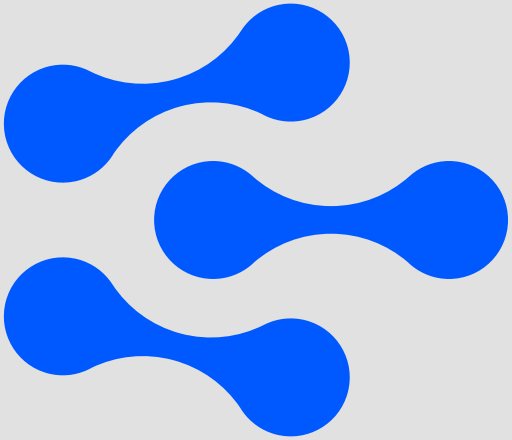
Create a community that i s made up of a group of diverse globally connected people from different backgrounds.

Chapter	Section	Explanation
Mission, Vision & Values	Value Proposition	**noun** The value a company promises to deliver to customers should they choose to buy their product.

An unprecedented automation service that is best in class at a globally competitive rate card; providing exponentially accelerated automation services using federated development in a structured approach.

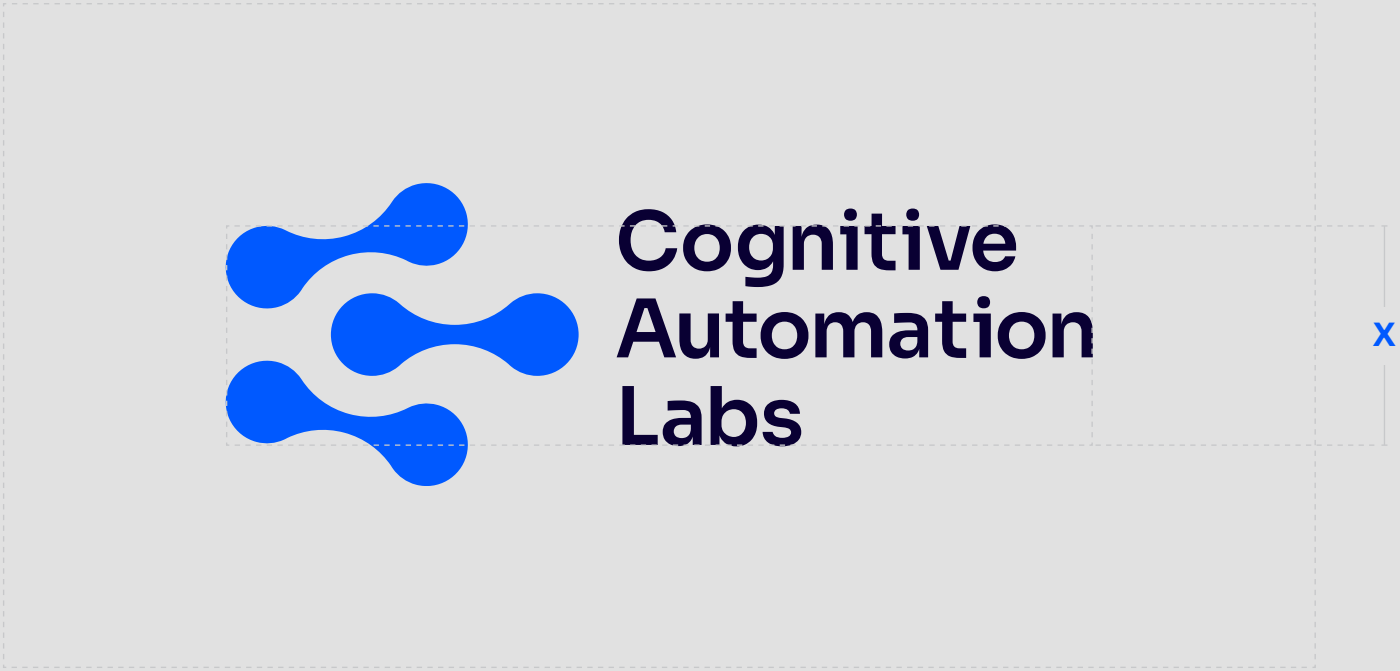
Chapter 02

Our Logo

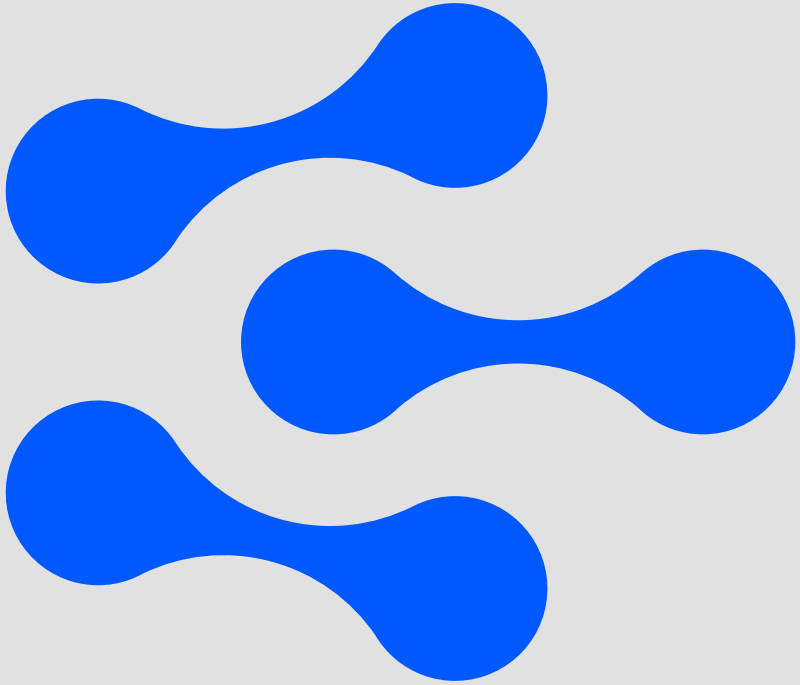


Cognitive Automation Labs

Chapter	Section	Explanation
Our Logo	Clear Space	The clear space around the logo (marked X) equals the height of the logo type.



