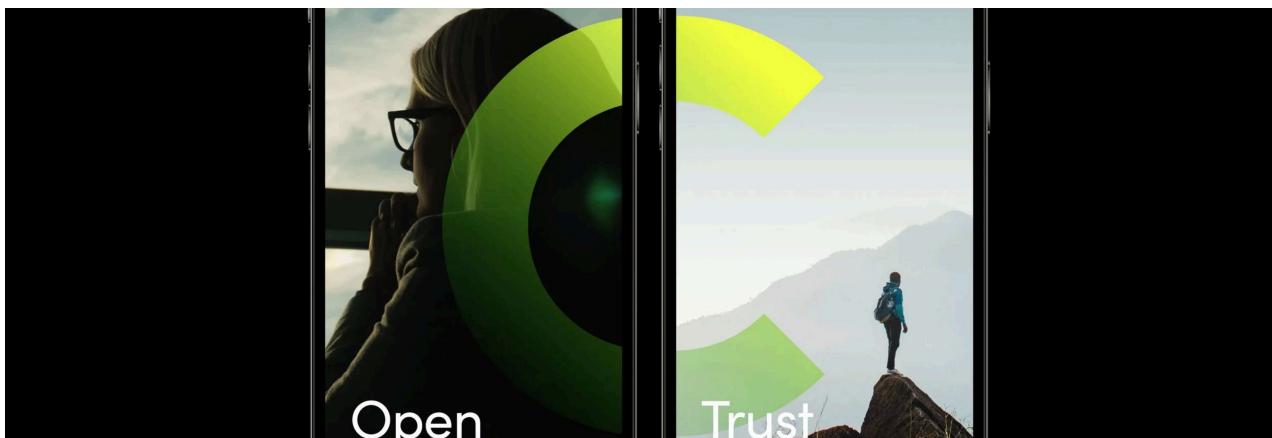


Welcome to the Confirmia brand guide!

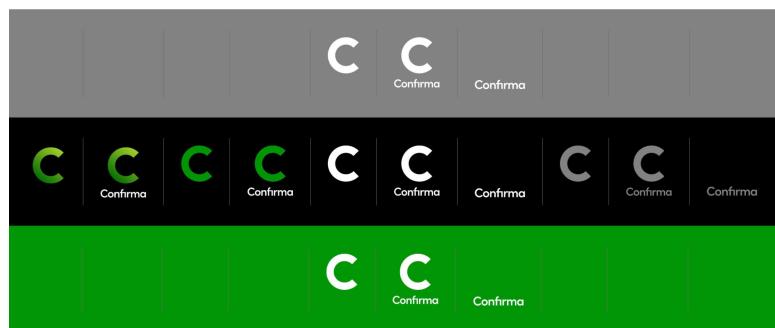
This comprehensive guide is designed to provide you with all the necessary resources and guidelines to effectively represent and promote the Confirmia brand across various mediums. Whether you're creating marketing materials, designing presentations, or developing digital assets, this guide will ensure consistency and coherence in every aspect of your communication.

1. Logos
2. Colors
3. Sub-brands
4. Typography
5. Iconography
6. Illustrated graphics
7. Animation
8. Templates
9. Image Style
10. Videos
11. Examples of Use



1. Logos

This is the collection of all of Confirmias logos and with all its variations. The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible. Always use the logo files provided. Do not re-create.



2. Colors

The primary, secondary, and sub-brand colors of Confirmare are essential elements that contribute to its visual identity. In this section, you will find a detailed overview of these colors along with their specific usage guidelines. Maintain consistency across all brand-related materials by adhering to the provided color palettes.

