

Cowork Medical

Digital Style Guide

V1.1 – February 2019



Digital Style Guide

Cowork Medical™

1. Cover page
2. Table of contents



3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

V1.1

February 2019

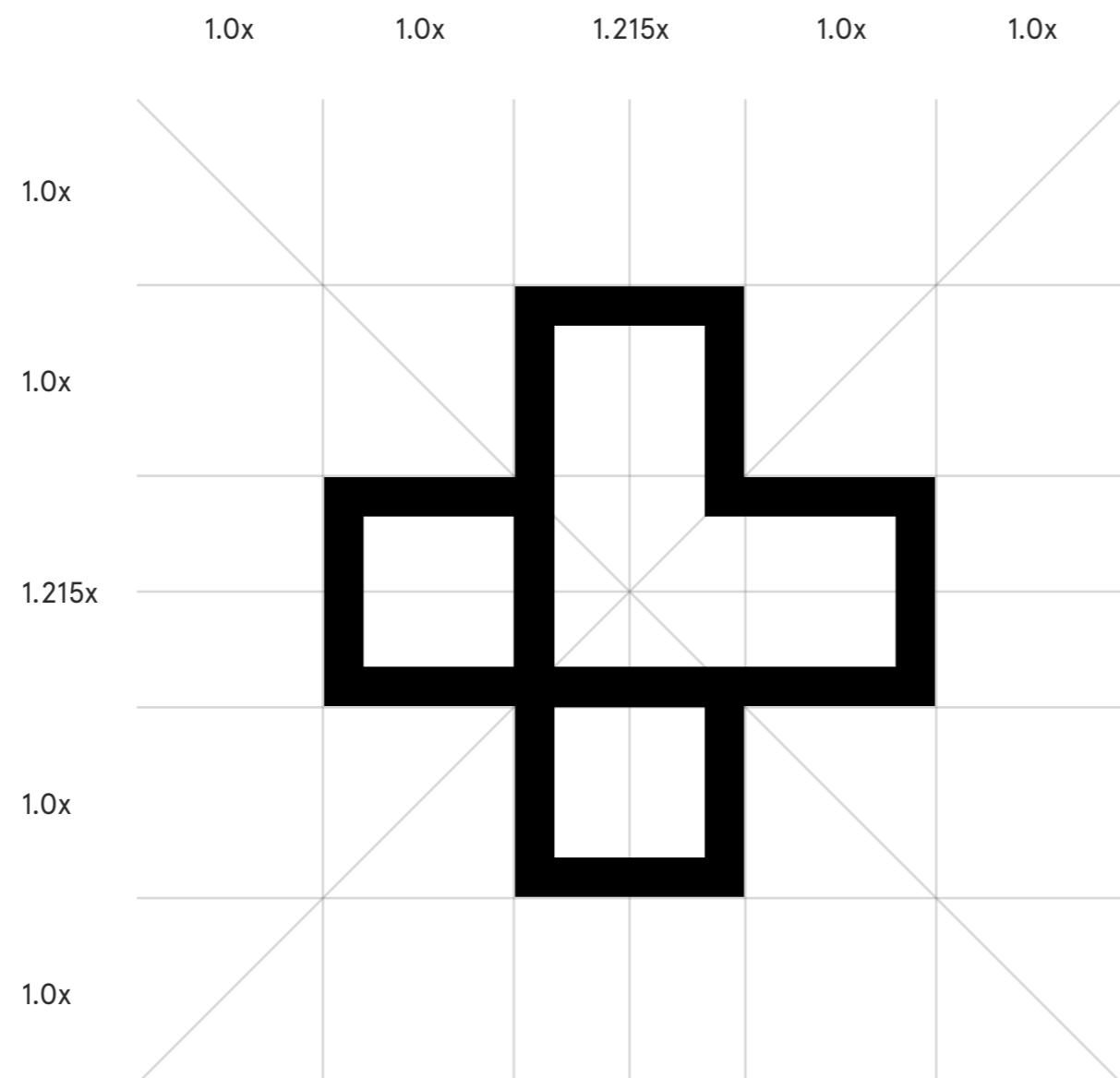


1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?



Cross

Logotype

The Cowork Medical™ logo is comprised of the cross symbol and logotype as diagramed.

❗ The cross may be used on its own only in special circumstances – see "Logo alternates".

❗ The logotype must be accompanied by the cross.

1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

Navy		Coral	
Hex: #41426A		Hex: #FCC6C2	
RGB: 65, 66, 106		RGB: 252, 198, 194	
CMYK: 89%, 73%, 33%, 20%		CMYK: 0%, 21%, 15%, 0%	
Green		Yellow	
Hex: #329374		Hex: #FFEOA6	
RGB: 50, 147, 116		RGB: 255, 224, 166	
CMYK: 79%, 21% 66%, 4%		CMYK: 0%, 12%, 39%, 0%	
Dark Gray		Gray	
Hex: #2B2B2C		Hex: #7D7E80	
RGB: 43, 43, 44		RGB: 125, 126, 128	
CMYK: 71%, 65%, 62%, 65%		CMYK: 53% 44%, 42%, 8%	
Blue Gray		Light Gray	
Hex: #696773		Hex: #F4F4F4	
RGB: 105, 103, 115		RGB: 244, 244, 244	
CMYK: 61%, 55%, 42%, 15%		CMYK: 3%, 2%, 2%, 0%	

Color palette

The brand colors consist of carefully selected colors, designed to stand out across the competitive set. The color palette consciously uses hues found in nature that are familiar, warm, and human.

