

Cowork Medical

Digital Style Guide

V1.1 – February 2019



Digital Style Guide

Cowork Medical™

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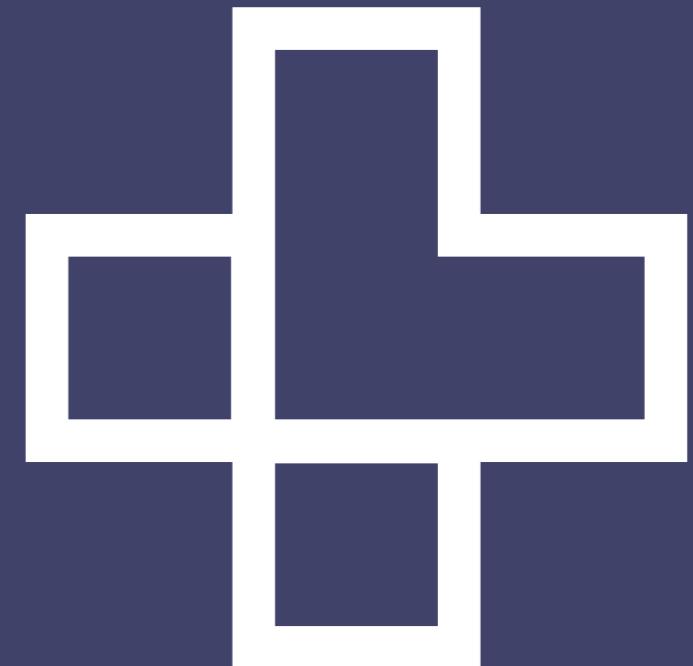
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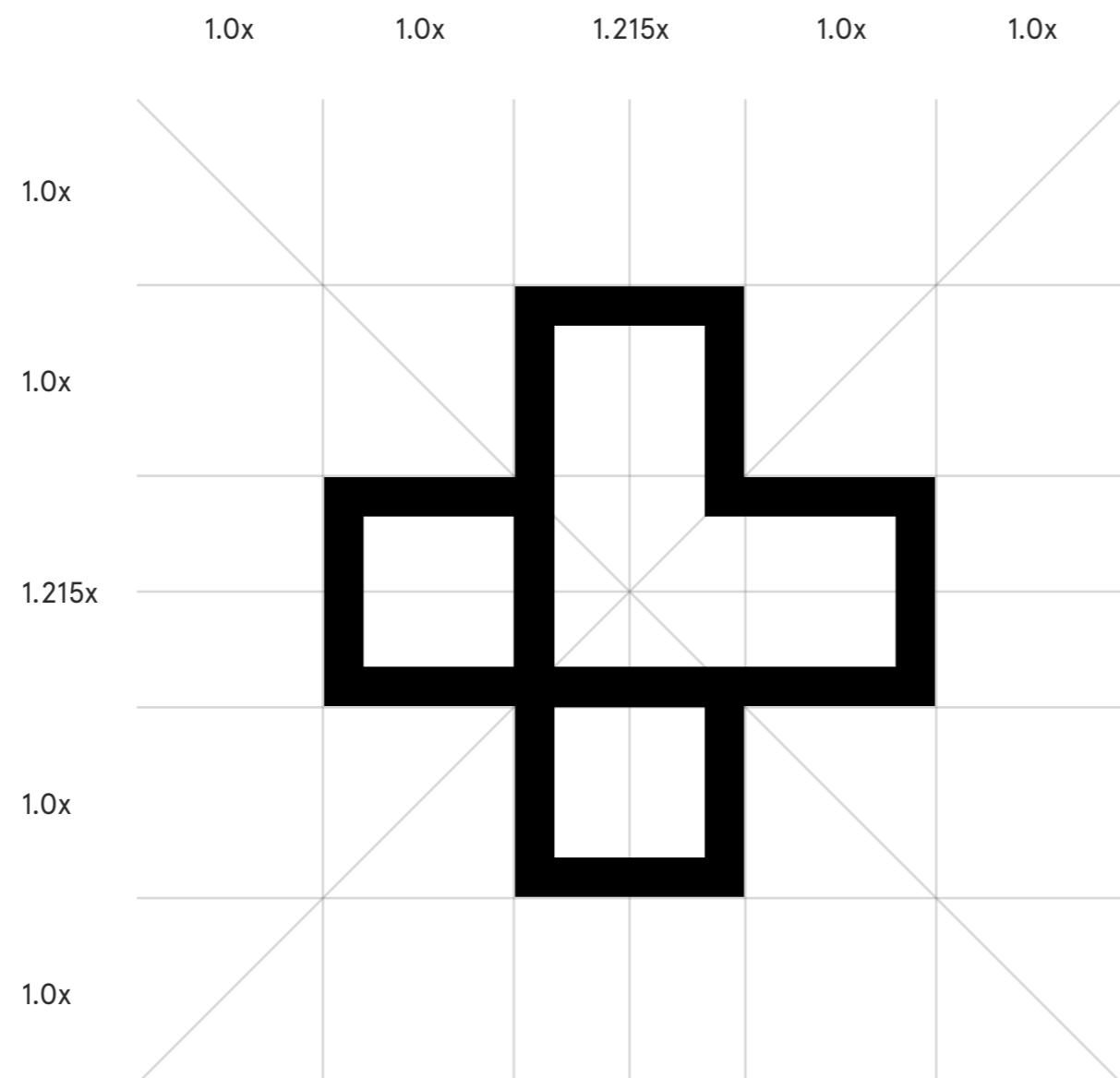