Primary color

Confirmare Green

HEX	#009607
RGB	0, 150, 7
CMYK	83, 10, 100, 0
PMS	361 C

Secondary colors

Black

HEX #000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

Dark Gray

HEX #808080

RGB 128, 128, 128

CMYK 50, 40, 40, 20

Warm Gray

HEX #CFC8C5

RGB 207, 200, 197

CMYK 20, 20, 20, 0

Soft Gray

HEX #F9F9F9

RGB 249, 249, 249

CMYK 5, 5, 5, 0

Sub-brands colors

POS Blue

HEX #458DEB
RGB 69, 141, 235
CMYK 70, 40, 0, 0
PMS 2727 C

ERP Purple

HEX #6017A9
RGB 96, 23, 169
CMYK 80, 90, 0, 0
PMS 267 C

E-COM Orange

HEX #EC6B1B
RGB 236, 107, 27
CMYK 0, 68, 95, 0
PMS 165 C

Housing Turquoise

HEX #3EB7B6
RGB 62, 183, 182
CMYK 70, 0, 35, 0
PMS 326 C

Locking Yellow

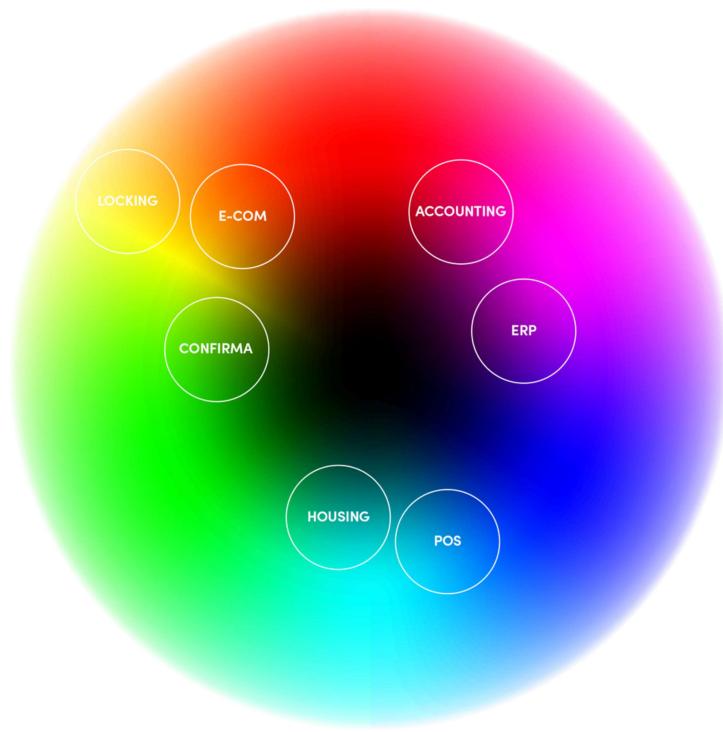
HEX #F7C12F
RGB 247, 193, 47
CMYK 3, 25, 87, 0
PMS 123 C

Accounting Red

HEX #D61E37
RGB 214, 30, 55
CMYK 10, 97, 75, 0
PMS 192 C

3. Sub-brands

Confirma consists of several sub-brands that operate under its parent umbrella. This section highlights each sub-brand and its unique characteristics. Understand the relationship between Confirma and its sub-brands to ensure accurate representation and clear differentiation when working with specific brand entities.



[Download](#)[Down](#)

4. Typography

We use a sans serif font for Confirma brand-related design materials: Sofia Pro. It is used for display-type treatments where our message needs to be loud, stylish, and confident. This typography has different weights and styles to lay out responsive compositions for both desktop and mobile, as well as supporting our brand narrative, voice, and tone.



Confirma Font

Sofia Pro

Aa Bb Cc Dd Ee Ff Gg Hh
 Li Ji Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww
 Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9
 ! @ # \$ % ^ & * ? /)



Sofia Pro is a sans serif typeface with **40 styles**, available from **Adobe Fonts** for sync and web use.

Lorem Ipsum

H1 | SOFIA PRO REGULAR | SIZE 60 | CHARACTER SPACING -20

Lorem Ipsum

H3 | SOFIA PRO REGULAR | SIZE 35 | CHARACTER SPACING -20

Lorem Ipsum

H2 | SOFIA PRO REGULAR | SIZE 45 | CHARACTER SPACING -20

Lorem Ipsum

H4 | SOFIA PRO REGULAR | SIZE 25 | CHARACTER SPACING -20

Lorep ipsum dolor sit amet, consectetur adipiscing elit.
 Maecenas varius tortor nibh, sit amet tempor nibh finibus
 et. Aenean eu enim justo.

