

cogent

# Hello, I am Cogent's brandguide.

Brandguide is a document that serves to conduct the communication and expression of the brand, according to its personality, objectives, and positioning. More than a visual identity manual, the brandguide can be understood as a kind of constituent document of

what the brand represents, created with the objective of not letting its essence get lost. It is like visiting a place that is a childhood memory to remember what we truly are, revisiting our colors, sounds, and ways of being. That is why brandguide should not be understood as

a mere technical record with metrics and references, but much more as a map that connects our essence with the possibilities of future paths, without letting us get lost on the way. Guard this brandguide with affection, because it was made with love.

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# Image

Everything that is visually manifested in the brand universe, we call *image*. Simple or complex, the visual identity systems must visually translate and synthesize the brand's value proposition.

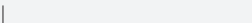
# The Cogent identity

As a tech company that has diversified clients in more than ten languages, Cogent visual identity was developed to transmit aspects as strength, ambition, elegance, trust and knowledge.

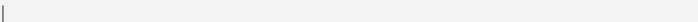
The name Cogent comes from a latin word meaning to drive together, be pertinent and coherent. A cogent argument is clearly expressed and persuades people to believe it.

Therefore, the concept created follows the connection of the letters C and O from the lettering, which is bold, timeless and sophisticated. Besides representing the type of communication service offered by Cogent, this connection also alludes to the human and international factor of the company.

A visual identity that has elements unfolded from the main symbol was created. Patterns and icons support a brand that is versatile, consistent and welcoming.



SYMBOL



BRAND VISUAL IDENTITY

The Cogent brand is composed of three variations, which can be used in different application contexts. The use of variations of the visual identity allows the graphic brand to maintain

its integrity, regardless of the medium and/or format in which it is applied. The priority version of the visual identity, however, is its complete version.

COMPLETE VERSION (PRIORITY)

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REDUCED VERSION (SECONDARY)

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HINDI VERSION

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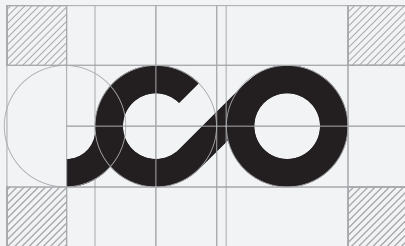


## IMAGE : CONSTRUCTION MATRIX

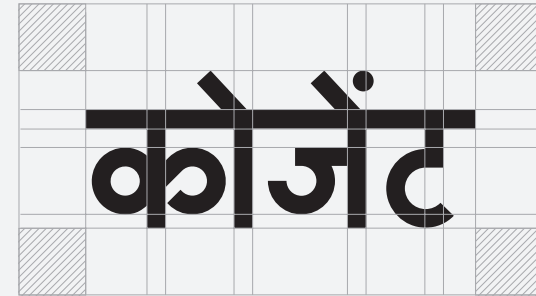
## COGENT BRANDGUIDE

The construction matrix developed for the visual identity of Cogent starts from the proportion of the circles of the letter C and O from the lettering. In between the letters there is an optical compensation and the hindi version follows the same parameters and thickness as the complete version.




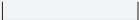


### MATRIX OF COMPLETE AND REDUCED VERSION



### MATRIX OF HINDI VERSION



To ensure legibility and correct assimilation of the elements that make up the brand, below are described the minimum widths for use of the visual identity versions. Issues related to printing quality and substrate must also be observed, which may interfere with the correct representation of the visual identity in reduced sizes. A printing test is always recommended before authorizing the production of any material.

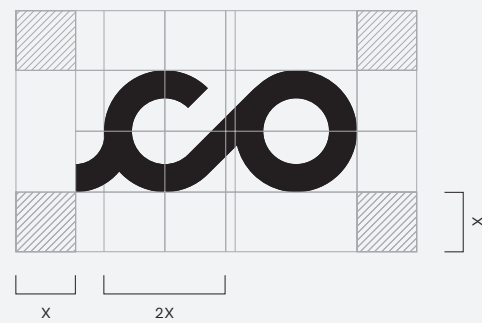
			
			
PRINTED	18 MM	6 MM	10 MM
DIGITAL	50 PX	17 PX	30 PX



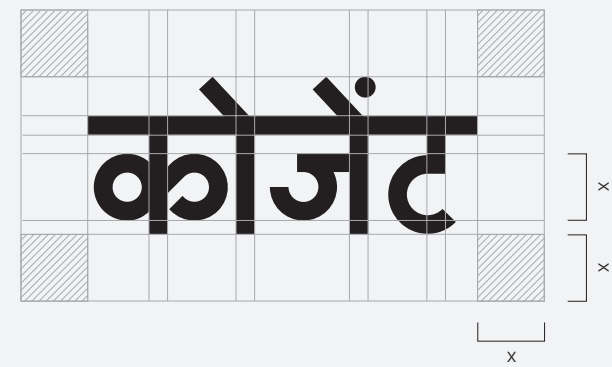
To maintain the integrity of the mark and avoid the interference of other graphic elements in its application, a limiting margin is

defined, referring to the module defined around the versions of the mark, as shown below.