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Cross

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.

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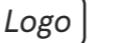
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| | | | |
|--------------------------|---|------------------------|--|
| Navy |  Logo | Coral |  Logo |
| Hex: #41426A | | Hex: #FCC6C2 | |
| RGB: 65, 66, 106 | | RGB: 252, 198, 194 | |
| CMYK: 83%, 79%, 33%, 20% | | CMYK: 0%, 21%, 15%, 0% | |
| Green | | Yellow |  Logo |
| Hex: #329374 | | Hex: #FFEOA6 | |
| RGB: 50, 147, 116 | | RGB: 255, 224, 166 | |
| CMYK: 79%, 21% 66%, 4% | | CMYK: 0%, 12%, 39%, 0% | |
| Dark Gray |  Logo | Gray |  Logo |
| 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*  **Logo**

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

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Logo examples



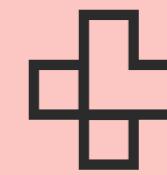
Cowork
Medical



Cowork
Medical



Cowork
Medical



Cowork
Medical



Cowork
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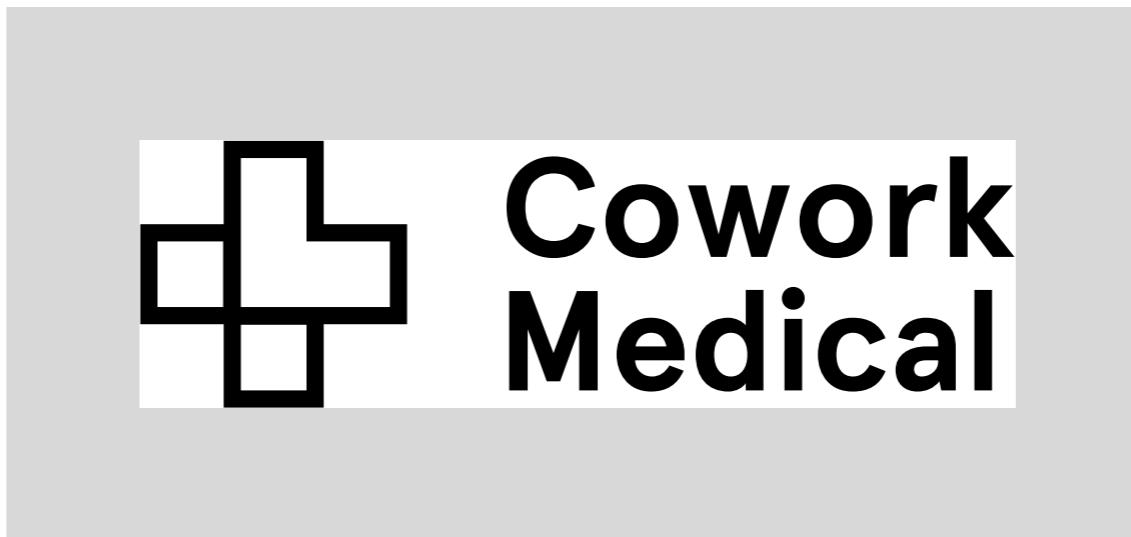
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2x

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.