[Learn more →](#)

BODY | SOFIA PRO REGULAR | SIZE 18 | CHARACTER SPACING -15

CTA1 | SOFIA PRO MEDIUM | SIZE 18

[Learn more →](#)

Home About Contact

NAV | SOFIA PRO REGULAR | SIZE 16

CTA2 | SOFIA PRO MEDIUM | SIZE 18

Alternative fonts

Google Font | Poppins



Aa Bb Cc Dd Ee Ff Gg Hh
Li Ji Kk Li Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0123456789
!@#\$%^&*?/)

Poppins sans serif font family designed by Ninad Kale is the pure geometric sans-serif typeface that was designed for free so that it can be used worldwide.

System Font | Century Gothic



Aa Bb Cc Dd Ee Ff Gg Hh
Li Ji Kk Li Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0123456789
!@#\$%^&*?/)

Century Gothic™ is based on Monotype 20th Century, which was drawn by Sol Hess between 1936 and 1947.

5. Iconography

Our icons have been carefully designed to ensure effective message delivery across all surfaces and platforms. The minimalist design approach guarantees clarity and adaptability, ensuring consistent impact whether it's on digital interfaces or physical materials. These clean and subtle icons embody our brand's versatility, enabling compelling communication that resonates across diverse mediums.



Gyms



Restaurants



Wholesale



6. Illustrated graphics

We've created sets of illustrated graphics. Through the subtle integration of gradients, these graphics imbue designs with a gentle depth and fluidity. Their unassuming aesthetic seamlessly harmonizes, adding an inherent sophistication to the overall composition.



Gradient motif

The set with Gradient motif adds depth and dimension, captivating viewers with its subtle visual appeal.



Arrow motif

The set with Arrow Motif guides the viewer's attention effortlessly, ensuring a seamless flow and clear direction in your compositions.





Checkmark motif

The set with Checkmark Motif instills a sense of accomplishment and positivity, symbolizing success and completion.



Double Arrow motif

The set with a Double Arrow Motif expands the previous design concepts by contrasting the subtle gradient with harder contrast created by the layering.