① *The cross and logotype should specifically ONLY appear in the colors marked as*

① *The cross and logotype can also appear in pure black (#000000) or pure white (#FFFFFF)*

1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

Logo examples



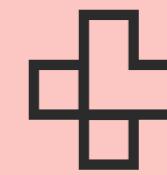
Cowork
Medical



Cowork
Medical



Cowork
Medical



Cowork
Medical



Cowork
Medical

1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

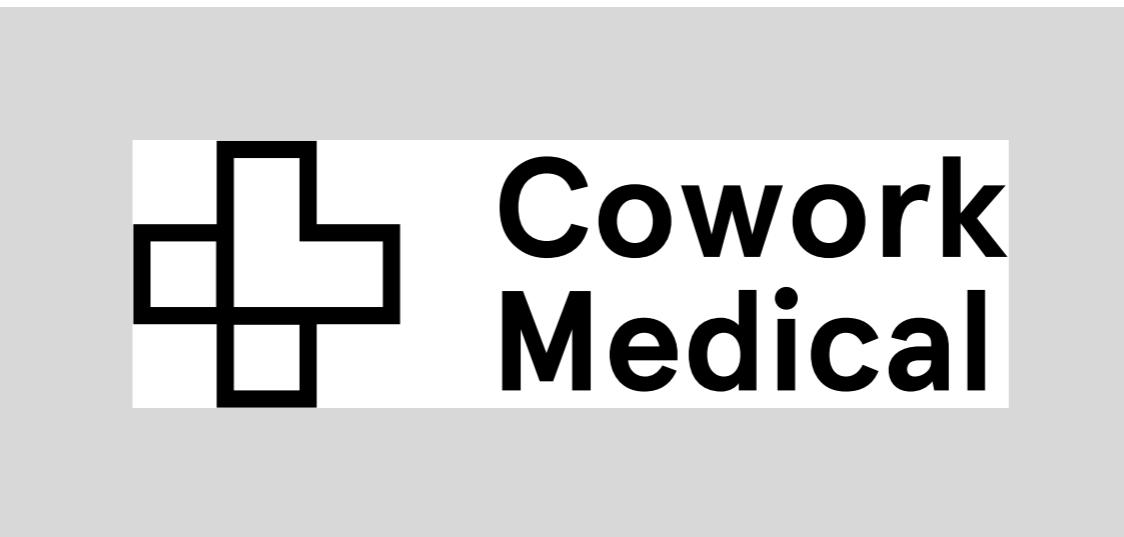
18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

2x

1x

0.5x



Clear space

A minimum area of space must always surround the cross and logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