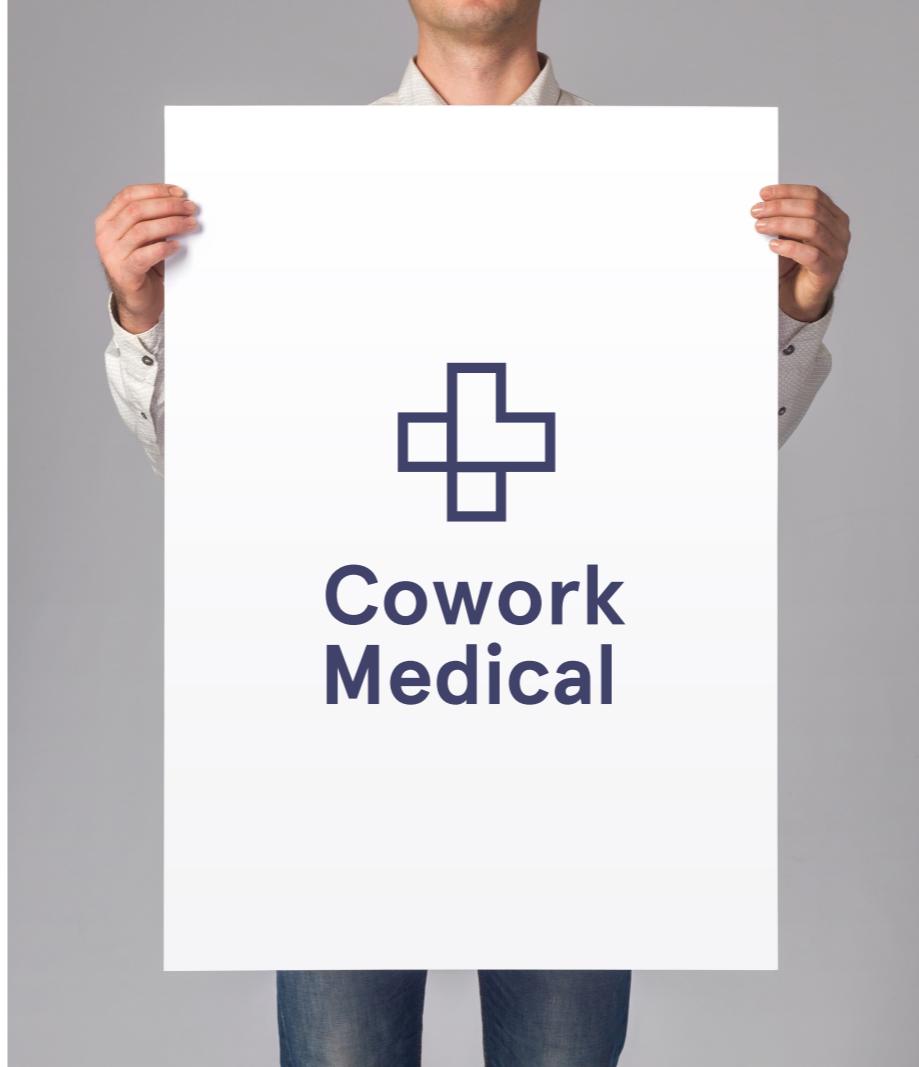
① This clear space is based on half the height of the cross.

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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).

