

# Cowork Medical

Digital Style Guide

V1.0 – January 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. Questions?

V1.0

January 2019

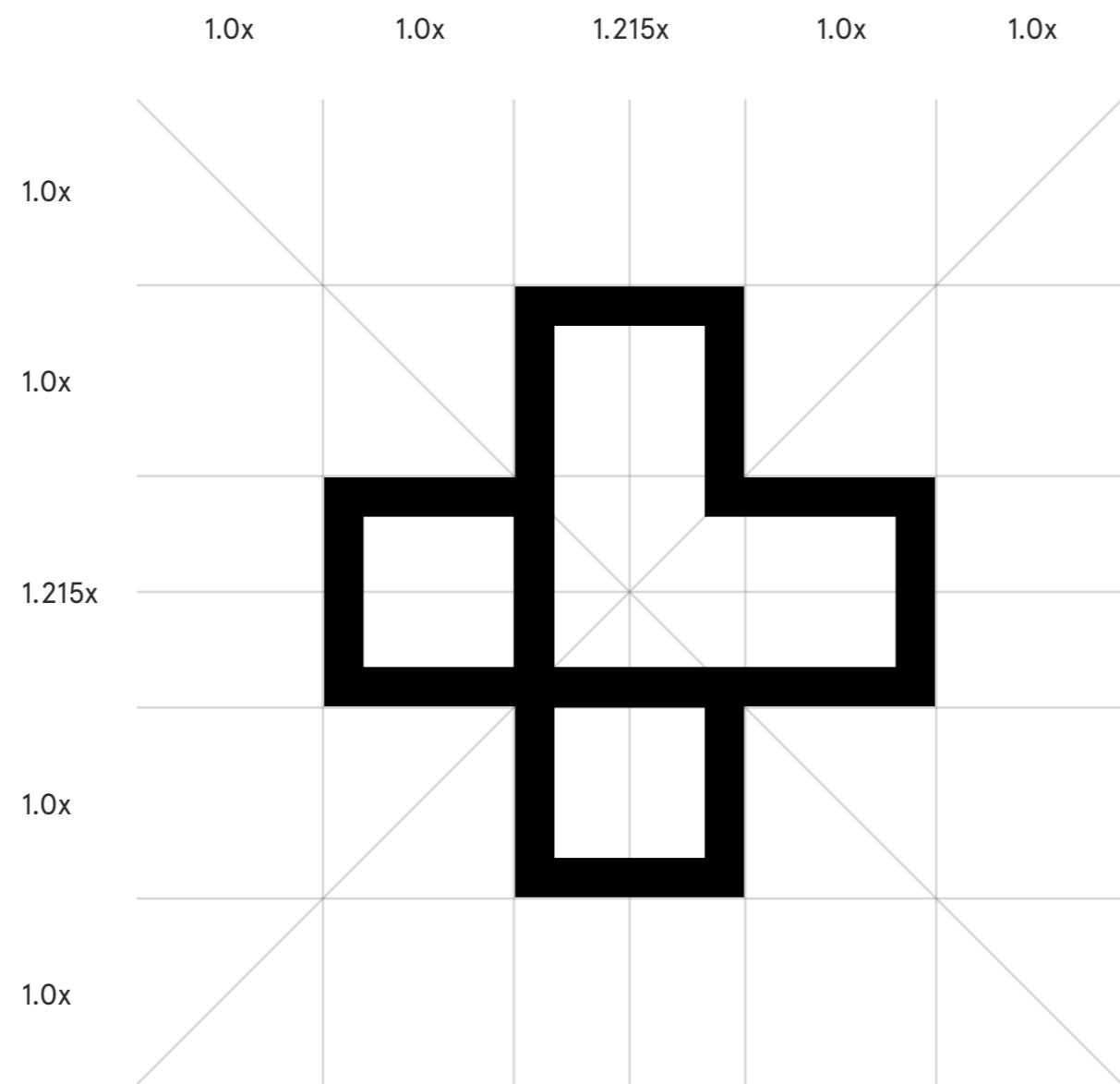


# Digital Style Guide

## 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. 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. Questions?

