

# Cowork Medical

Digital Style Guide

V1.1 – February 2019



Digital Style Guide

Cowork Medical™

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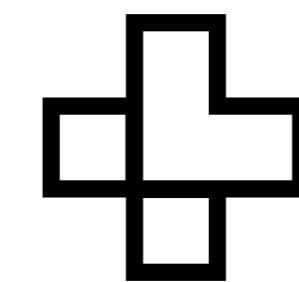
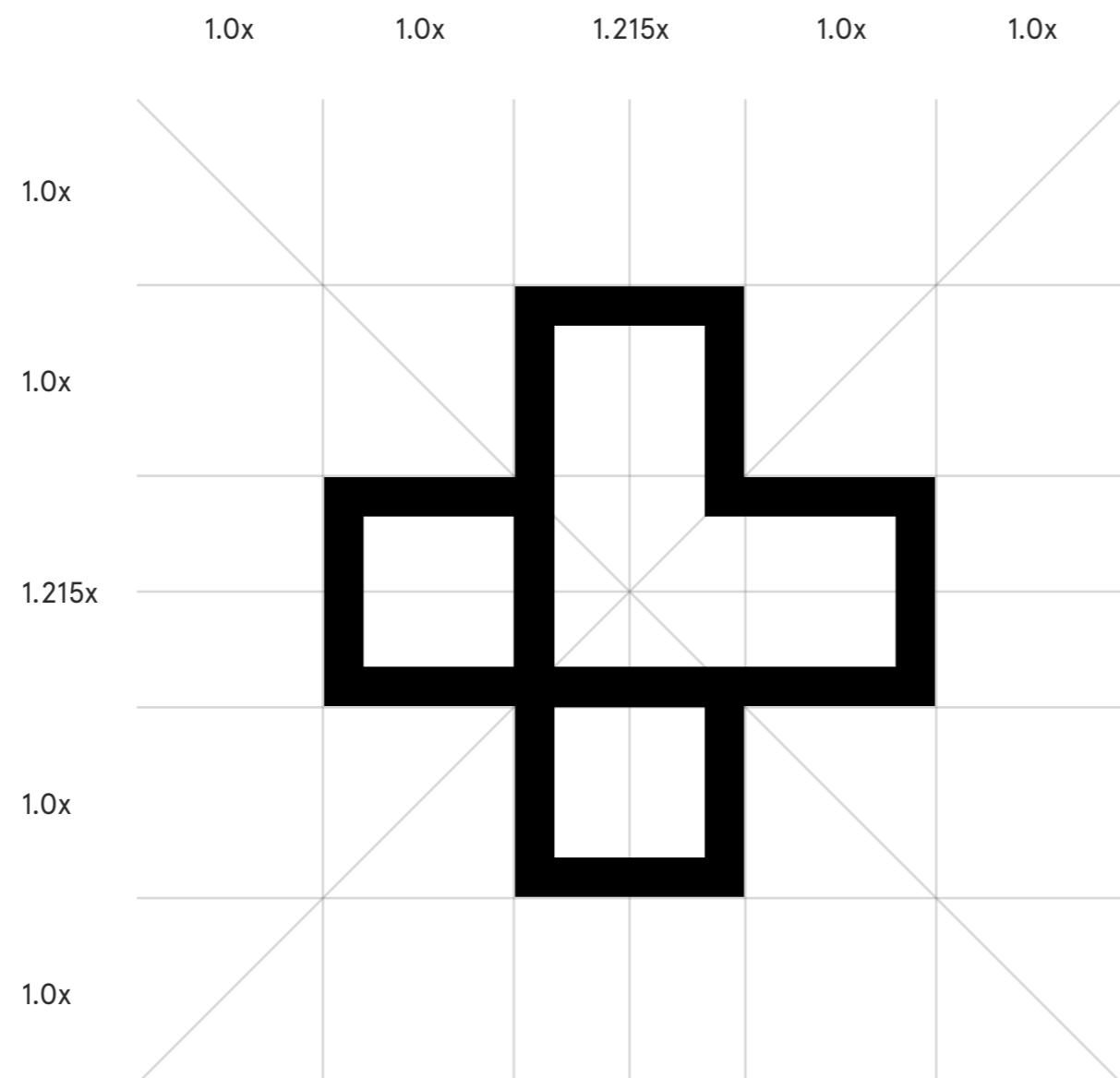
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# Cowork Medical