COMPLETE AND REDUCED VERSION RESERVE



HINDI VERSION RESERVE

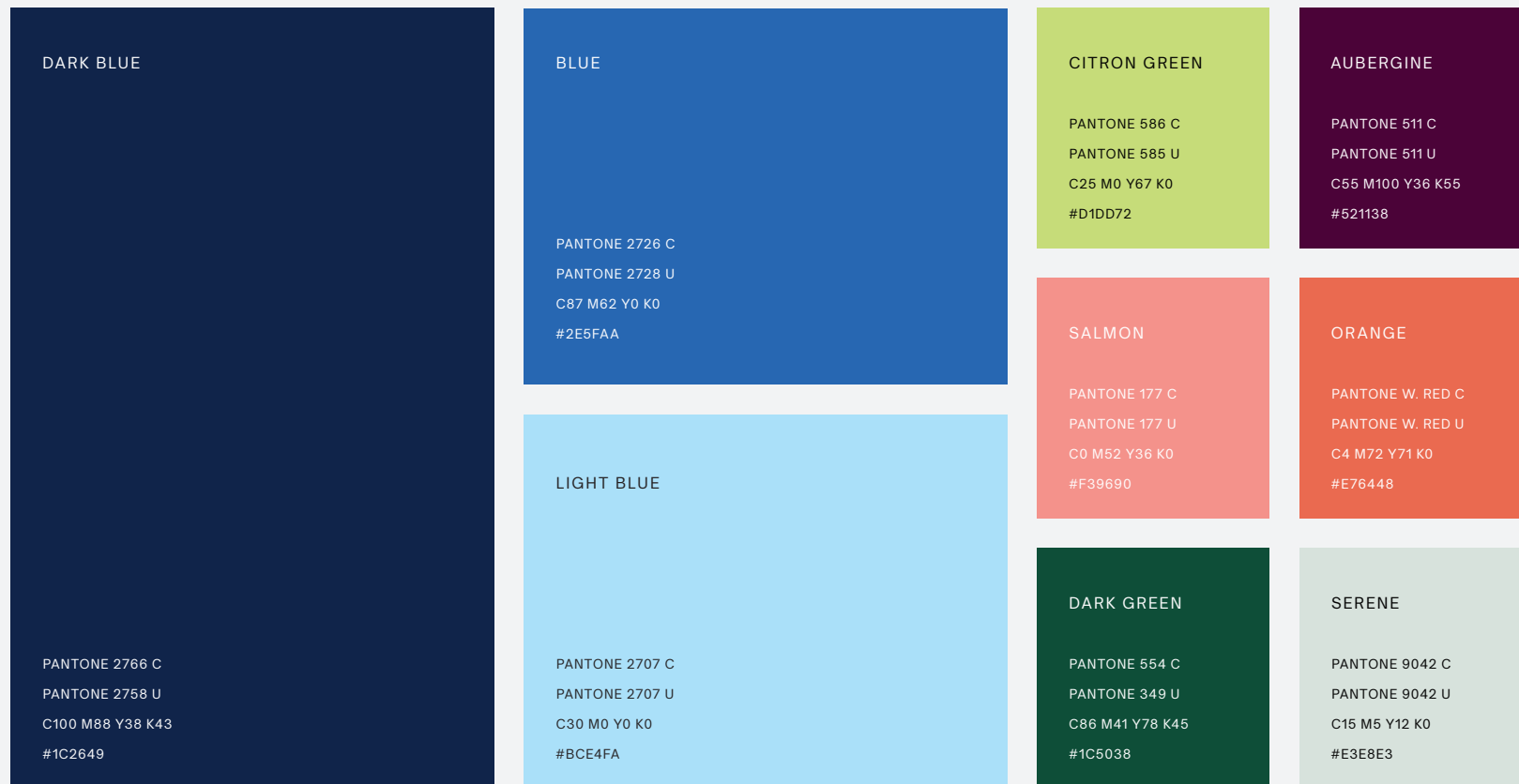


Below are the patterns and tones in CMYK, PANTONE (printed media) and RGB Hexadecimal (digital media) scales. The correct use of the color palette ensures the integrity in the use

of the visual identity system and, consequently, higher levels of recall and association with the brand. The colors are presented by levels of hierarchy, to help choose the shades to be used

in the identity's applications. Please note, however, that color formats may generate variations, because they differ according to the substrate (screen and printed) and also according to