## 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 ✓ Logo*

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

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



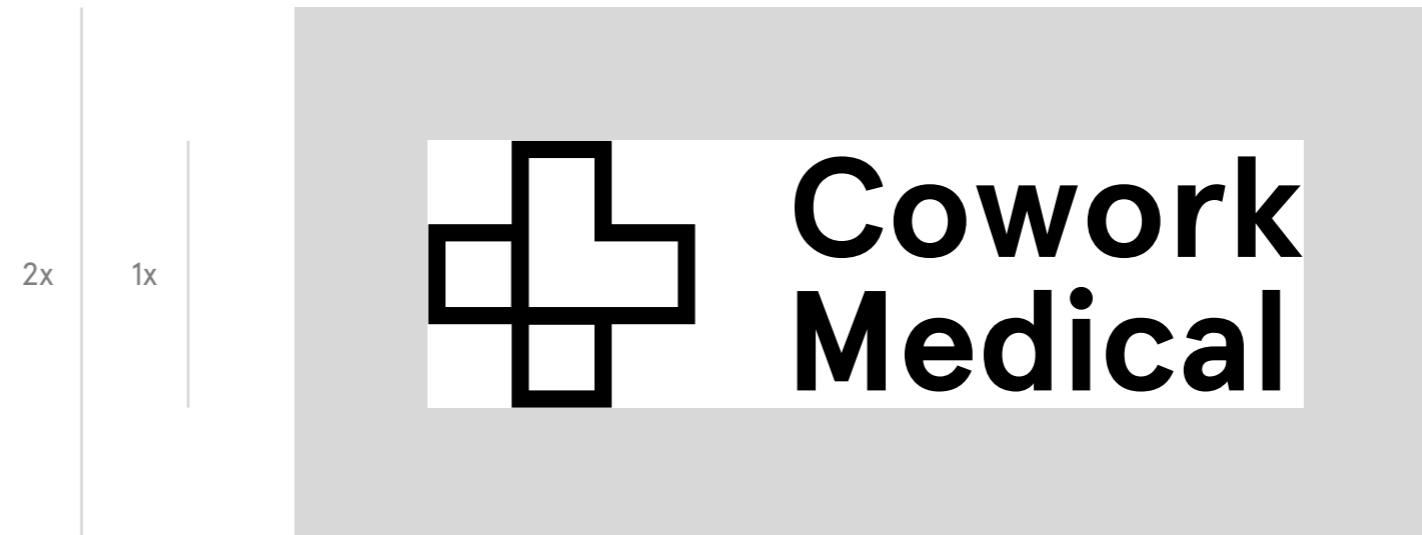
## Logo examples



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. Questions?



## 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.

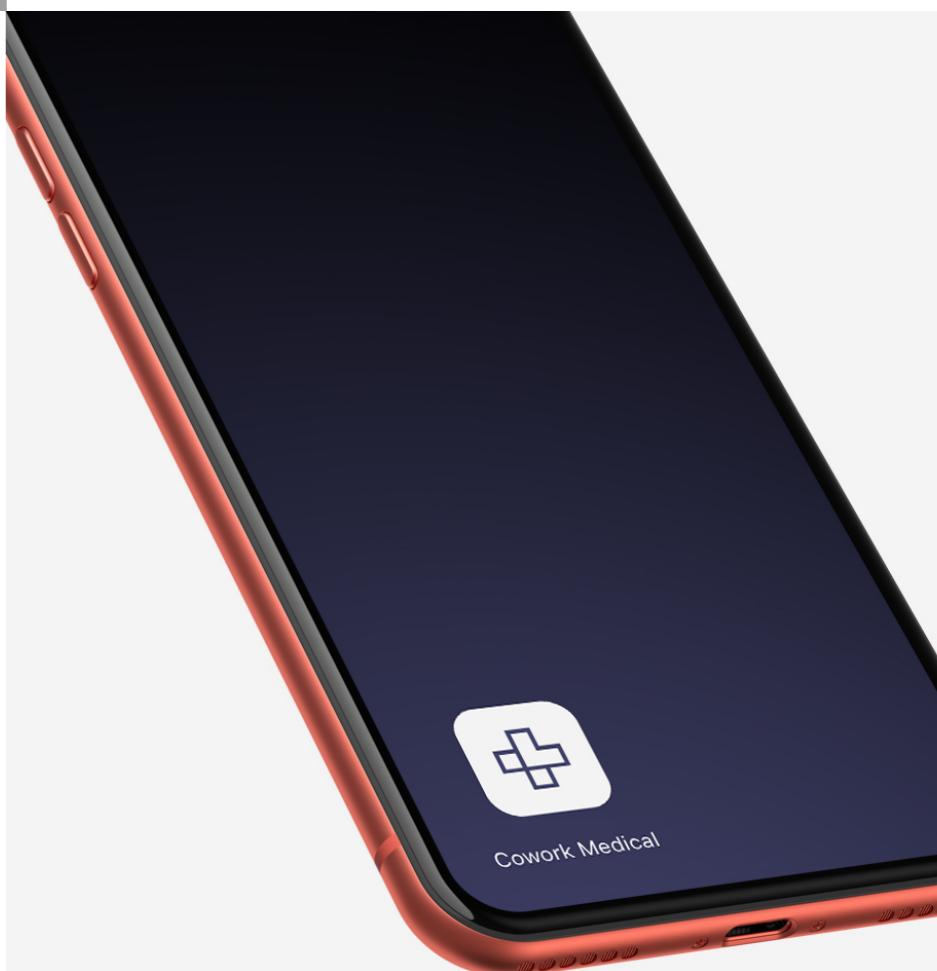
1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / dont's
10. Logo meaning
  