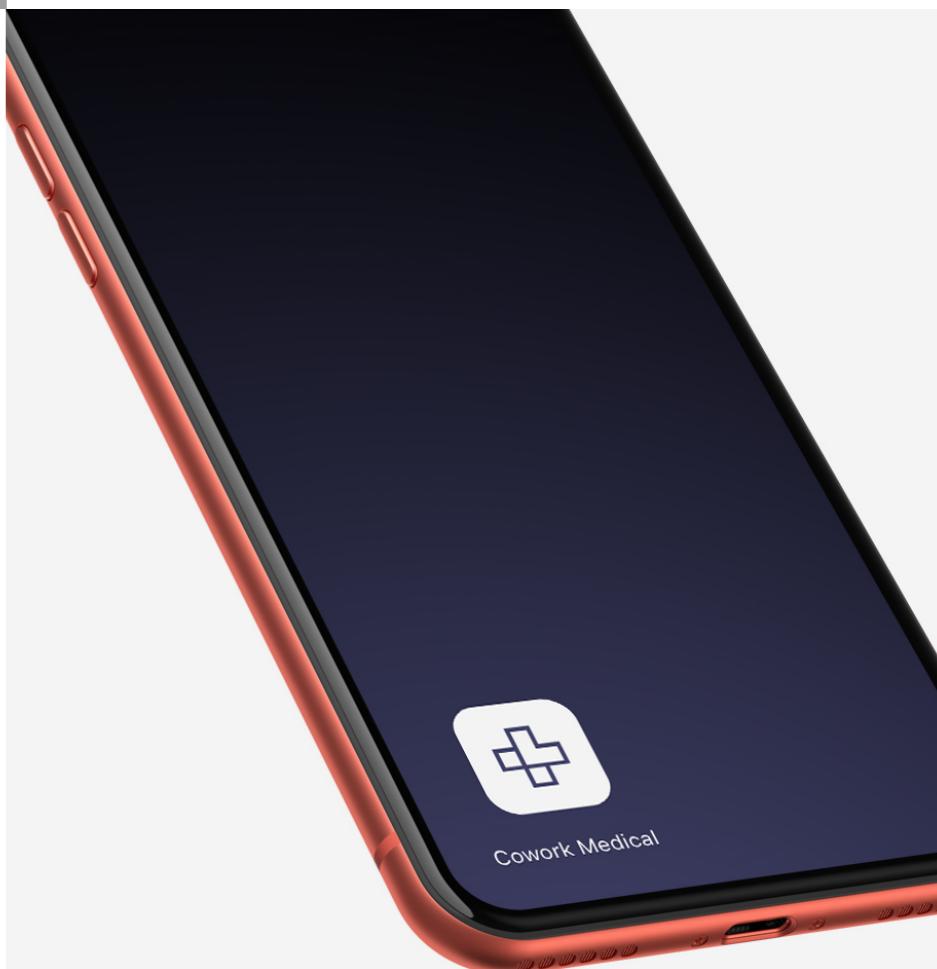
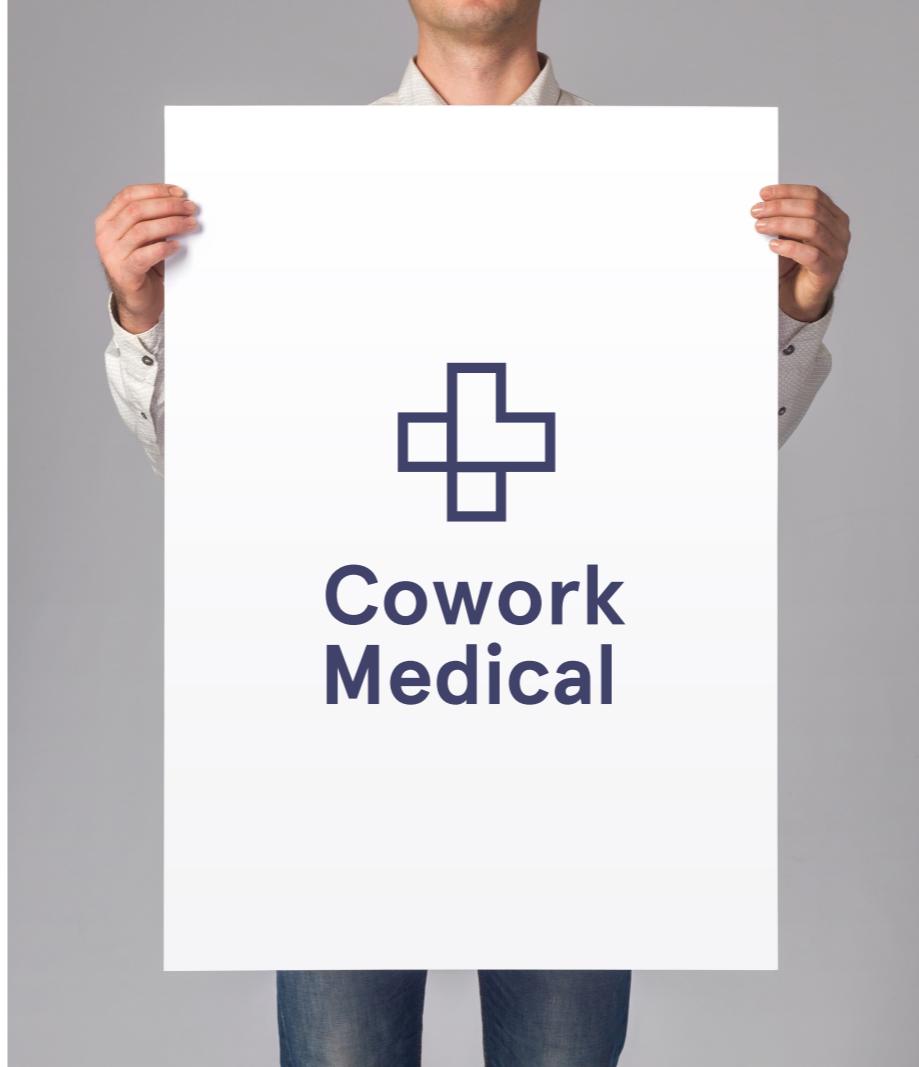
① This clear space is based on half the height of the cross.

1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / dont's
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?



Alternates

The primary lockup is horizontal in orientation and should be used whenever possible. However if a format does not allow for this, a vertical alternate may be used.