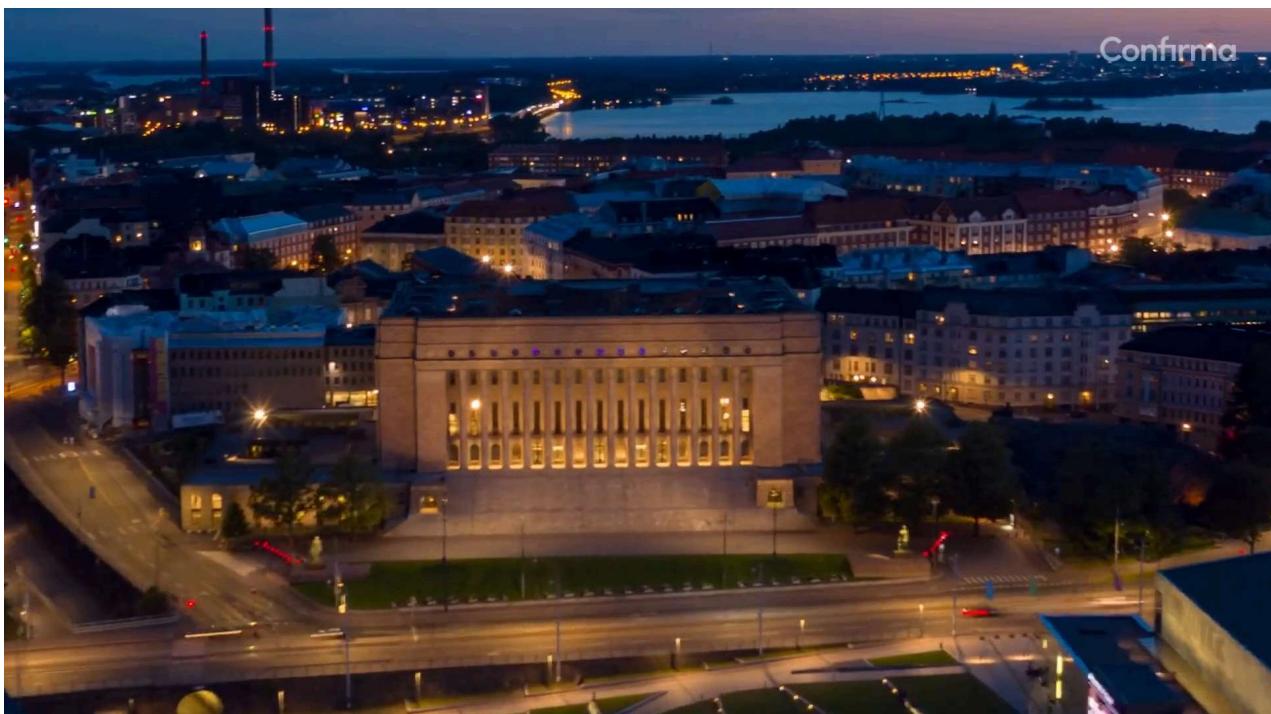


7. Animation

In today's dynamic digital landscape, animation is a powerful tool for conveying the brand's personality and engaging audiences. This section provides guidelines on how the Confirmar brand should be animated, ensuring that its motion graphics align with its overall visual identity and message.