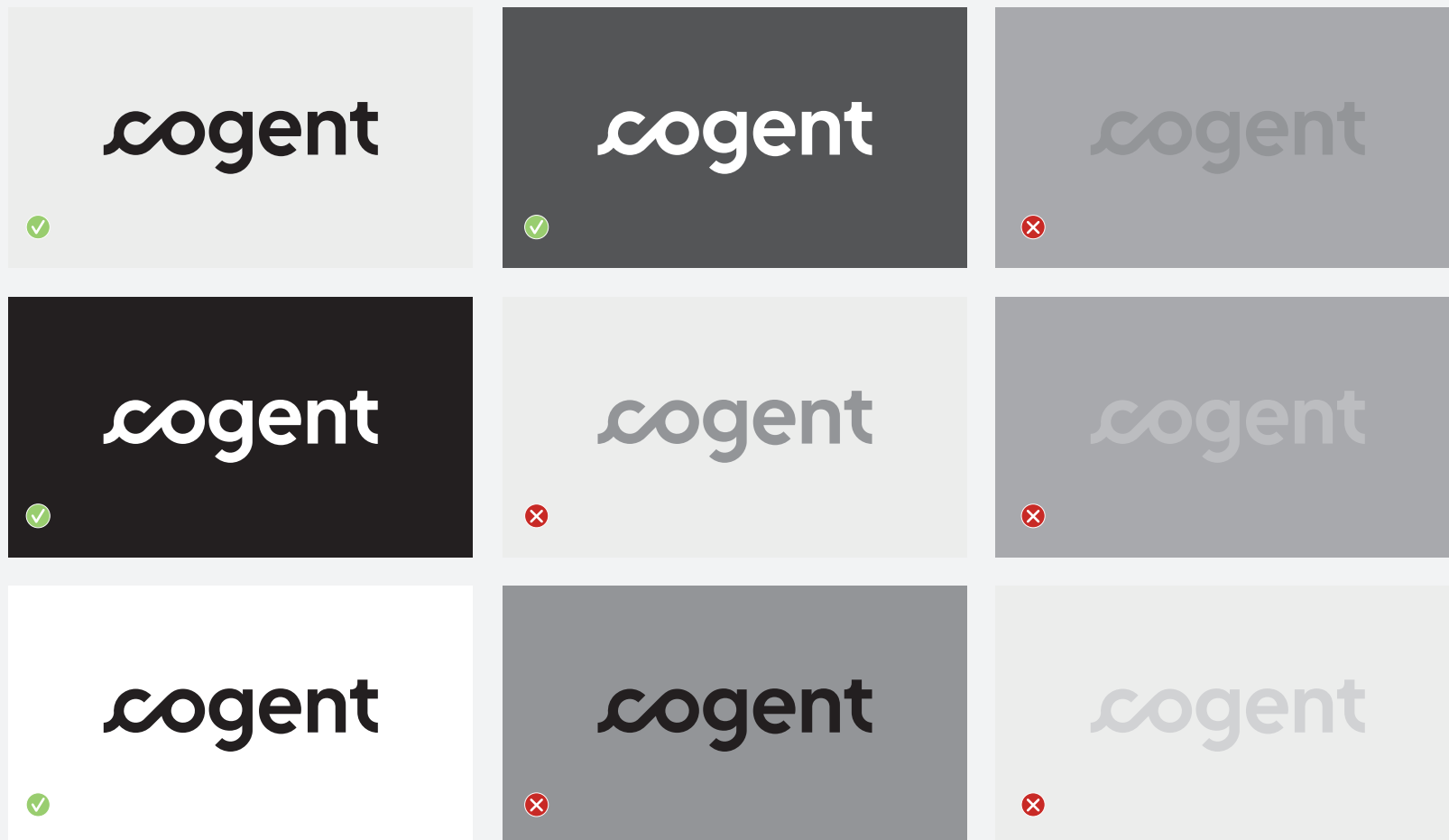
their composition (ink, in the case of Pantone, or polychrome, considering RGB and CMYK).