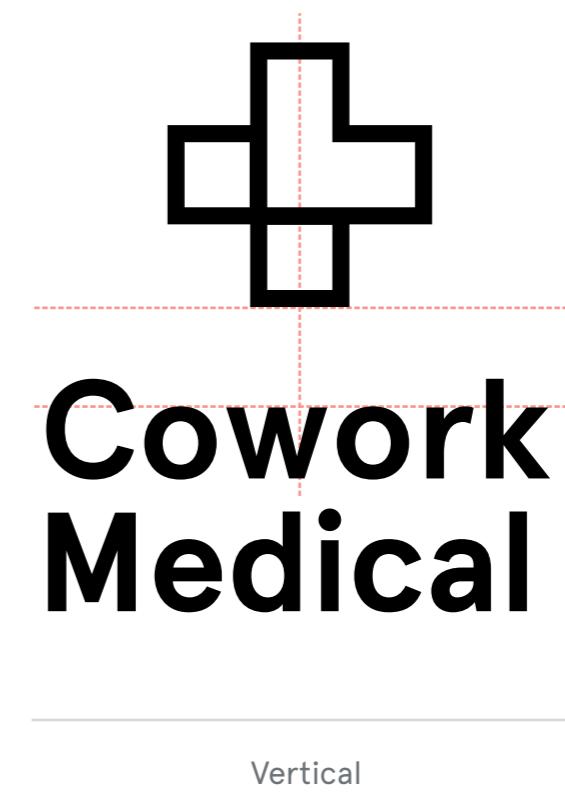
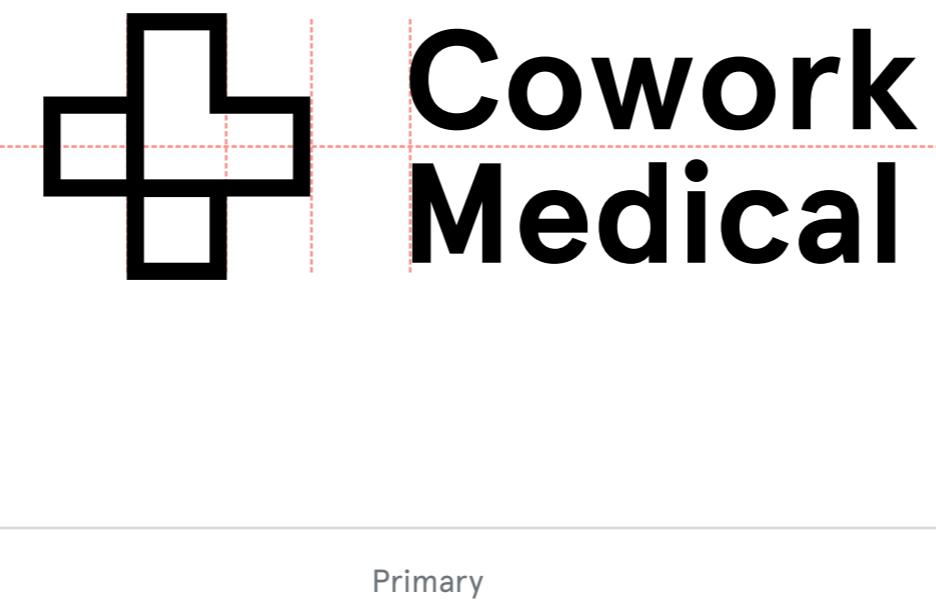
- ⓘ The Cross should only be used on its own in situations where the name is adjacent in some form (such as an app icon).

1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / dont's
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?



Alignment

The primary lockup is horizontal in orientation and should be used whenever possible. However if a format does not allow for this, a vertical alternate may be used.

The spacing between the Cross and the Logotype is the width of the Cross' vertical stem in both configurations.

ⓘ Please note this relationship and lockup is critical for balance, as the letter-forms have been customized.

Digital Style Guide

Cowork Medical™

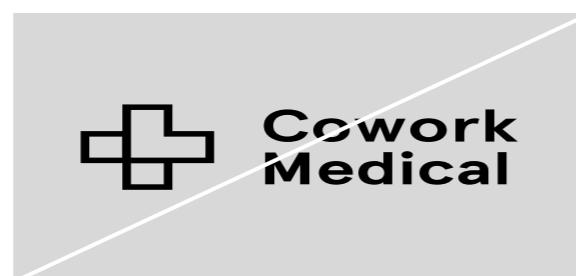
1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

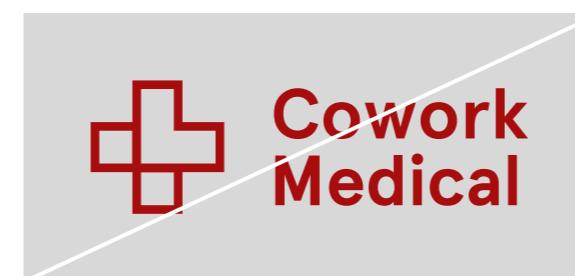
11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

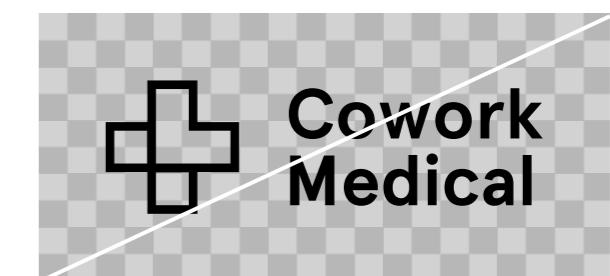
21. Questions?



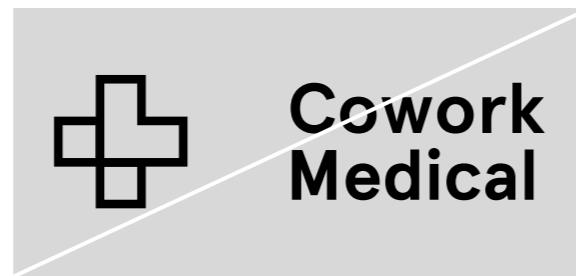
Never stretch the logo.