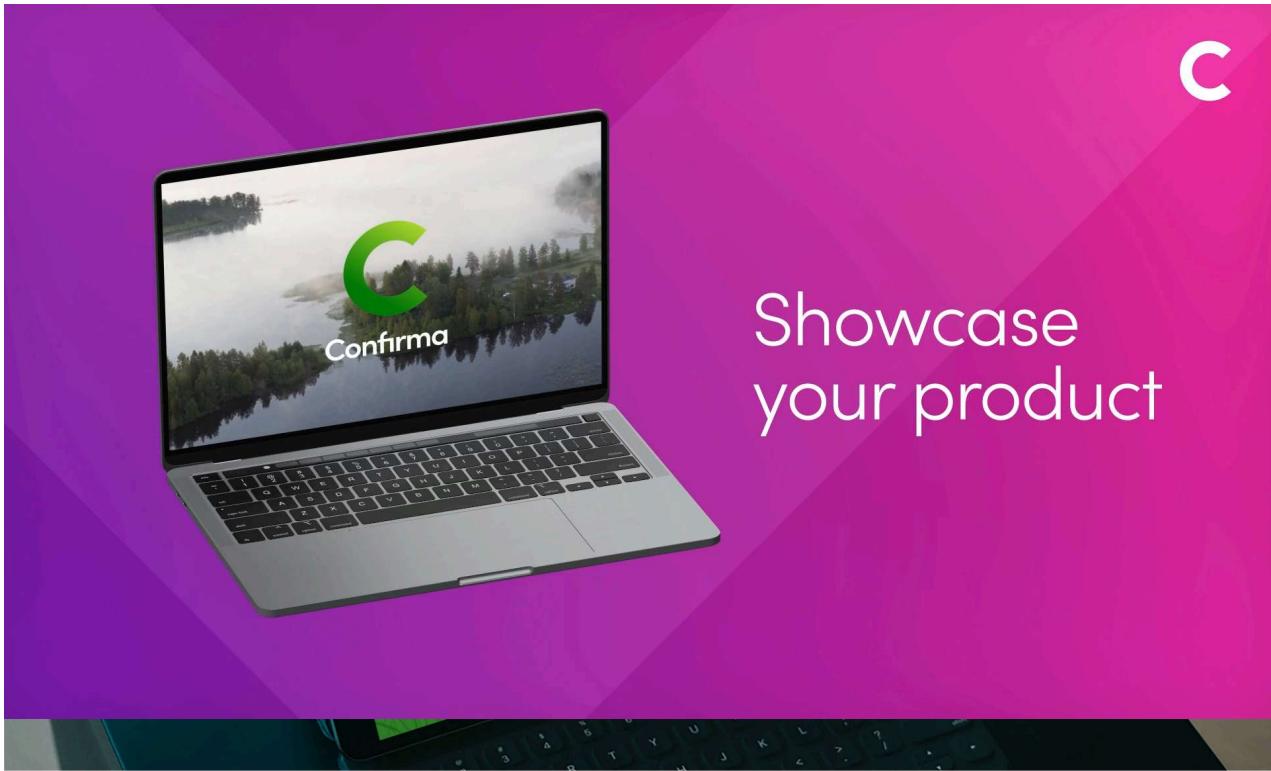


Creative



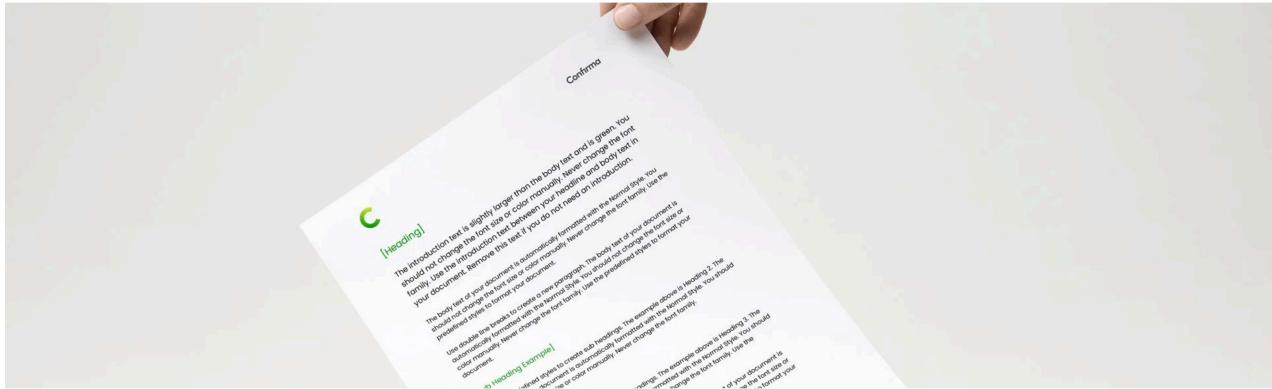
8. Templates

To streamline your branding efforts, we provide downloadable templates for popular applications such as PowerPoint, Word, and business cards. These templates are designed



Powerpoint

We've developed a powerpoint template for company branded presentations. Download and access a variety of slides with different sets of layout and brand assets.



Word

We've also developed a template for company branded documents. Download and access a word document equipped with layout, font and other brand assets.



Business cards

We've developed a business card template for company employees.





Motion Graphics

9. Image Style

We've developed a set of motion graphic templates for branding video material.

Confirma's photographic style is characterized by warm tones and a sense of presence. Natural light in a living environment. The photographs primarily focus on health, safety and productivity. The motifs show colleagues, nature and surroundings that visualize Confirma's culture. The motifs of photographs from various environments in the working environment, as well as in customer relations.

