Corona Labs

Corporate style guideline

Contents

Description

Graphic
Element

Name

Logo

The Corona logo consists of two parts: a graphic element, and a name.

As the main version, we recommend using horizontal layout.

Corona Logo

Download all versions

The main version of the logo has two designs: horizontal and vertical. Both of them have two color options for white and orange corporate backgrounds.

Corona Monochrome Logo

Use this version for black and white printing, fax and certain technologies such as silkscreen printing, flex, metal engraving, etc.

Corona Labs Logo

Corona Labs logo has two designs: horizontal and vertical. Both of them have two color options for white and orange corporate backgrounds.

Corona Labs Monochrome Logo

Use this version for black and white printing, fax and certain technologies such as silkscreen printing, flex, metal engraving, etc.
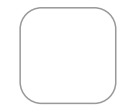
Version with the slogan

We recommend using this Corona logo
version for outdoor prints, press walls
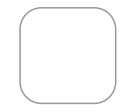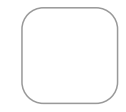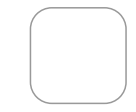or booth decorations.

Colors

R 255
G 255
B 255

#ffffff

C 0
M 0
Y 0
K 0

PANTONE Trans. White

R 249
G 111
B 41

#F96F29
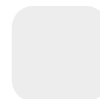
C 0
M 70
Y 93
K 0

PANTONE 1645 C

Second-Tier Colors

Use these colors as second-tier for
icons and illustrations in keynotes
and marketing materials.

#F96F29
R 249
G 111
B 41

#Fb8145
R 251
G 129
B 69

#FB8C47
R 251
G 140
B 71

#FB8D56
R 251
G 141
B 86

#Fc9657
R 252
G 150
B 87

#FCA16C
R 252
G 161
B 108

#FCBB94
R 252
G 187
B 148

#FED7BC
R 254
G 215
B 188

#FFDEC9
R 255
G 222
B 201

#457ADC
R 69
G 122
B 220

#9F9F9F
R 159
G 159
B 159

#B1B1B1
R 177
G 177
B 177

#D2D2D2
R 210
G 210
B 210

#DFDFDF
R 223
G 223
B 223

#EEEEEE
R 238
G 238
B 238

Corona Logo Exclusion Zone

Logo Exclusion Zone is a minimal required space between the logo and other objects which should necessarily be kept while using the logo for advertising layouts etc.

The exclusion zone is 1/2 X for horizontal layout and 1/4 X for vertical, where X is height.
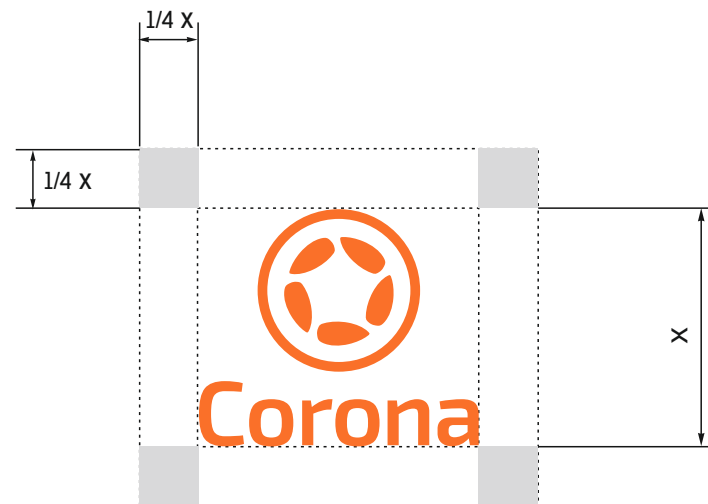
Corona Labs Logo Exclusion Zone