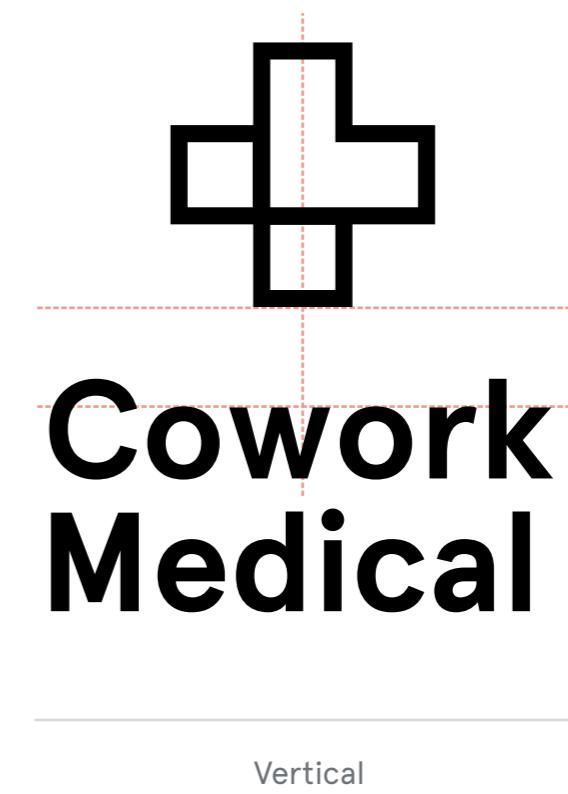
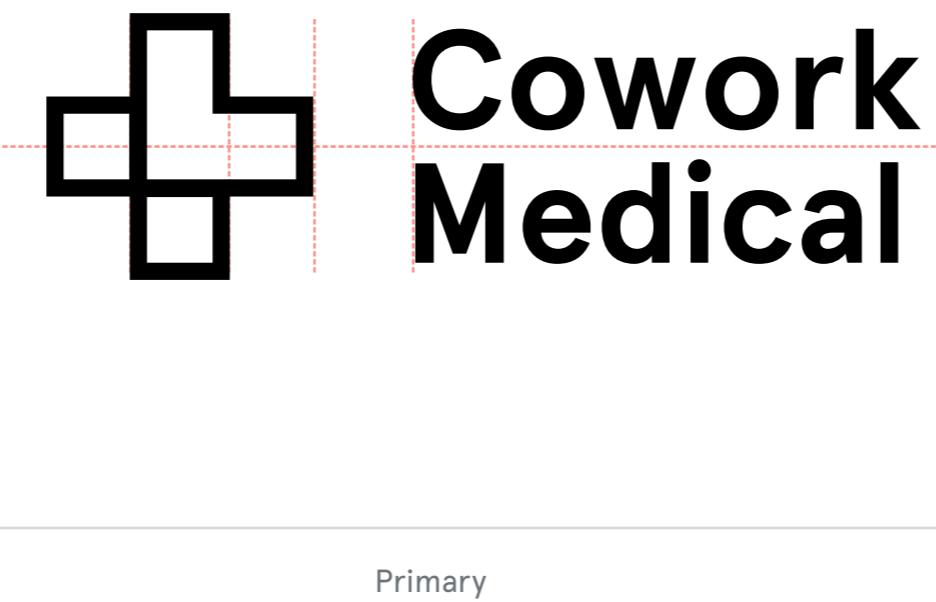


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Alignment

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.

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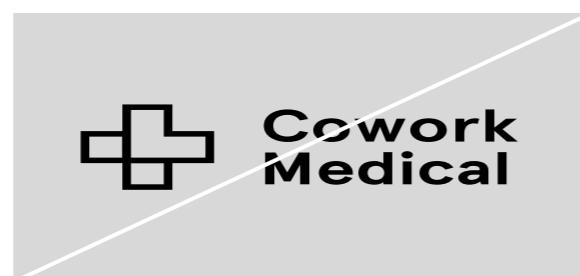
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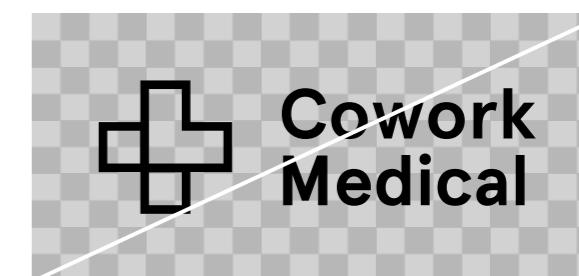
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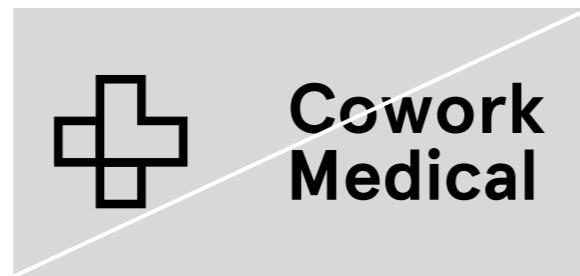
Never stretch the logo.