HD 1920 x 1080 24 FPS



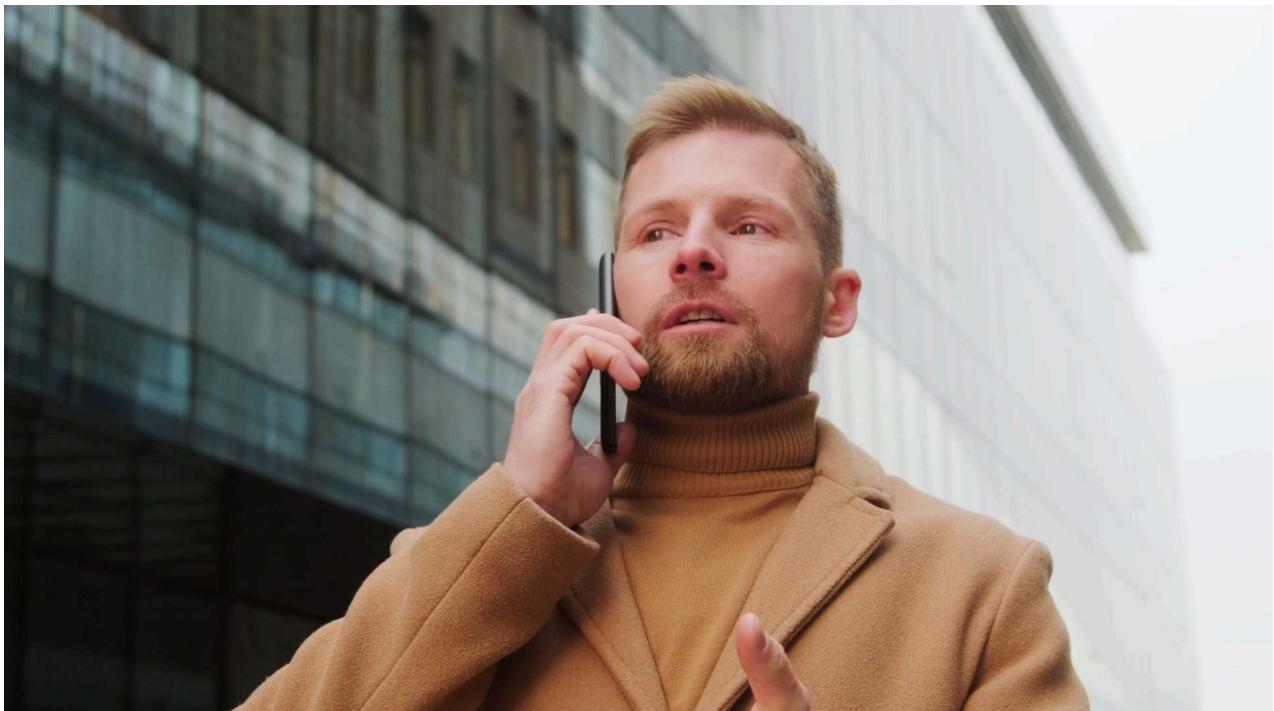




10. Video Gallery

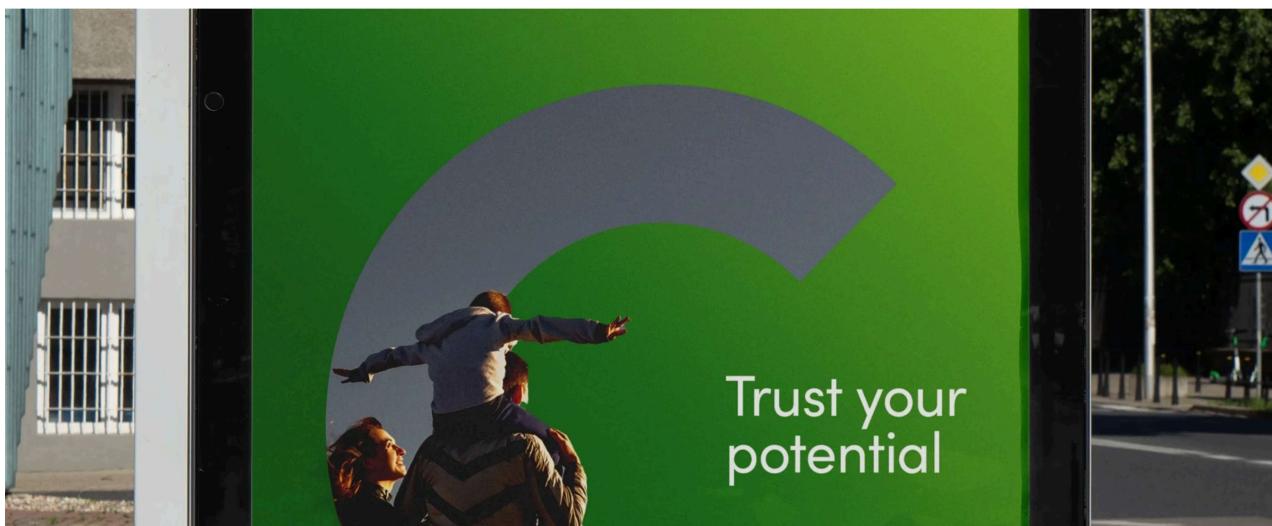
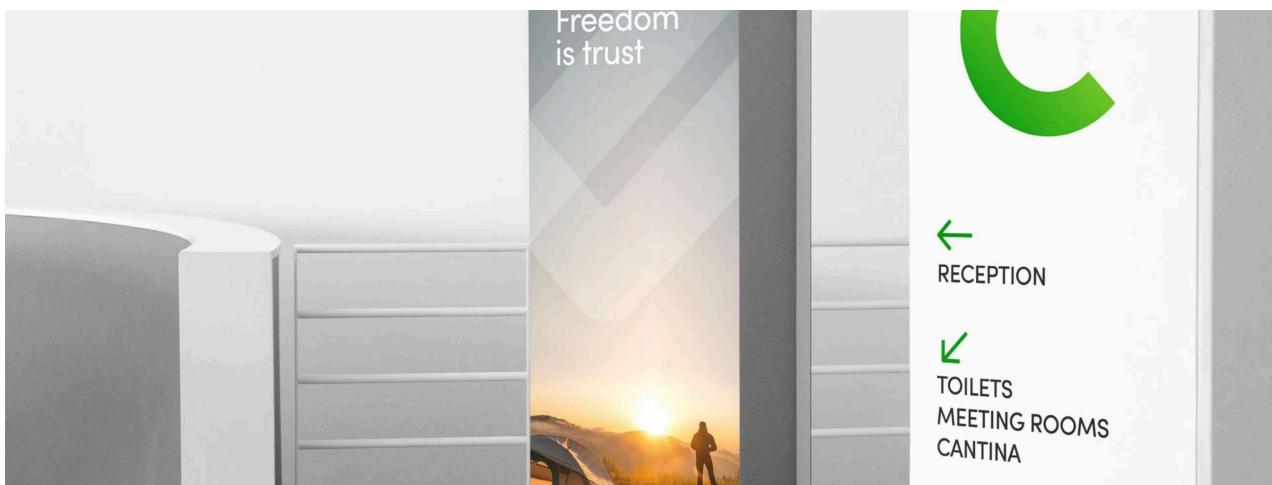
Visual storytelling through videos is a powerful way to communicate the essence of the Confirma brand. This section features a gallery of videos that capture the brand's values, culture, and products. Explore these videos to gain inspiration for your own video projects and ensure they align with the brand's tone and messaging.