The visual identity can be presented in monochromatic versions (black and white), both in its negative and positive versions. You should avoid, however, using the visual identity with a reduced

percentage of any of the tones (50% black, for example), unless in a 3D environment, using letterbox, for example, where it's possible to use even gray over a gray background. The precau-

tion with the contrast should be considered mostly for printing and digital purposes.



The visual identity should always be used in white on the medium and dark tones of the color palette. On light tones, the visual identity must be applied in Dark Blue. It is forbidden to combine

shades of the visual identity (e.g. Citron Green on Dark Blue, Orange on Aubergine) and also to use the visual identity in any color other than the shades provided in the palette.



To ensure the full integrity of the visual identity, some uses are restricted because they distort the desired characteristics of the brand image, as detailed on this page.

Specific restrictions on the use of colors should be consulted in the specific section on colors.



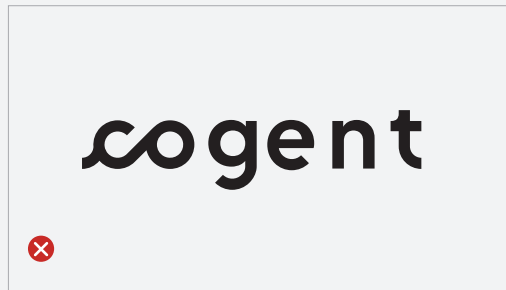
DO NOT APPLY SHADOW TO THE IDENTITY



DO NOT USE THE ELEMENTS WITH OUTLINE



DO NOT CHANGE THE PROPORTIONS OF THE IDENTITY



DO NOT CHANGE THE SPACING OF THE IDENTITY ELEMENTS



DO NOT CHANGE THE ORDER OF THE IDENTITY ELEMENTS



DO NOT SUPPRESS PARTS OF THE VISUAL IDENTITY



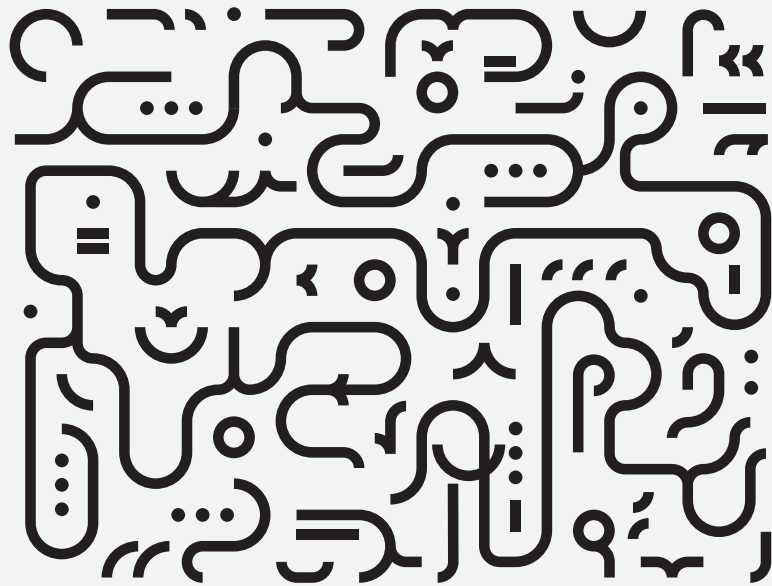
DO NOT CHANGE THE FONT OF THE LOGO



DO NOT TILT OR ROTATE THE VISUAL IDENTITY

Two pattern modules were developed for Cogent, unfolded from the logo, using the same parameters as the icons. It can be used and explored within the visual identity in many forms.

It can be cut and combined as long as the thickness is always preserved proportionally.



A set of icons have been developed for Cogent. Unfolded from the logo, it follows a similar constructive logic as well as the same thickness. New icons should be congruent with this

style. The icons can be used in different contexts: wayfinding design, website, institucional presentations, social media, etc. They can also be applied in different colors, as long as

they are within the palette defined in this guide.



Cogent's visual identity is supported by a free-use typographic family. Plus Jakarta Sans was chosen as the main typography, which dialogs with the logo. It is a versatile font that can be use for titles and longer texts, printed and digital.

# For titles we use Plus Jakarta Sans Semibold.



PLUS JAKARTA SANS SEMIBOLD

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## For highlights, subheadings and larger text, we use Plus Jakarta Sans Semibold.



PLUS JAKARTA SANS SEMIBOLD

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For descriptions, long texts, layout of materials, and other purposes that need more legibility and reading comfort, we use the Plus Jakarta Sans Regular font.