11. Brand typography
12. Patterns and shapes
13. Iconography
14. Lockup examples
  
18. Questions?



## 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).



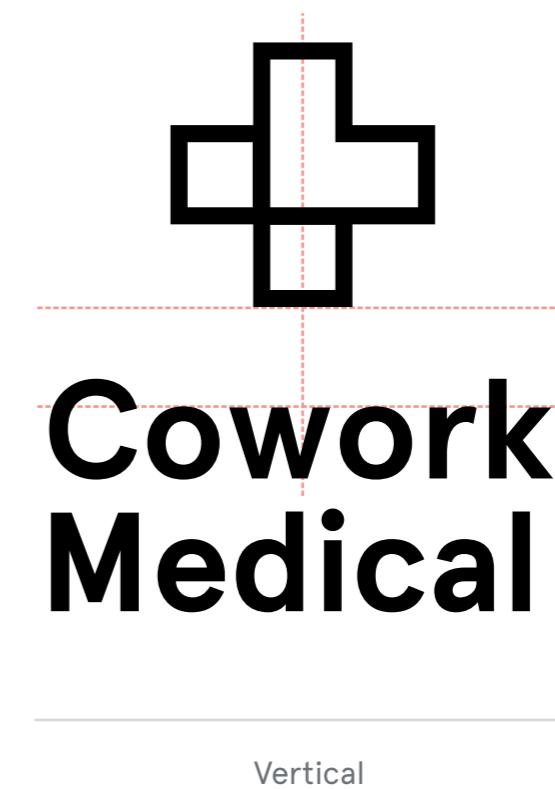
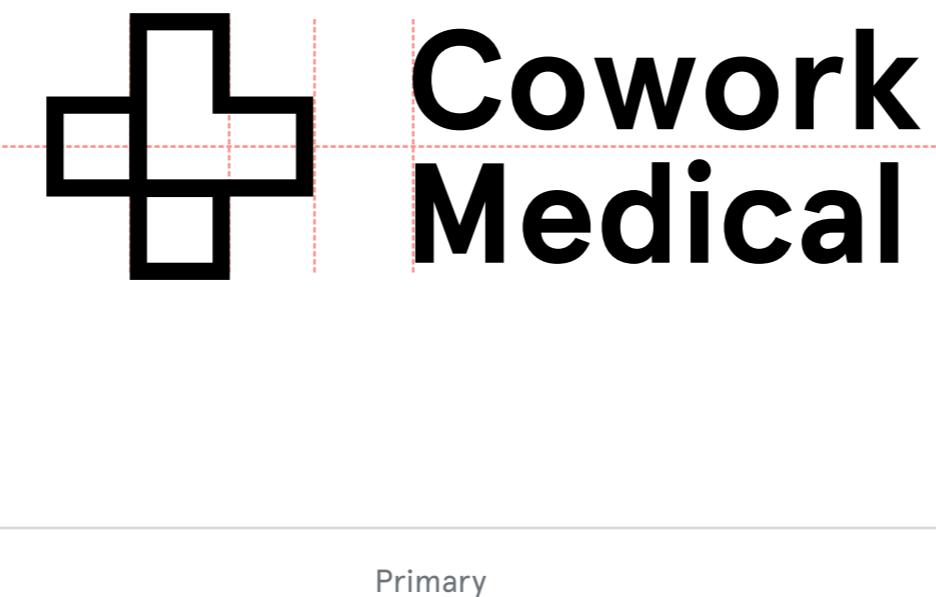
1. Cover page
2. Table of contents
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

11. Brand typography
  12. Patterns and shapes
  13. Iconography
  14. Lockup examples
18. 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.