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



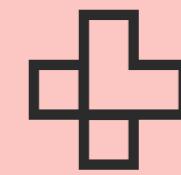
Cowork  
Medical



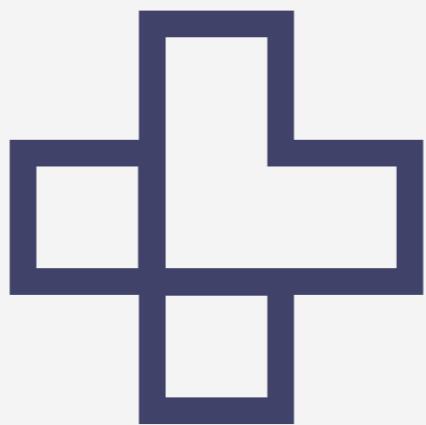
Cowork  
Medical



Cowork  
Medical



Cowork  
Medical



Cowork  
Medical

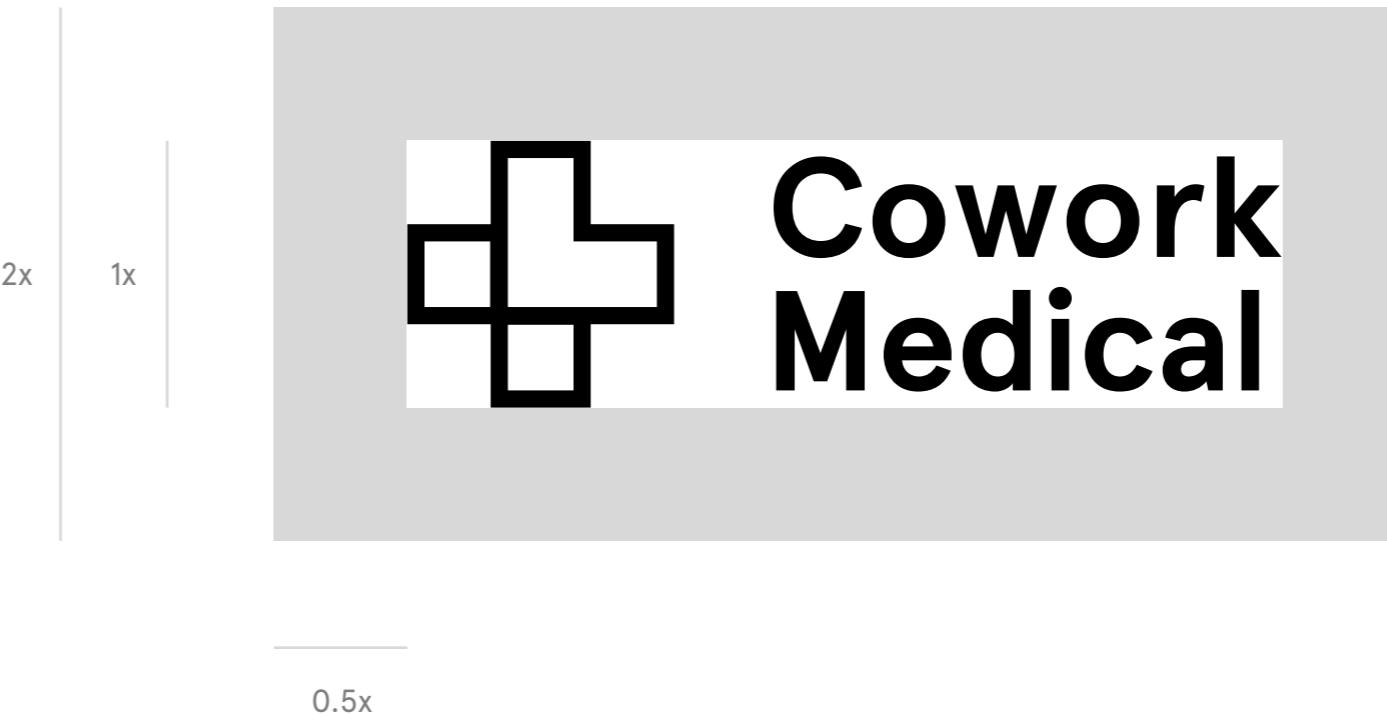
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- A minimum area of space must always surround the cross and logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