Chapter	Section	Explanation
Our Logo	The Icon	The icon represents nodes making a connection. It also creates a C (for Cognitive) using negative space. We encourage the use of the icon just by itself as a decorative element only.



1. Master

2. Mono

3. Reverse

4. Reverse mono

Chapter 03

Colour Scheme

Chapter

Colour Scheme

Section

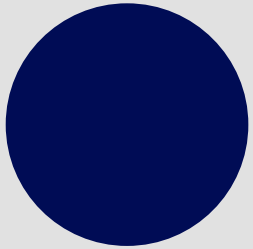
Primary Colours

Explanation

The primary colour pallet must be used across all brand communications. You can use a variety of the primary colours to compose your marketing assets, however, you must use Light Blue in all communications.

Light Blue

Hex: #0059ff
CMYK: 82 66 0 0
RGB: 0 89 255



Dark Blue

Hex: #000c55
CMYK: 100 97 28 39
RGB: 0 12 85

Black

Hex: #12121a
CMYK: 78 72 60 78
RGB: 18 18 26

Dark Grey

Hex: #c7c8ca
CMYK: 22 16 16 0
RGB: 199 200 202

Light Grey

Hex: #e1e1e1
CMYK: 10 8 8 0
RGB: 225 225 225

White

Hex: #ffffff
CMYK: 0 0 0
RGB: 255 255 255

Chapter 04

Typography

Chapter	Section	Explanation
Typography	Sora - Primary Typeface	Soramitsu, the developer of Sora, is a Japanese technology company specializing in blockchain development and well-known for creating the first central bank digital currency.

Sora Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Sora SemiBold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Sora Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

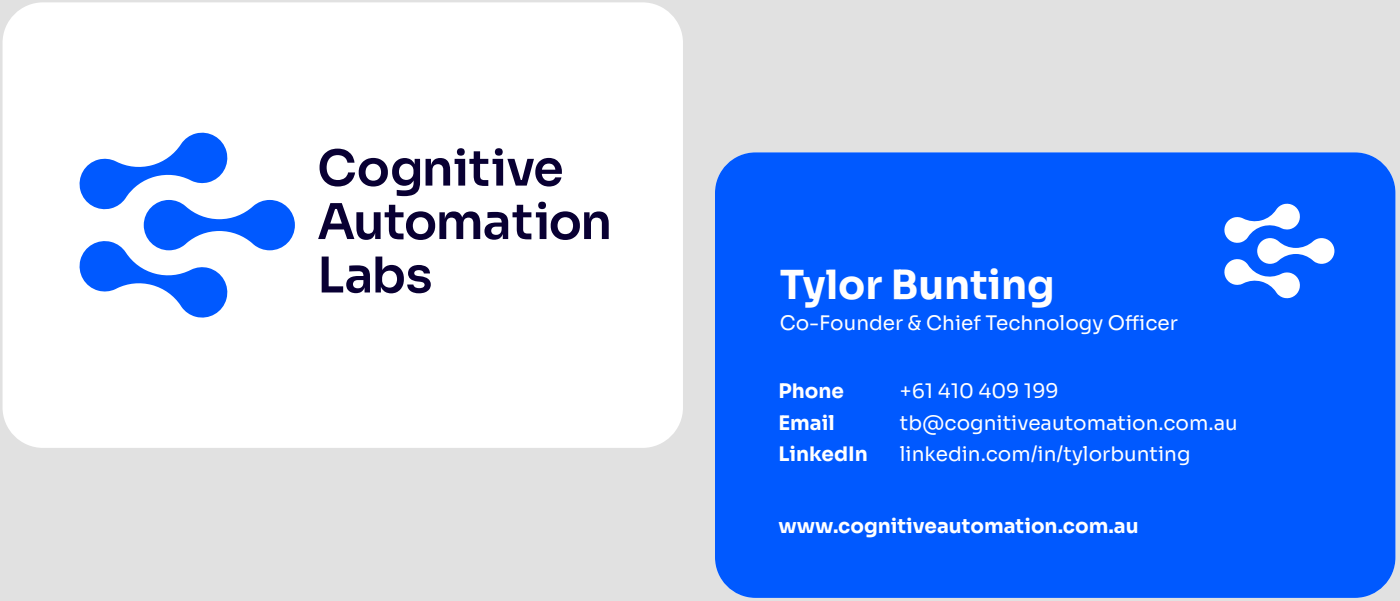
Sora Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Chapter 05

Brand Collateral

Chapter	Section	Explanation
Brand Collateral	Business Card	The design concept for the Cognitive Automation Labs business cards. Refer to master file for all designs.



Chapter

Brand Collateral

Section

Letterhead

Explanation

The design concept for the Cognitive Automation Labs letterhead. Refer to master file for all designs.

Chapter

Brand Collateral

Section

App Icon / Favicon

Explanation

The design concept for the Cognitive Automation Labs App Icon and Favicon. Refer to master file for all designs.