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



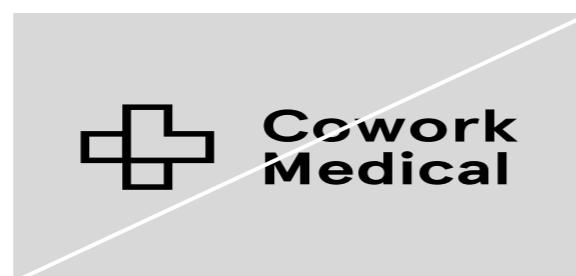
## Digital Style Guide

### 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

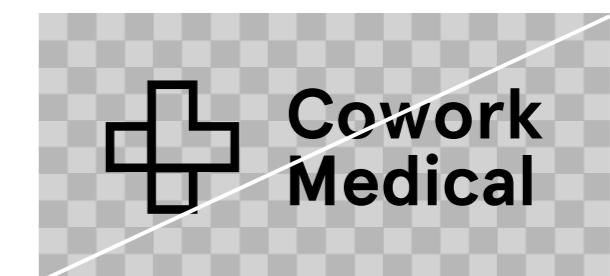
11. Brand typography
  12. Patterns and shapes
  13. Iconography
  14. Lockup examples
- 
18. Questions?



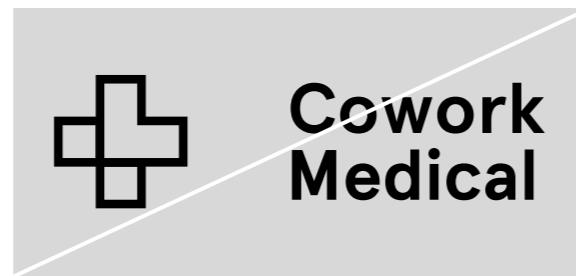
Never stretch the logo.



Never use the logo in  
unapproved colors.



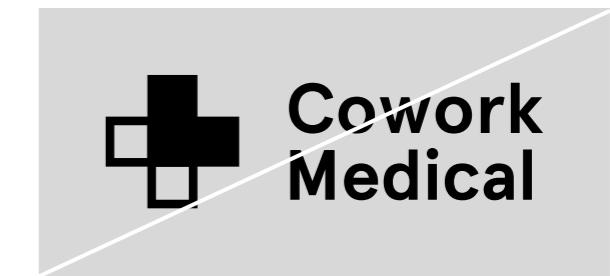
Never place the logo directly on top  
a pattern.



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.

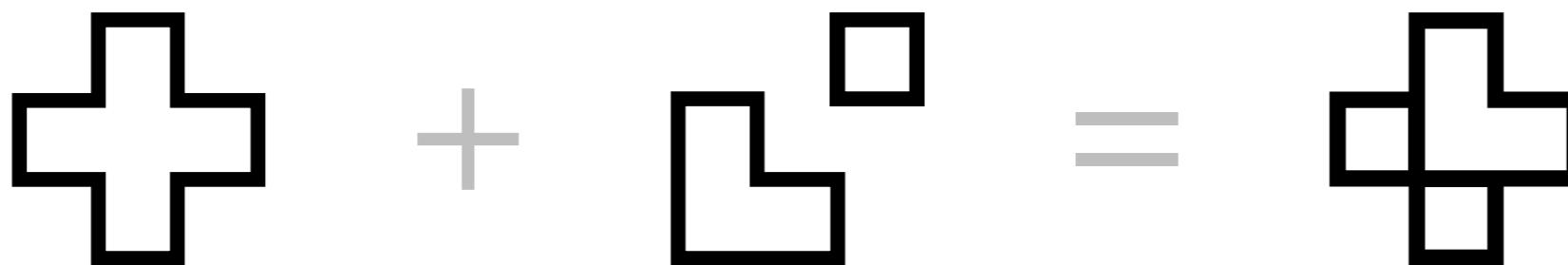
It is extremely important that the logo only be used in approved ways and to never do any of the above.