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



## Clear space

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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.

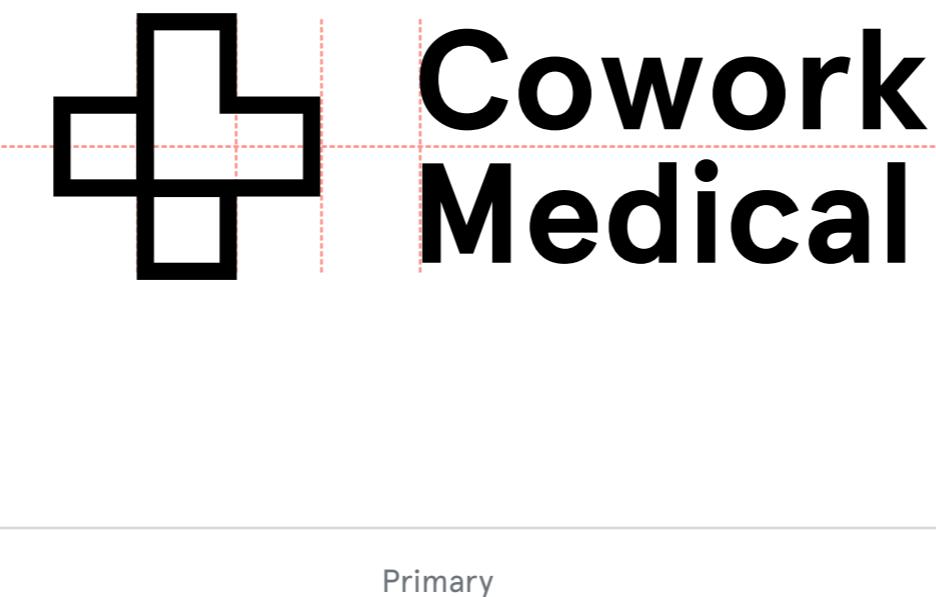
- ⓘ The Cross should only be used on its own in situations where the name is adjacent in some form (such as an app icon).



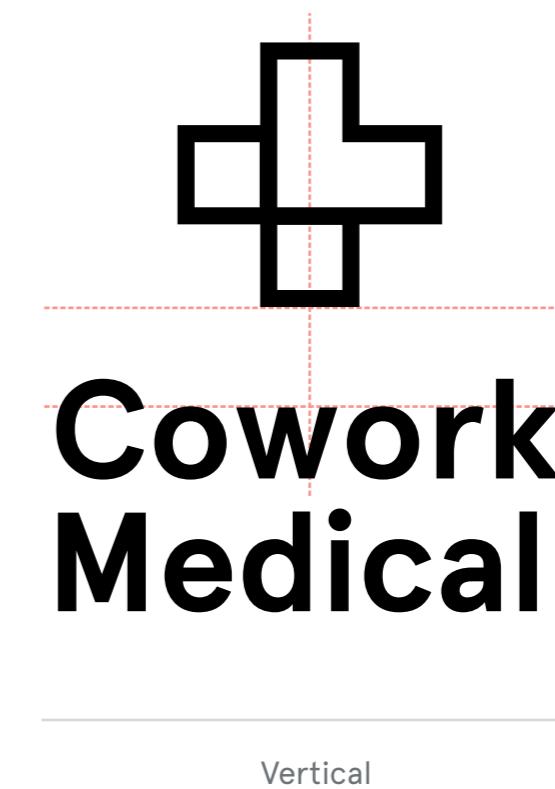
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Primary