Never use the logo in
unapproved colors.



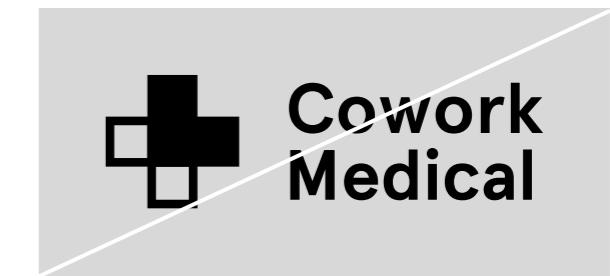
Never place the logo directly on top
a pattern.



Never break apart the spacing of the
Cross and the Logotype.



Never run the Cross and Logotype in
different colors.



Never fill in or otherwise modify the
Cross or Logotype.

Logo Do's & Don'ts

The Cowork Medical™ Cross and Logotype should be used only in such ways that maintain maximum legability and design consistency.

It is extremely important that the logo only be used in approved ways and to never do any of the above.

Digital Style Guide

Cowork Medical™

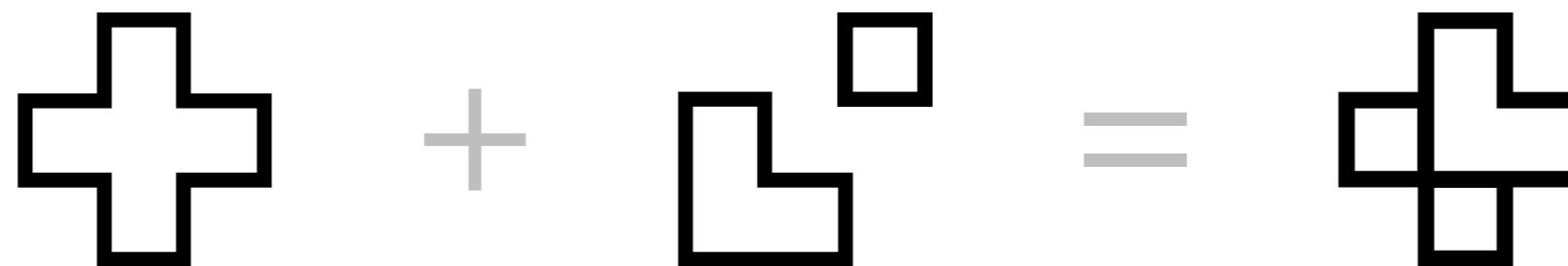
1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?



Cowork Medical



A recognizable medical cross symbol as the base



Neighboring + private workspace and community

Logo meaning

The Cowork Medical™ logo was intently constructed to communicate the purpose of the company, the ethos of the brand, and the feelings of simplicity and transparency.

The logo is recognizable even reproduced in the smallest of sizes in part due to the graphical nature of its forms, while the honest design unifies the 'medical' + 'coworking' messaging.

Digital Style Guide

Cowork Medical™

1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / dont's
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

Apercu Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Apercu Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Apercu Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Brand typography

The brand typography system is comprised of the font families **Apercu** and **Tiempos Headline**.

Tiempos Headline should only be used in the top-most headings of a document or webpage.

Tiempos Headline Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Tiempos Headline Medium Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`*

Body copy should always be set in Apercu.

Apercu: <https://www.colophon-foundry.org/typefaces/apercu/>

Tiempos Headline: <https://klim.co.nz/retail-fonts/tiempos-headline/>

1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

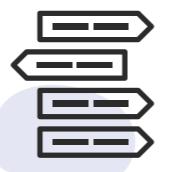
Pattern and Shape Elements

Patterns and shapes add an additional element of branding ability. The shapes subtly add to the story of the *individual, independent, and unique physicians* involved in Cowork Medical™.



Never overuse these elements. They are a tasteful, controlled, and typically subtle. When used, apply them in arrangements that create harmony with the examples provided.

1. Cover page
2. Table of contents



3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning



11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples



18. CCPO logo
 19. CCPO clear space
 20. CCPO colors
21. Questions?



Iconography

The brand iconography system is comprised of larger ("headline") icons, and smaller, "user interface" icons. Colors, lineweights, and relative size of new icons should follow these specific formats to maintain brand consistency.