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. 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. Questions?

### Apercu Regular

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

### Apercu Medium

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

### Apercu Bold

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

### Tiempos Headline Medium

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

### Tiempos Headline Medium Italic

*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.

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

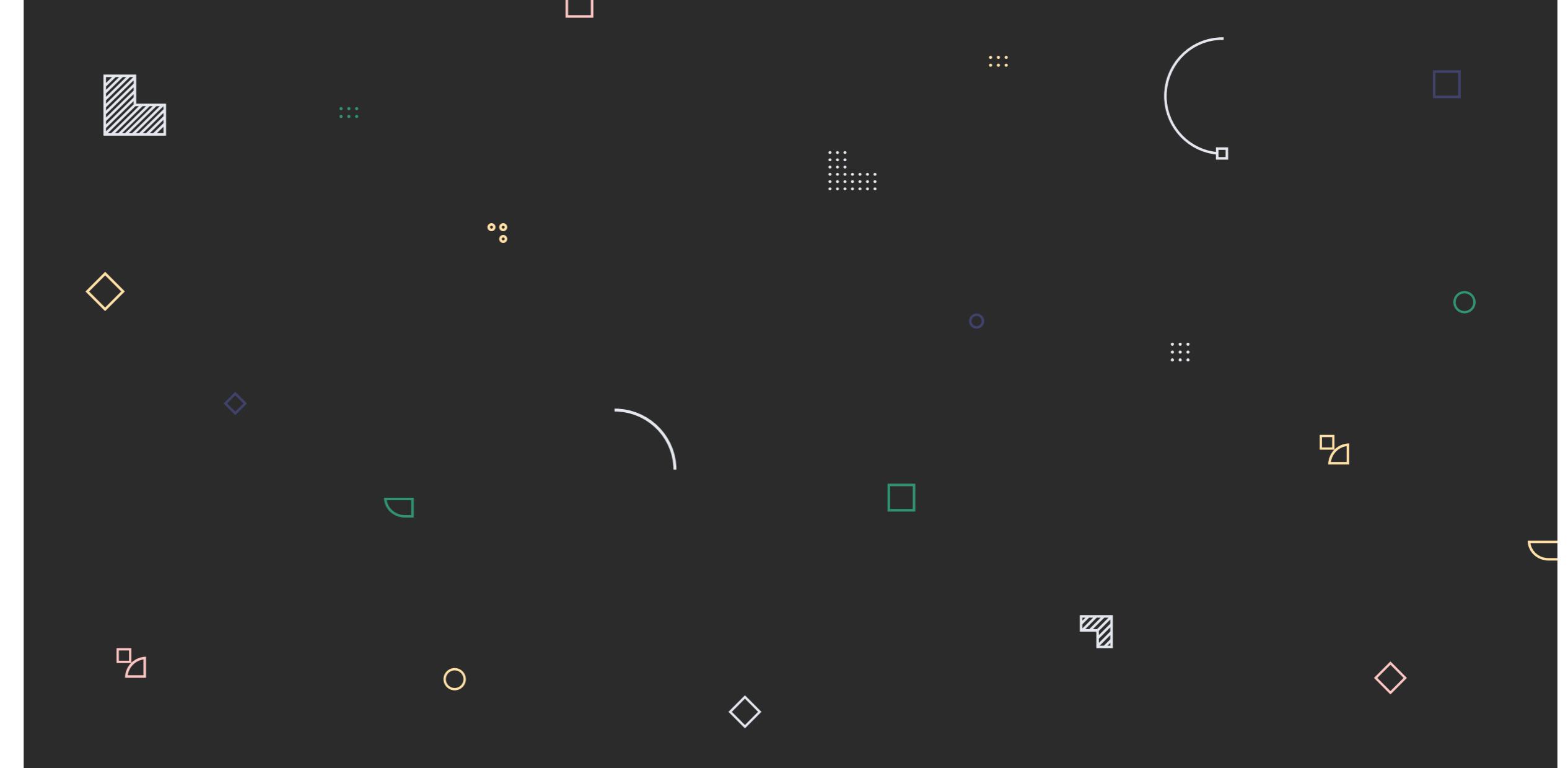
3. Logo grid
4. Color palette
5. Logo examples
6. Logo clear space
7. Logo alternates
8. Logo alignment
9. Logo do's / don'ts
10. Logo meaning

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

18. Questions?

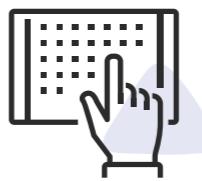
## Pattern and Shape Elements

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. Questions?