Never use the logo in
unapproved colors.



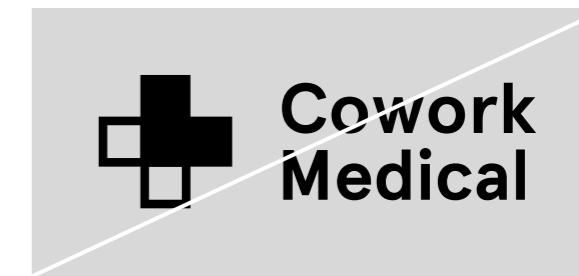
Never place the logo directly on top
a pattern.



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.

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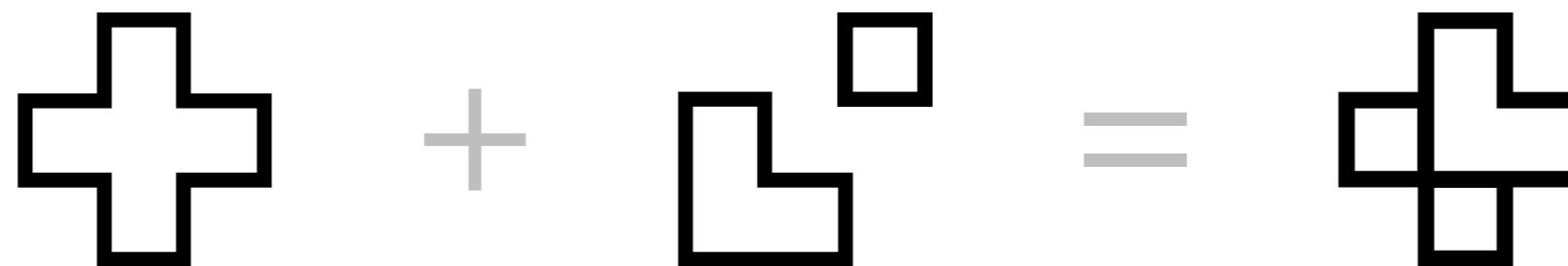
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Cowork Medical



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.

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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/>

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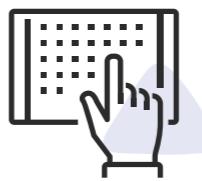
Pattern and Shape Elements

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.

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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.



