

# Brand Guideline



**COHERENT**

# LOGO



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## CONCEPT

Colours and font of the logo are inspired from the parent company's logo (**Teknoloje**) which represents connection with the brand. The Health Care symbol is used in the logo which helps in understanding the product niche.

# FONTS & COLORS

## Gotham

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

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

## COLORS SCHEME

M 67 Y 98 | FF761A

C 75 M 68 | 050505  
Y 67 K 88



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