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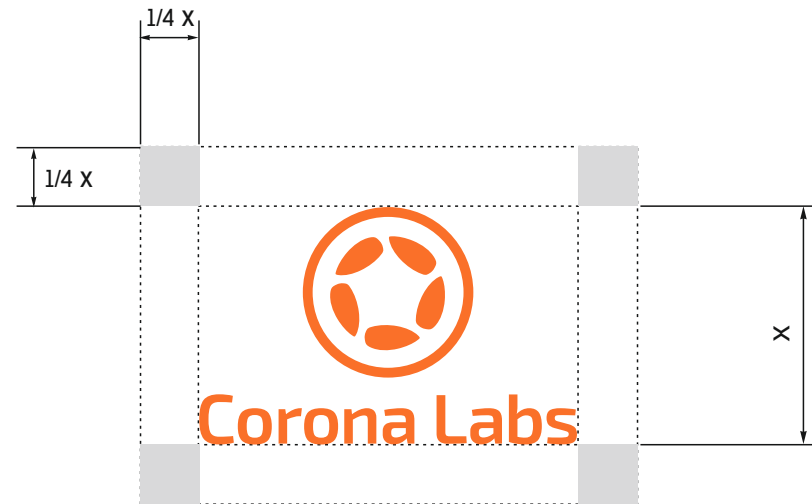
Improper Logo Usage

1. Don't distort the logo's proportions, don't bend or rotate it.

2. Don't use flashy background.

3. Don't overlay the logo with contrasting texts or images.

4. Don't replace the font.

5. Changing the graphic element is strictly forbidden.

6. Framing or contouring the logo are prohibited.

Corporate Background Download

Corporate Background is suitable for exhibition stands and advertising layouts.

Corporate Font   Download

We recommend using Exo 2
(standard and bold).

Exo 2

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Exo 2 Bold

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate products Download All Layouts

Business Card

Corona

John Smith

Product Manager

+1 (747) 204-9985
ds@coronalabs.com
coronalabs.com

Corona Labs

Marta Komarova

HR Manager

+1 (747) 108-3546
mk@coronalabs.com
coronalabs.com

Corporate products

T-shirts

Corporate products
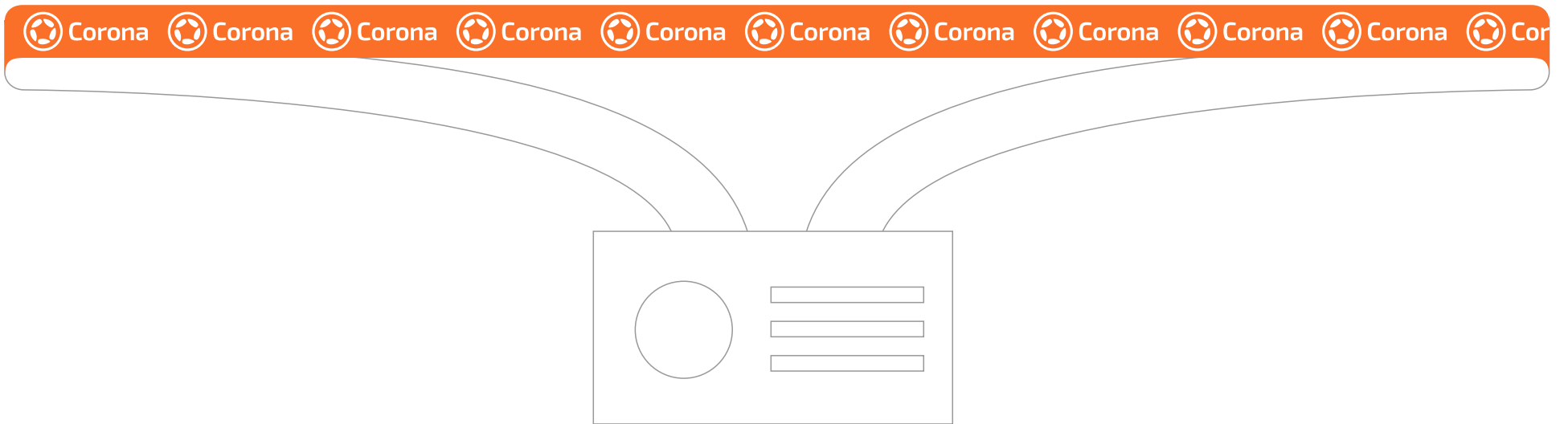
Caps

Corporate products

Mugs

Corporate products

Lighters

Corporate products

Lanyards

www.coronalabs.com