Digital Style Guide

Cowork Medical™

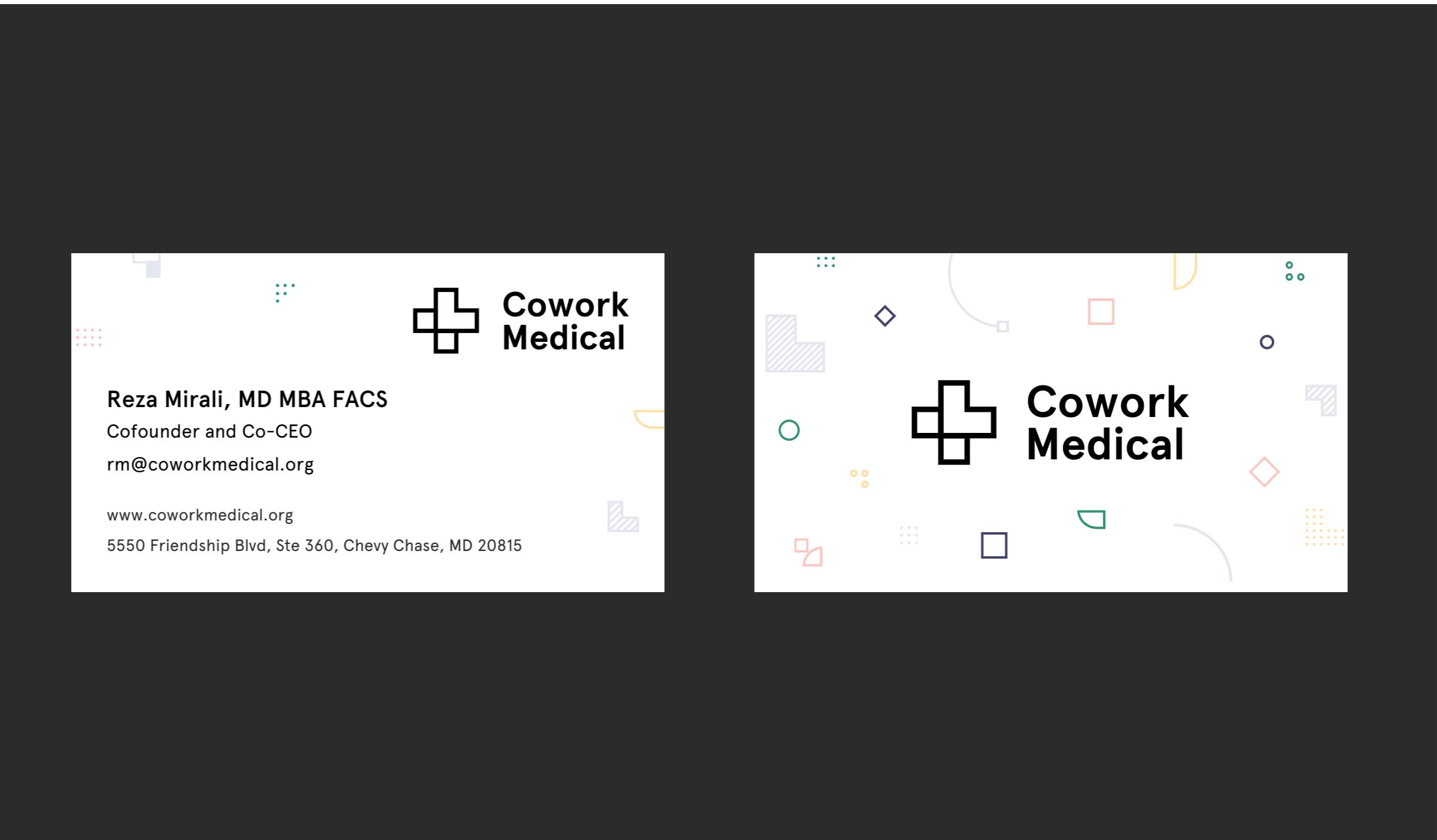
1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