## Iconography

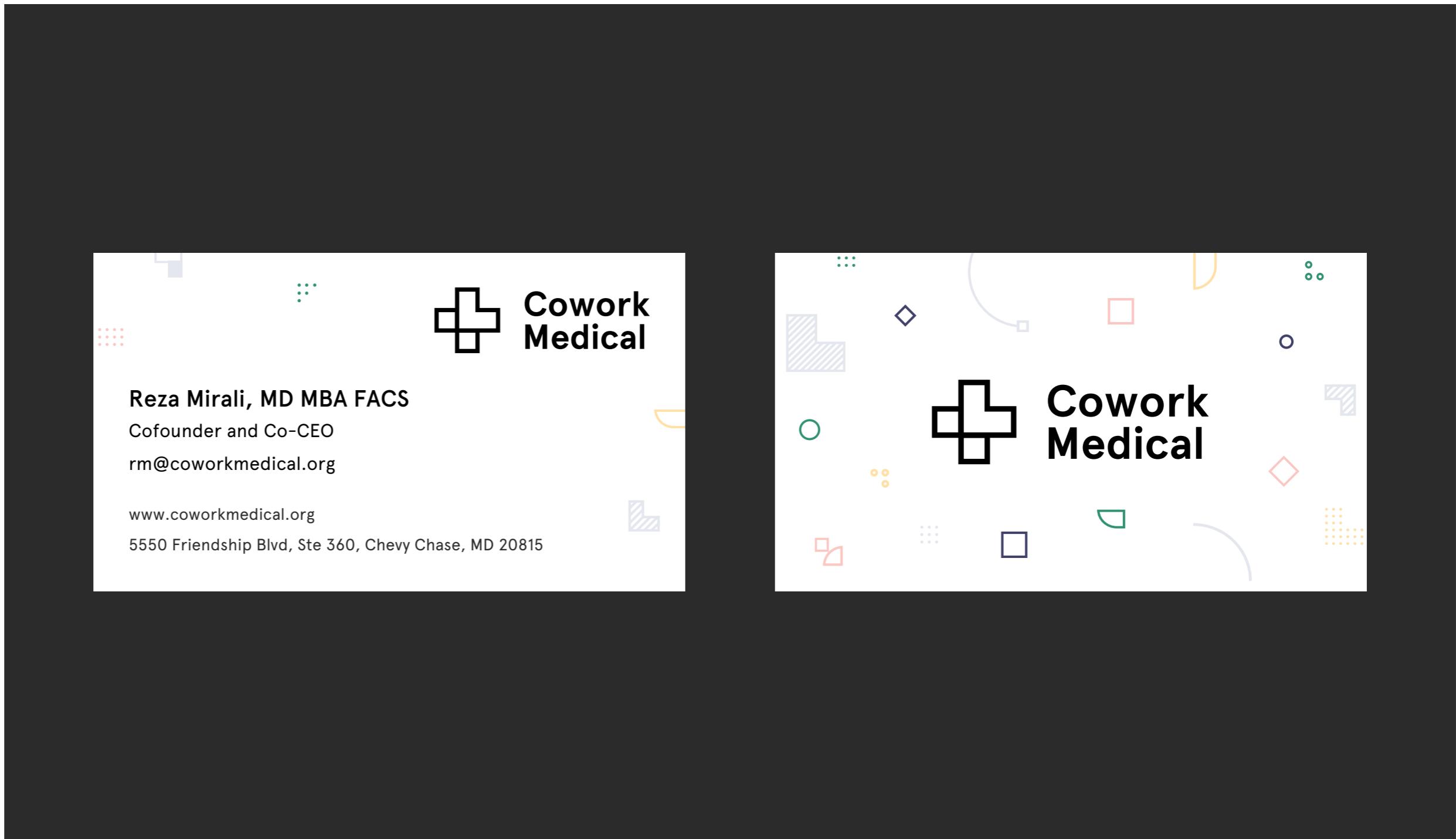
The brand iconography system is comprised of larger ("headline") icons, and smaller, "user interface" icons. Colors, lineweights, and relative size of new icons should follow these specific formats to maintain brand consistency.