PLUS JAKARTA SANS REGULAR



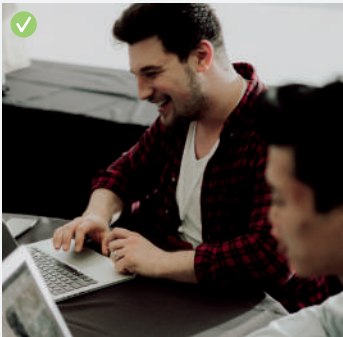
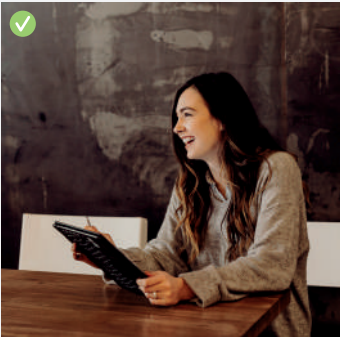
# System

The *system* represents the application of the visual identity in the brand's points of contact, it is how the visual identity unfolds visually in the material and immaterial elements. It is through the *system* that the publics with which the brand relates interact.

For the use of images in any Cogent materials, one should follow a realistic photo style, where there is diversity of people in spontaneous situa-

tions: smiling, working, talking; giving preference to images with warm colors. Below are examples of images that may or may not be used, avoiding

studio and posed photos, in which people are perceived to be models, for example.



For example purposes, this brandguide features a business card. The business cards have the format 90mm x 50mm and should preferably be printed from the Pantone references indicated in this manual and in the files of the finished materials. We recommend printing on paper weighing between

240g/m<sup>3</sup> and 300g/m<sup>3</sup> and also applying a localized varnish over the Cogent brand on the dark blue side.







The letterhead sheet should be used in Microsoft Word as per the file received, along with the institutional typography provided.

	cogent		<p>Lorem ipsum,</p> <p>Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui deleat unde nullam feugiat.</p> <p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui deleat unde nullam feugiat.</p> <p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Reusmod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui deleat unde nullam feugiat.</p> <p>Falsid, elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui deleat unde nullam feugiat.</p> <p>Duis aute irure dolor in hendrerit in vulputate velit esse mollsie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui deleat unde nullam feugiat.</p>
CORPORATE OFFICE C-10Q Sector 63, Noida UP 201301, India			
REGISTERED OFFICE Level 2, Elegance Tower, Mathura Road, Jasola, New Delhi 110 025, India			
CIN: U7230DL2004PLC126944			
cogenteservices.com +91 120 4832550			

# cogent

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## CORPORATE OFFICE

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CIN: U72300DL2004PLC126944

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+91120 4832550





The folder has the dimensions 24x35cm closed) and should preferably be printed from the textured paper with a weight between 240g/m<sup>3</sup> and 300g/m<sup>3</sup> and to apply a localized varnish

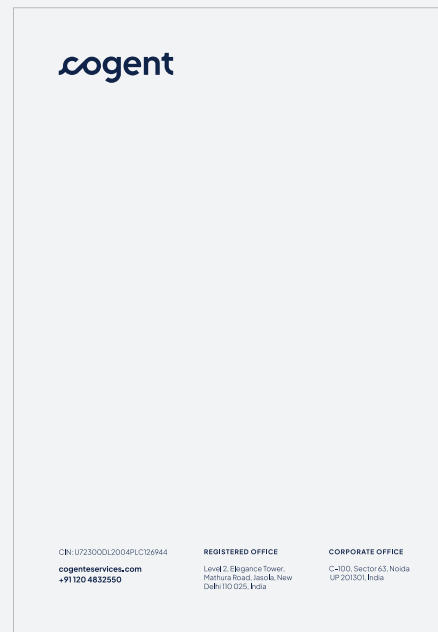
on the white outline of the "co" mark which is printed over the folder area.







always on top, with a margin of 1,5x the brand's size, while the the information box is applied on the bottom, with 1,5x the brand's size for all the margins.



The logo for Cogent, featuring a stylized lowercase 'c' followed by the word 'ogent' in a bold, sans-serif font.

CIN: U72300DL2004PLC126944

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**+91120 4832550**

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UP 201301, India

For the application of the mark on mugs and bottles, we suggest two possible ways. The first is a plain area of the brand application combined with an

area in another color with the developed pattern. The second application suggestion is a more minimalist alternative, where the reduced version of the brand is

applied in a burst form over a colored background. Below are examples for both ways.





This *Brandguide* was developed by Frente Design. If you have any questions regarding its use, please contact the studio at [frente@frente.design](mailto:frente@frente.design)

[bit.ly/frntcogent](https://bit.ly/frntcogent)