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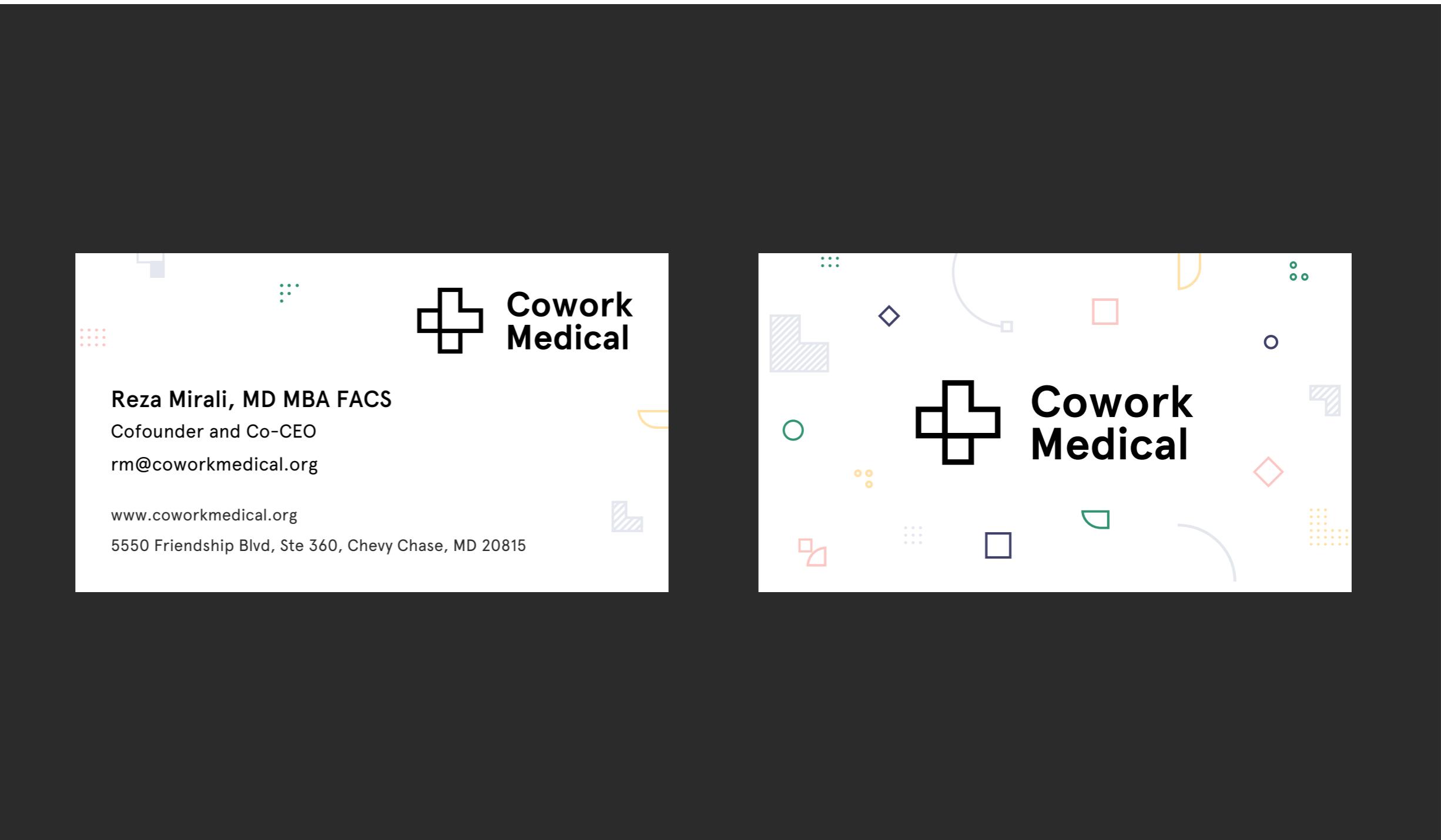
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