

Ω cortiaura™

BRAND
STANDARDS



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1.0 VISUALS

This is the Cortiaura visual identity. It's how our brand looks and moves and comes to life on the web, in social and in print. Cortiaura visuals are built on the brand's personality.

LOGO

The Cortiaura Concept logo is the foundation of our visual identity. It combines a distinct icon—symbolizing structure and innovation—with a bold wordmark that reflects clarity and confidence. Together, they form a recognizable mark that represents who we are.

ORGANIZATION SYMBOL

To help build recognition and strengthen our brand, the full Cortiaura Concept name is included in the primary logo. It's important to use this complete version in all external-facing communications.

The wordmark may be omitted only when space is limited—such as in website headers, icons, or internal materials—where the logo symbol alone is still clearly identifiable.

Always use the provided artwork for logos. Never attempt to redraw or typeset them in any way.



Wordmark



Symbol/Icon

LOGO CONFIGURATIONS

In addition to the primary logo, a secondary version is available to add flexibility in layout. It should be used ONLY when we have to use one color logo.

PRIMARY LOGO



SECONDARY LOGO



SHORT SYMBOL/FAVICON

The symbol may be used as a separate element to represent cortiaura in special situations when the space is severely limited, such as social avatars, favicons or small promotional materials. In those cases, the organization name, url or wordmark MUST also be visible nearby. Cortiaura brand team may approve other exceptions.



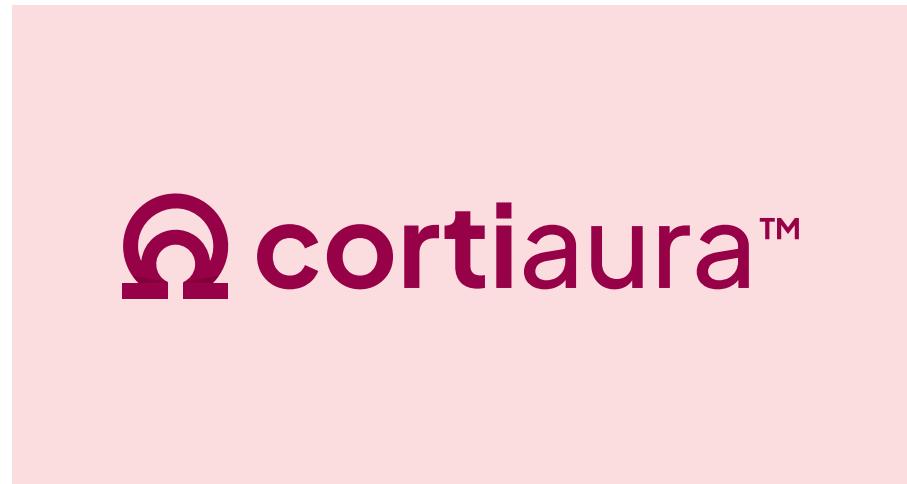
SHORT SYMBOL/FAVICON



LOGO

Versions

Cortiaura logos are available in a variety of file types (EPS, PNG, SVG) and color systems (CMYK, RGB, PMS). Use the full-color and reversed versions of the Cortiaura logo on the majority of all print and digital communications.



ALTERNATE VERSIONS

Use 1-color positive logos when print production is limited to a single color such as promotional items or in special co-branding situations. Do not use alternate logos in digital communications.



Logo Spacing

To maintain the integrity and visual impact of the Cortiaura Concept logo, a minimum clear space must be maintained around all sides. This clear space should be equal to or greater than the height of the Cortiaura icon to ensure the logo remains unobstructed by other text, images, or design elements.



MINIMUM SIZING

To ensure legibility, minimum sizes of logo reproduction have been established. Logos may not appear smaller than shown in the examples here and please avoid slogans on small spaces. Logos should only appear at minimum size when absolutely necessary. Larger logos are preferable.

Clear Space = Height of "Symbol"



MINIMUM SIZES

Ω cortiaura™

← →
1.5"/108px

Ω cortiaura™

← →
1"/72px

Ω

← →
0.5"/36px

LOGO

Dont's

Ensure that the cortiaura logo is clearly recognizable by using it properly and never altering its appearance. These examples show what not to do with the logo.



Don't apply drop shadows or other effects to the logo



Do not change the proportions of the logo



Do not add a tagline or any other text to the logo



Do not typeset any portion of the logo



Do not rotate the logo



Do not change the color of the logo components

LOGO

Co-Brand Options

Using two brands together Cortiaura partnership and a commitment to provide the market with a new or enhanced product or service.

Each brand constitutes a set of promises that people associate with the respective company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand. These are a few examples, the Cortiaura brand team may approve other exceptions.

LOGO LOCK-UP

Many partner and alliance co-branding instances will require placing the Cortiaura logo side-by-side with another company's logo in a "lock-up" format.