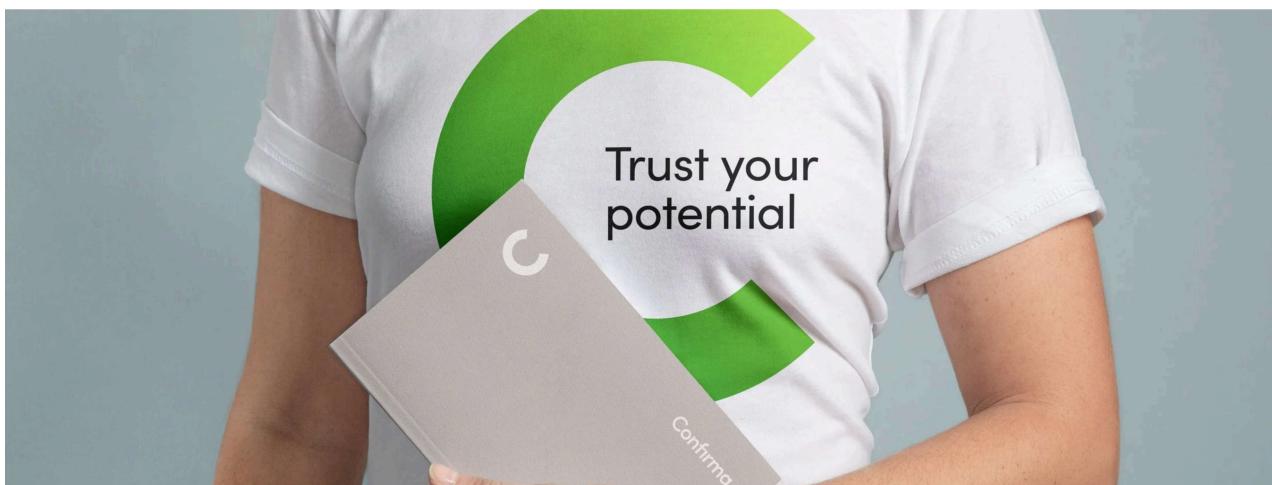
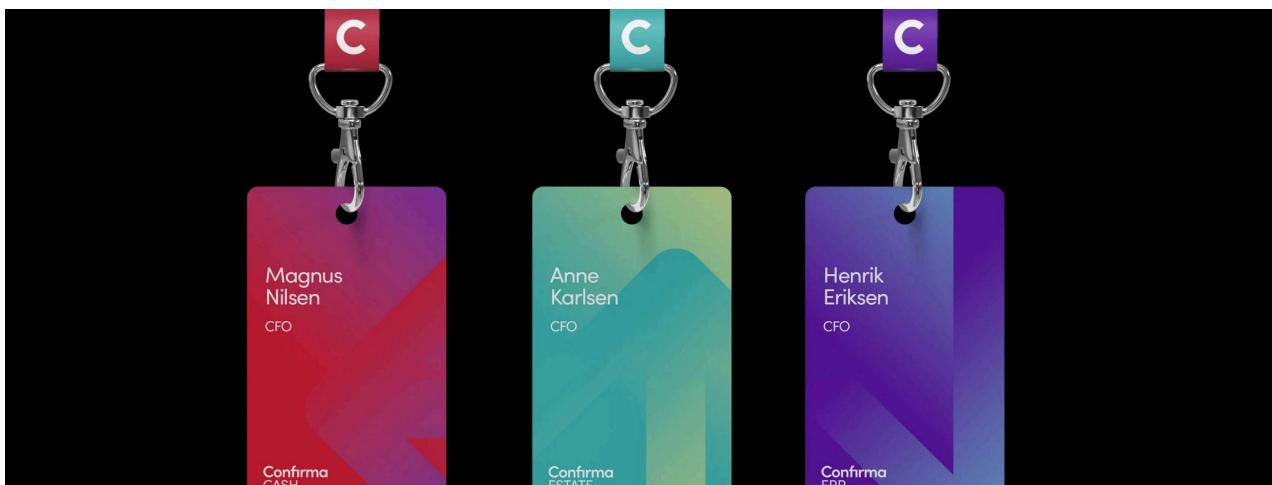