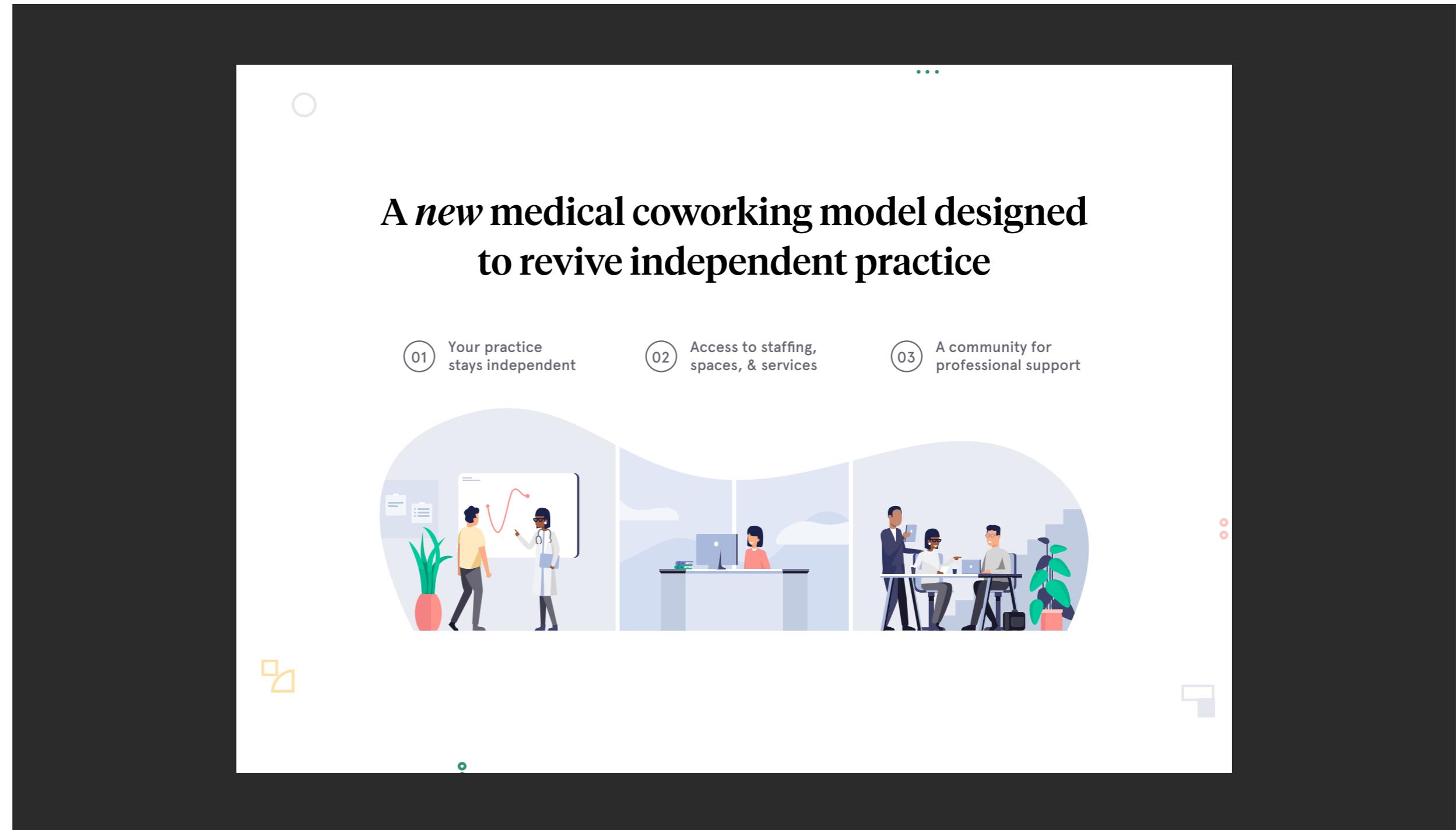
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Keynote slide (with custom illustration)