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

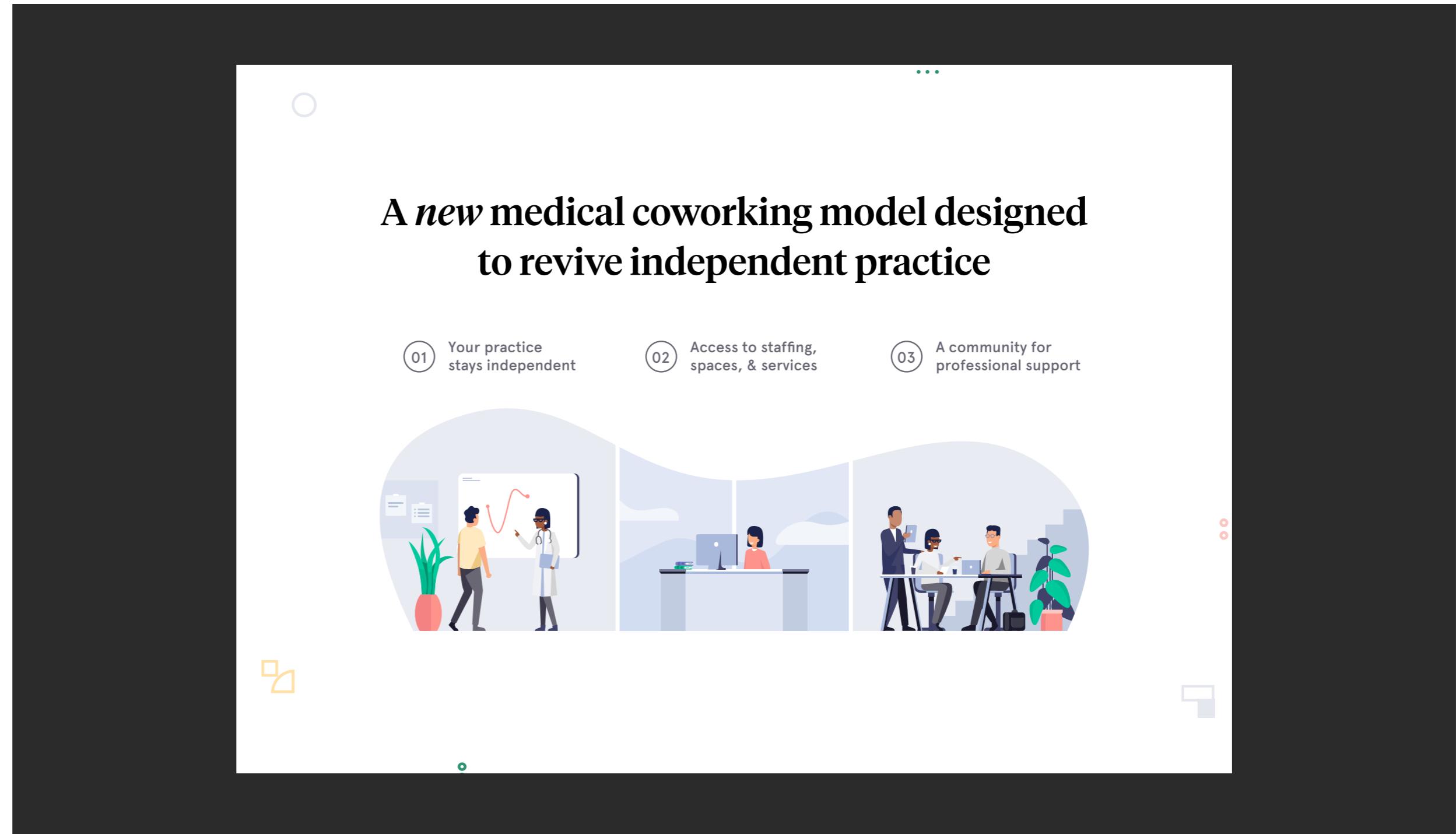
11. Brand typography
  12. Patterns and shapes
  13. Iconography
  14. Lockup examples
- 
18. Questions?