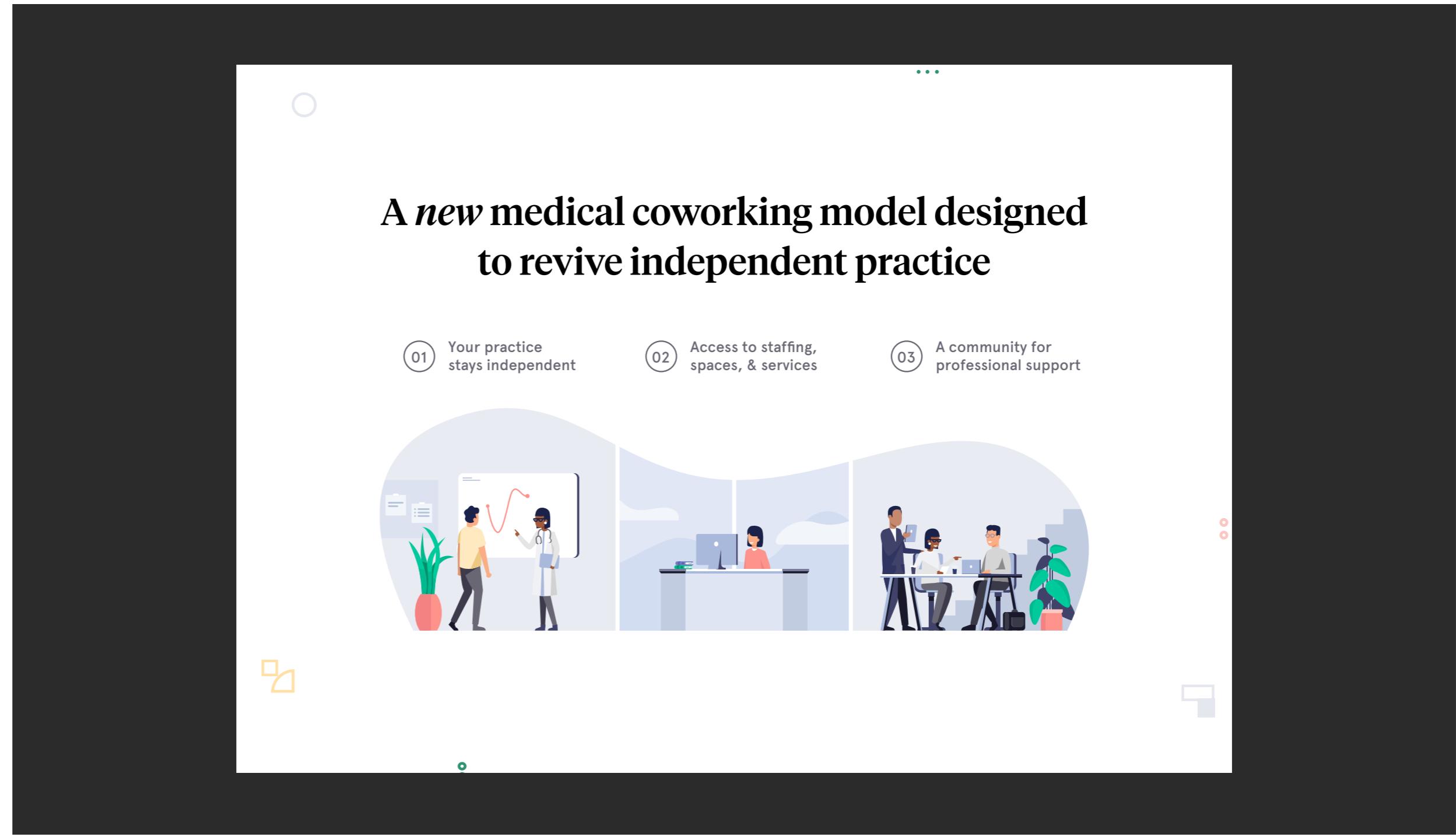
18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?



Lockups

1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning
11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples
18. CCPO logo
19. CCPO clear space
20. CCPO colors
21. Questions?



Keynote slide (with custom illustration)

Lockups

Digital Style Guide

Cowork Medical™

1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning
11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples
18. CCPO logo
19. CCPO clear space
20. CCPO colors
21. Questions?