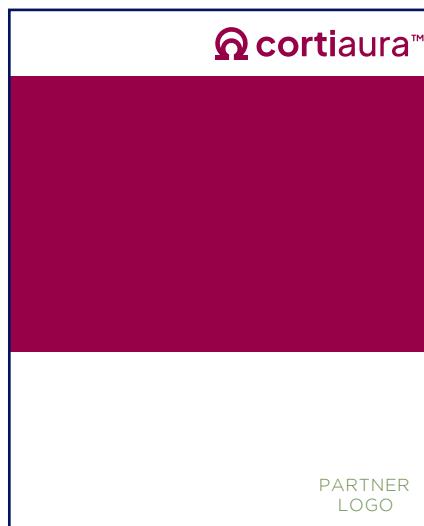
Each logo should be sized to be optically equal. The left position of the lock-up indicates brand dominance in the partnership.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.



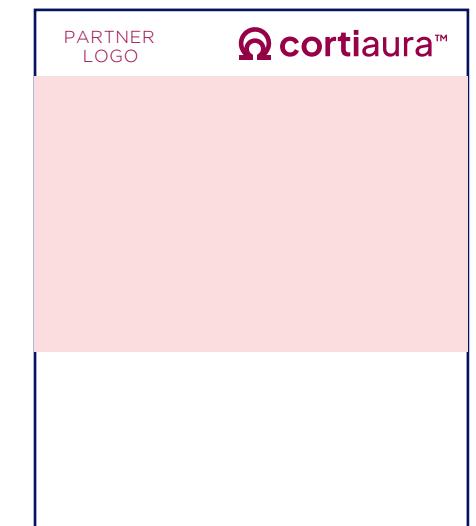
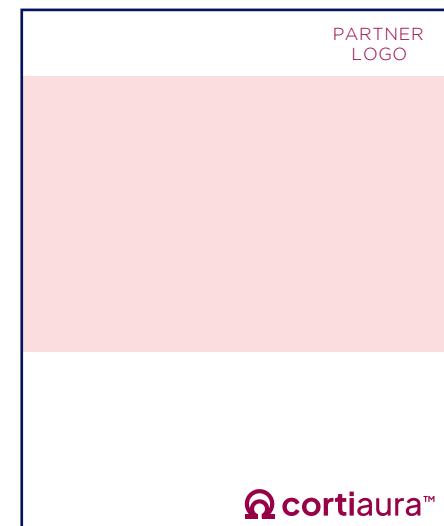
Cortiaura CO-BRANDING OPTIONS

These examples demonstrate how Nature's Axis dominant co-branding should appear in common marketing vehicles. The designer should use the Nature's Axis visual identity system.



PARTNER CO-BRANDING OPTIONS

These examples demonstrate how partner dominant co-branding should appear in common marketing vehicles. The designer should use the partner company's visual identity system.



COLOR

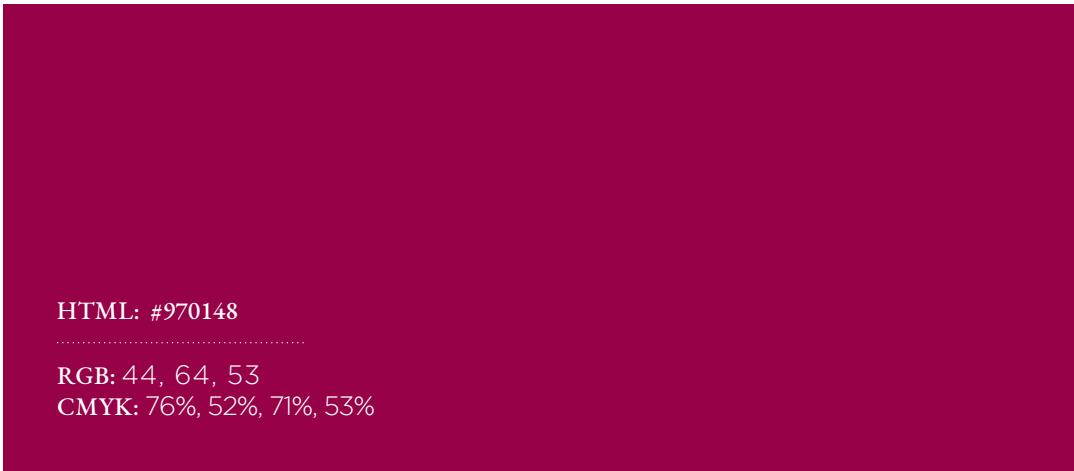
Our palette is inspired by nature — calm, grounded, and masculine. Rose Garnet (#970148) and Pale Pink (#FBDDDF) are our primary colors and should be used most prominently across the brand.

Secondary shades — Imperial Purple (#680238), Raisin Black (#231F20), White (#FFFFFF), and Misty Rose (#F9E4E5) — support the system and add balance and flexibility to layouts.

Gradients and lighter or darker tones of these colors may be used to create depth while staying within the natural palette.

Always ensure strong contrast for readability. Use light text on dark backgrounds and dark text on light backgrounds.