Business card

## 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. 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. Questions?



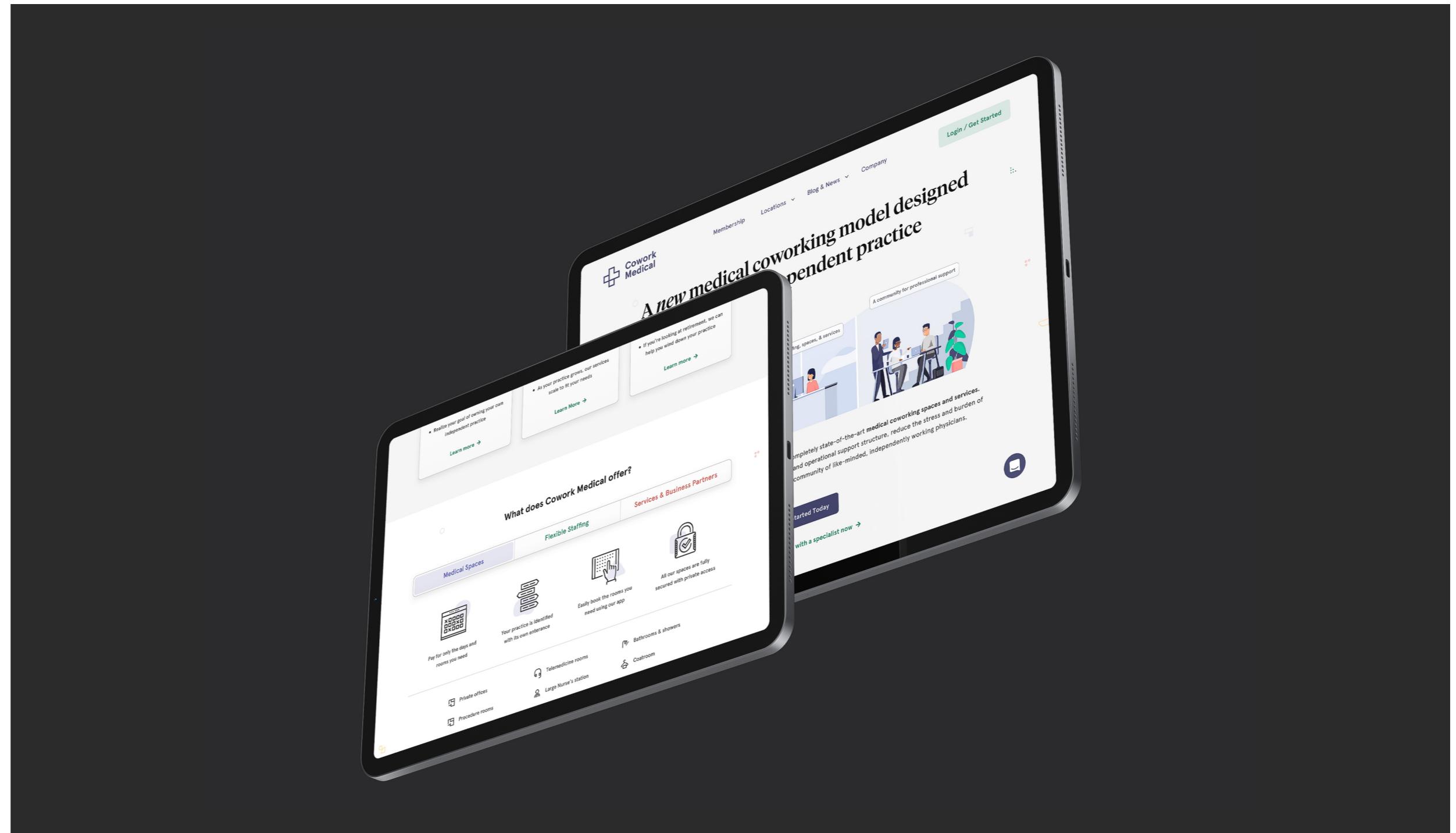
Presentation Folder

## 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. Questions?



Website Mockup

## Lockups



# Questions?

Contact:

Cubicflow / [www.cubicflow.com](http://www.cubicflow.com)

Email: [hello@cubicflow.com](mailto:hello@cubicflow.com)