Vertical

## 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.

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

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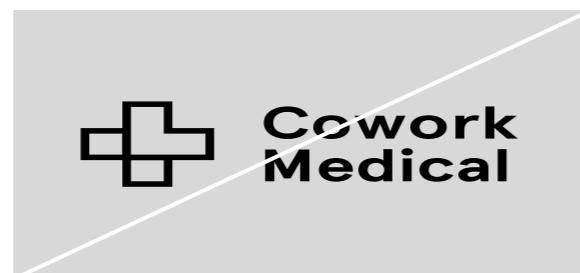
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## Logo Do's & Don'ts

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

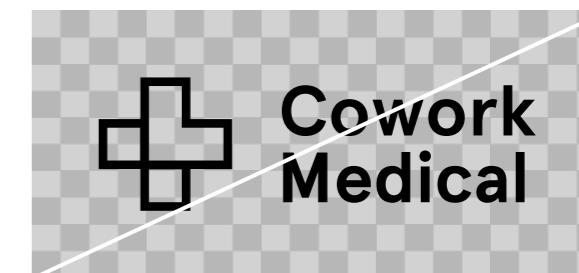
It is extremely important that the logo only be used in approved ways and to never do any of the above.



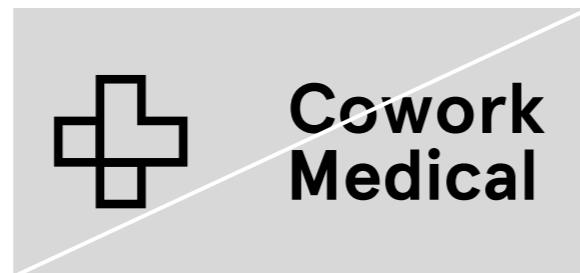
Never stretch the logo.



Never use the logo in unapproved colors.



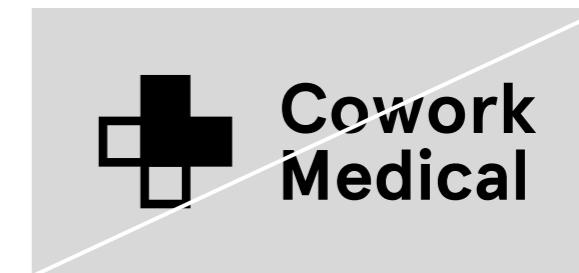
Never place the logo directly on top a pattern.



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.

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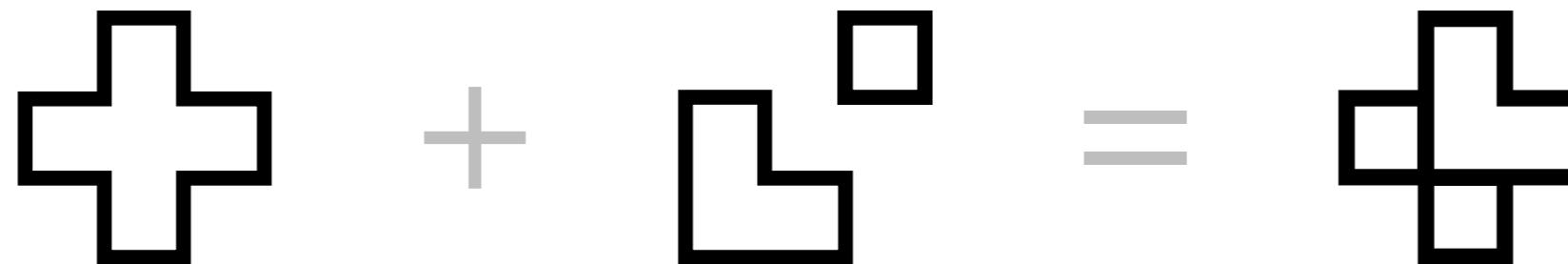
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# Cowork Medical



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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## 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/>