PRIMARY



HTML: #970148

RGB: 44, 64, 53

CMYK: 76%, 52%, 71%, 53%

HTML: #FBDDDF

RGB: 177, 208, 130

CMYK: 34, 03, 63, 00

SECONDARY



HTML: #6A8E4E

RGB: 106, 142, 78

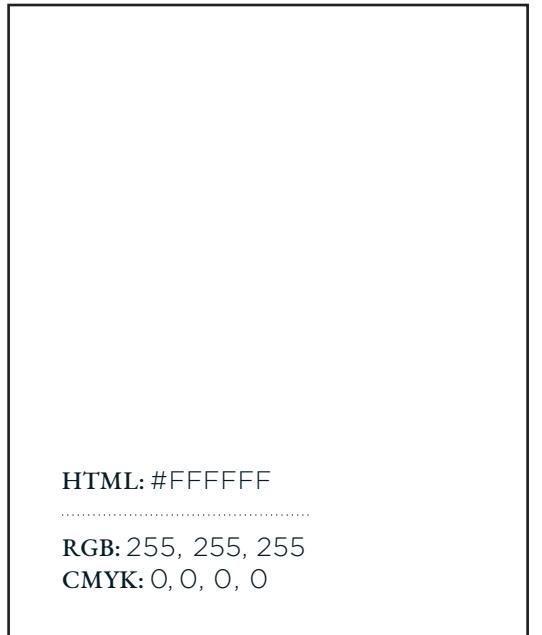
CMYK: 63%, 27%, 86%, 08%



HTML: #231F20

RGB: 244, 239, 233

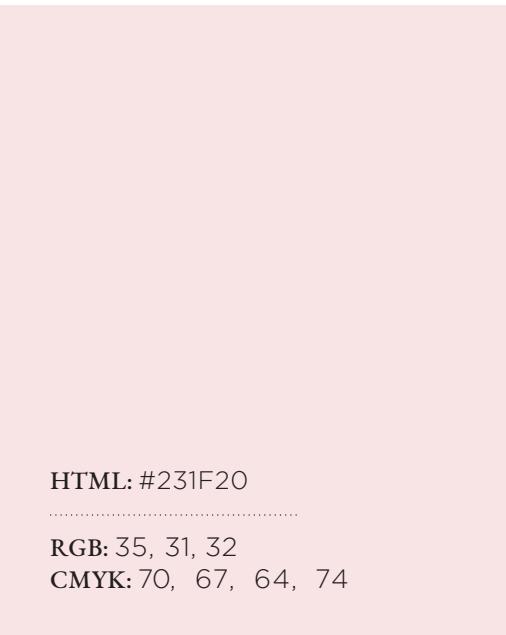
CMYK: 03, 04, 06, 00



HTML: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



HTML: #231F20

RGB: 35, 31, 32

CMYK: 70, 67, 64, 74

TYPOGRAPHY

Font Families

EB Garamond

EB Garamond is a versatile font that conveys a sense of sophistication and refinement. Its modern design and unique features make it a great choice for logos, headlines, and display text. It can also be used in a variety of contexts, such as websites, magazines, and advertising. Its versatility and legibility make it a great choice for a wide range of projects.

Default typeface

Arial is the default typeface for EB Garamond Font. Due to typeface limitations in many digital applications, use Arial for all email and Microsoft Office (PowerPoint, Word, Excel) communications. We are not able to control how fonts display at the receiving end, and using Arial will ensure brand consistency throughout all digital touchpoints.

ABC
123

A a B b C c D d E e F f G g H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? / ± ©

Regular

Medium

Bold

Bold Italic

ExtraBold

ExtraBold Italic

EB Garamond

TYPOGRAPHY

Font Families

Gotham

Gotham is a versatile font that conveys a sense of sophistication and refinement. Its modern design and unique features make it a great choice for logos, headlines, and display text. It can also be used in a variety of contexts, such as websites, magazines, and advertising. Its versatility and legibility make it a great choice for a wide range of projects.

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ABC
123

A a B b C c D d E e F f G g H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? / 3 ©

Book

Medium

Bold

Ultra

Black

Gotham



9:41



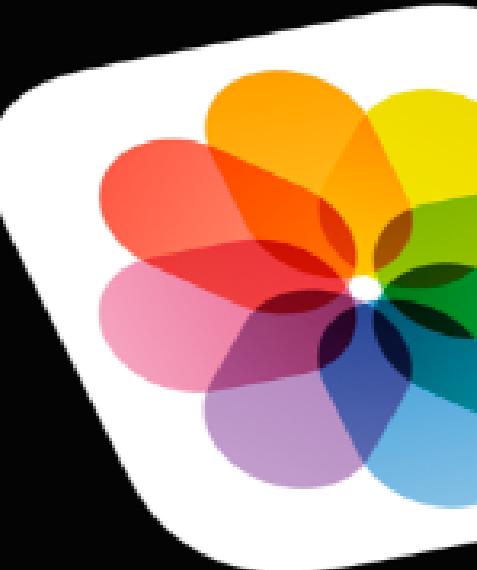
Cortiaura



Calendar



Notes



Ph



Thank
You!