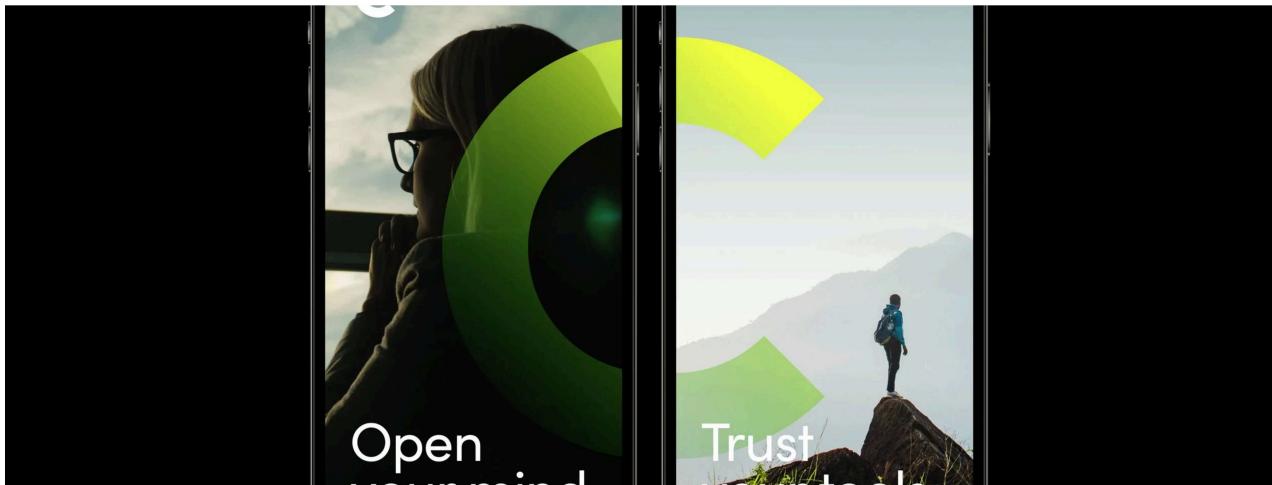


11. Examples of Use

To help you visualize how the Confirma brand comes to life in different contexts, this section showcases examples of its application on various materials such as billboards, t-shirts, name tags, hoodies, and more. Gain inspiration and insights on how to effectively incorporate the brand into your own designs and collateral.










We encourage you to use this brand guide as a valuable resource in all your brand-related endeavors. By adhering to the guidelines provided, you will be able to consistently represent the Confirma brand and create a memorable and impactful visual presence across all touchpoints.

Questions regarding these brand guidelines?

Please contact us.