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

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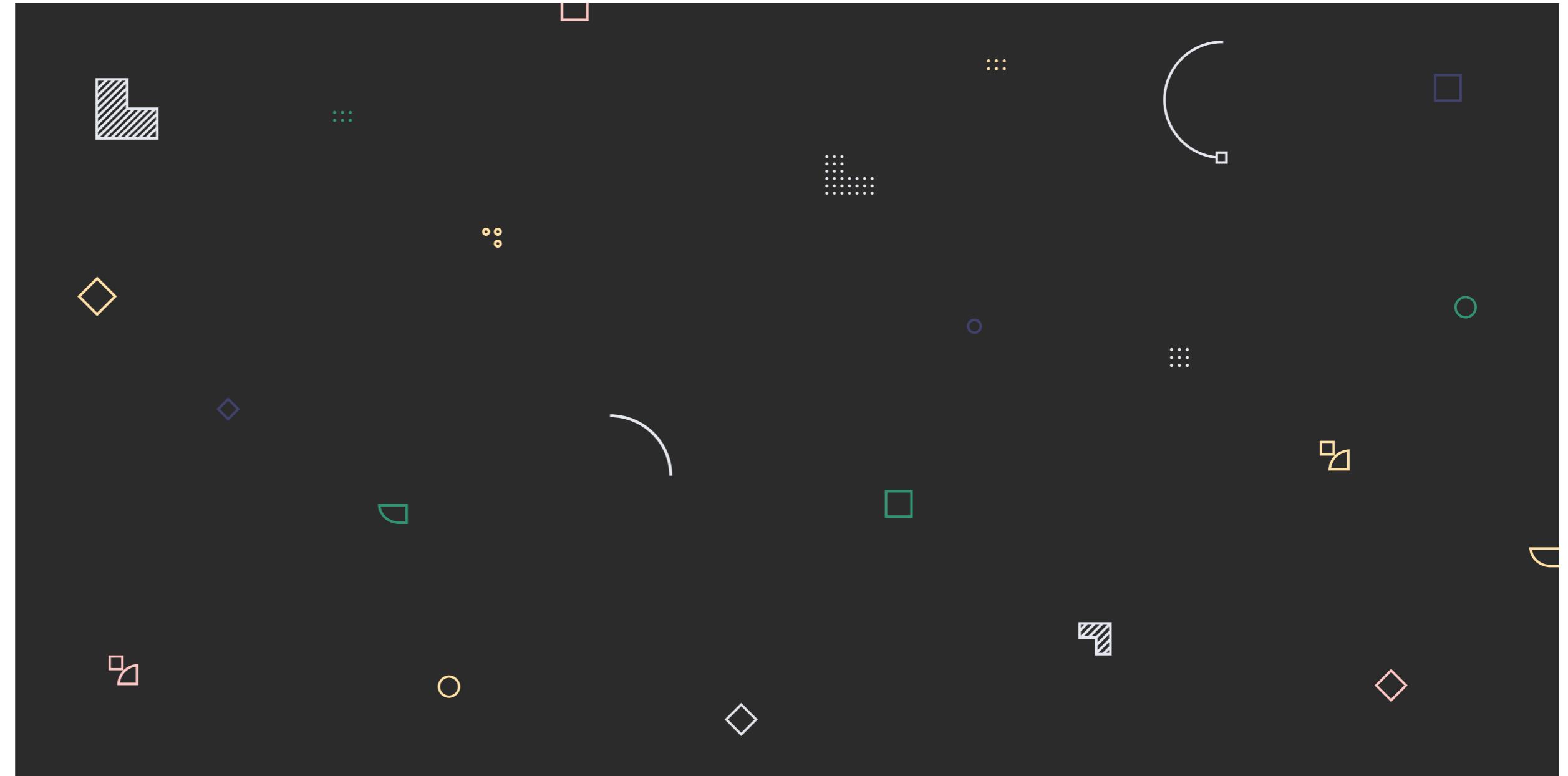
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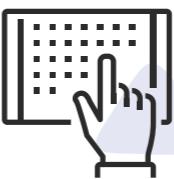
## Pattern and Shape Elements

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.