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Examples of branded work.

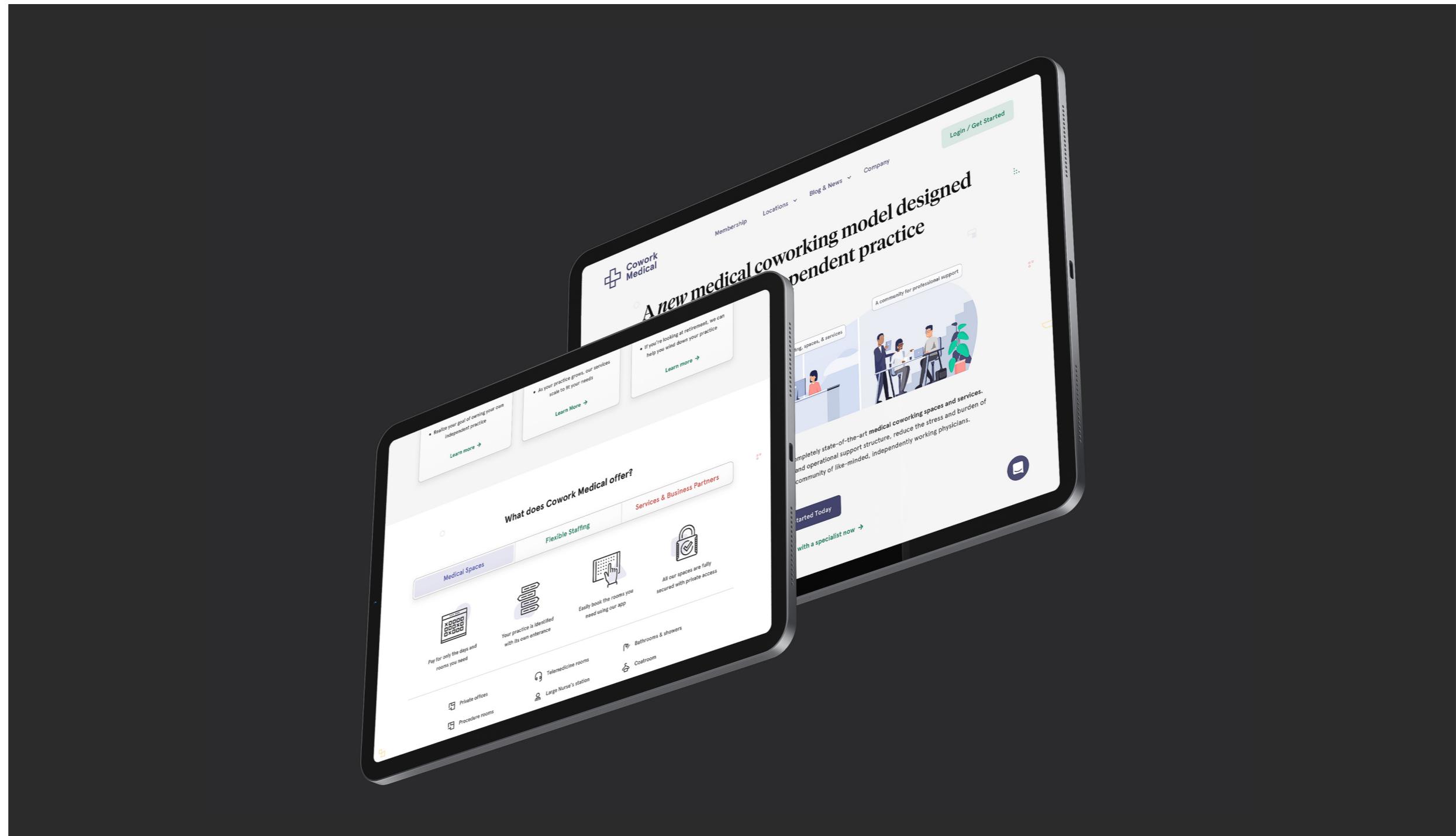


Presentation Folder

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Website Mockup

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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.



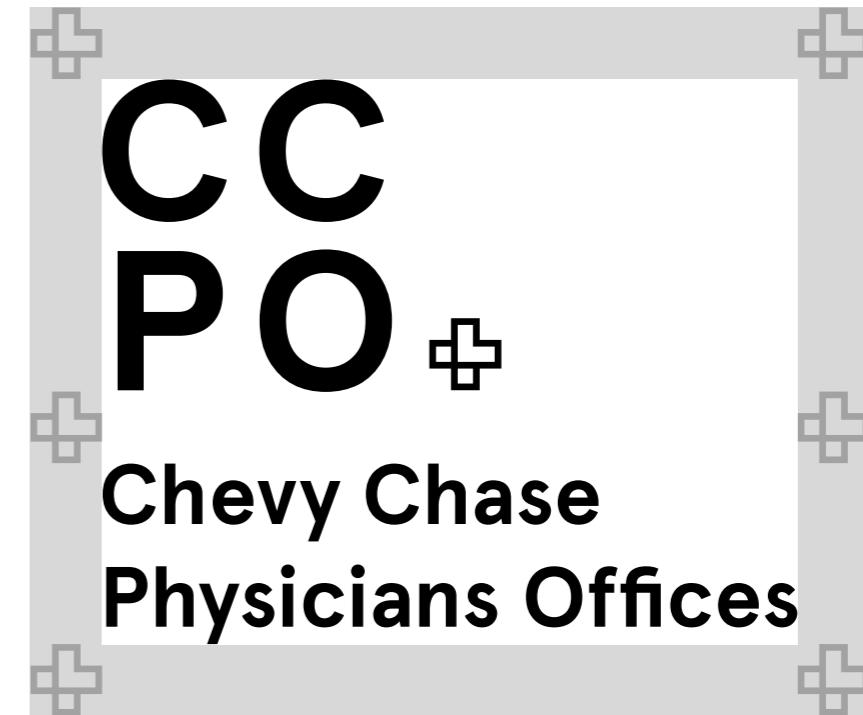
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CCPO Logo Clear Space

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.



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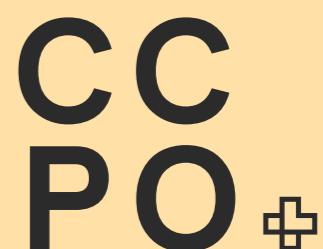
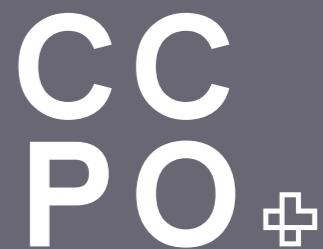
CCPO Logo Colors

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