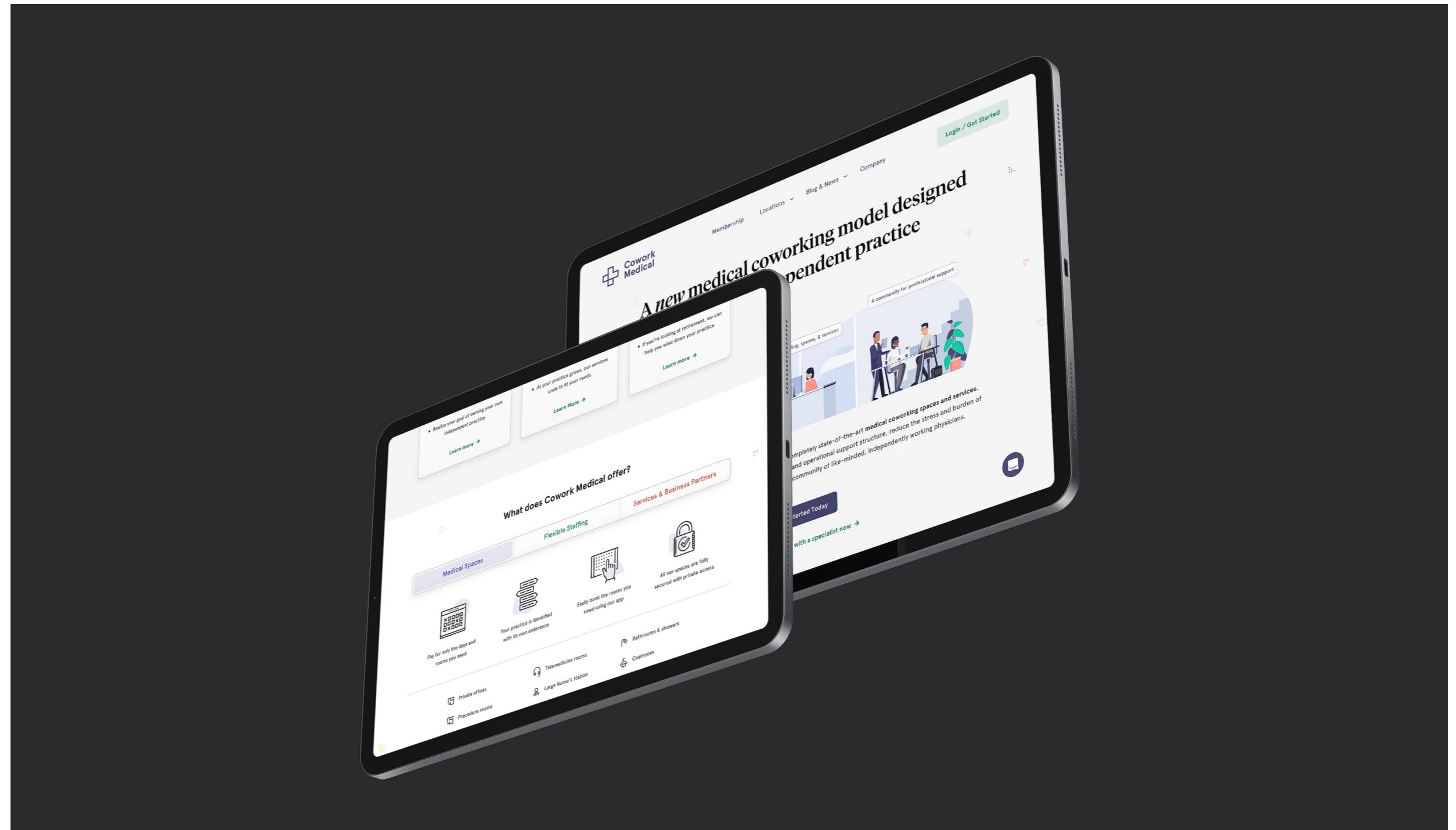
Presentation Folder

Lockups

Digital Style Guide

Cowork Medical™

1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning
11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples
18. CCPO logo
19. CCPO clear space
20. CCPO colors
21. Questions?



Website Mockup

Lockups

1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / dont's
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

Chevy Chase Physicians Offices

Logo for the first location in Chevy Chase, MD. Cowork Medical's branding is limited to the Cross mark, placed off to the corner to act as an 'accent' mark.

Client physicians will recognize the Cross, a sort of wink-and-nod to the physicians. Patients will interpret the symbol as benign, a styled medical cross that serves to brand the location.



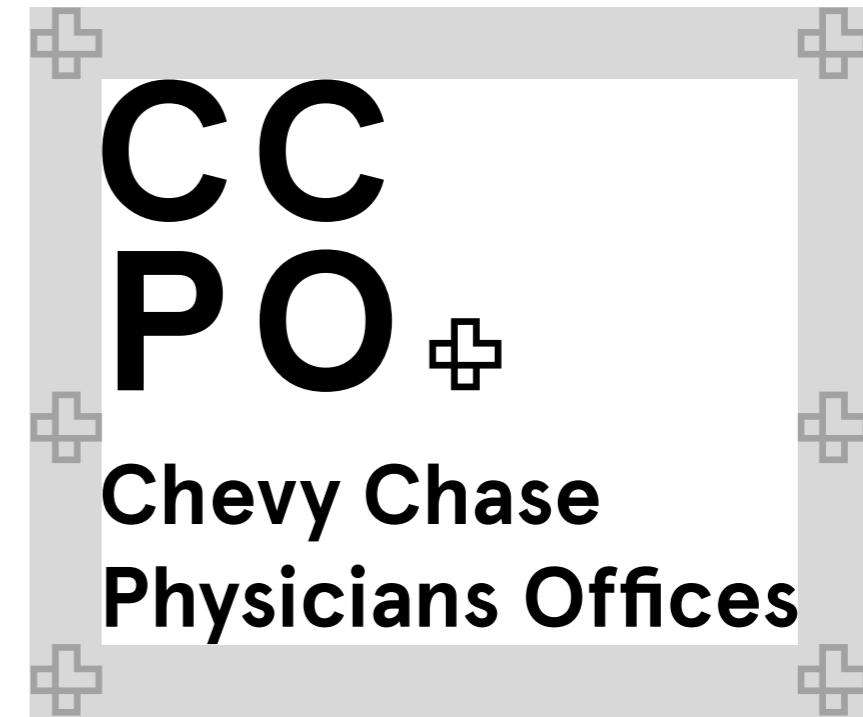
1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / dont's
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?



CCPO Logo Clear Space

A minimum area of space must always surround the CCPO logo and stack logo. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

① This clear space is based on the height and width of the cross.



1. Cover page
2. Table of contents

3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples

18. CCPO logo
19. CCPO clear space
20. CCPO colors

21. Questions?

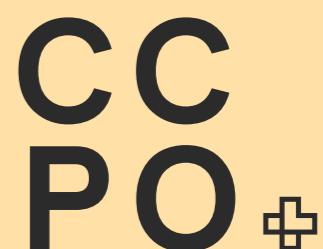
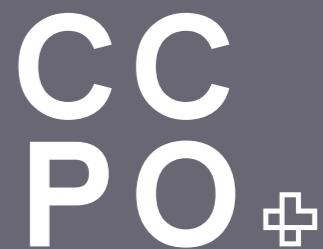
CCPO Logo Colors

The CCPO Logo follows the same color rules as the Cowork Medical logo.

ⓘ Color Values can be found on the Color Palette page towards the beginning of this guide.



**Chevy Chase
Physicians Offices**





Questions?

Contact:

Cubicflow / www.cubicflow.com

Email: hello@cubicflow.com