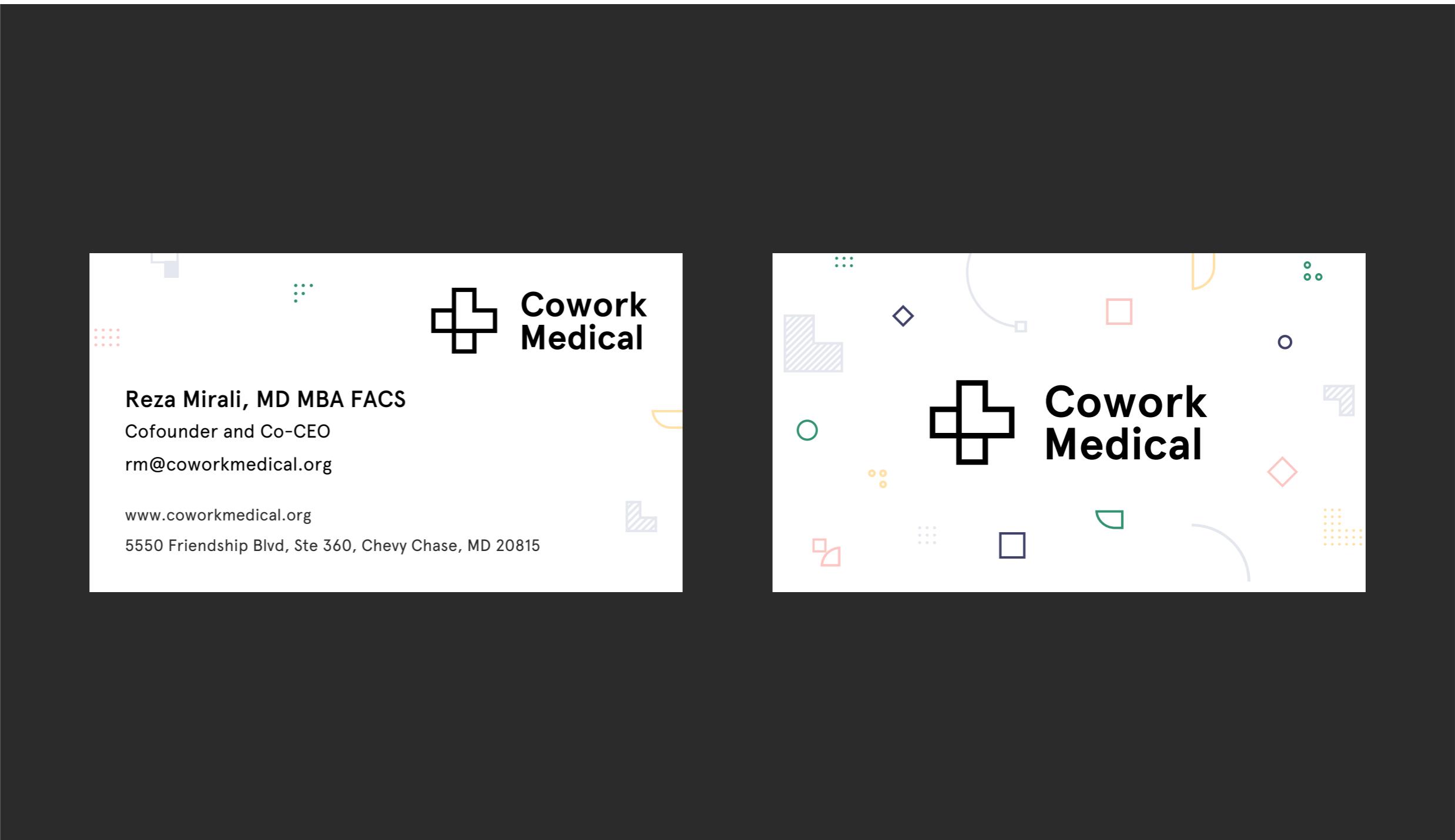
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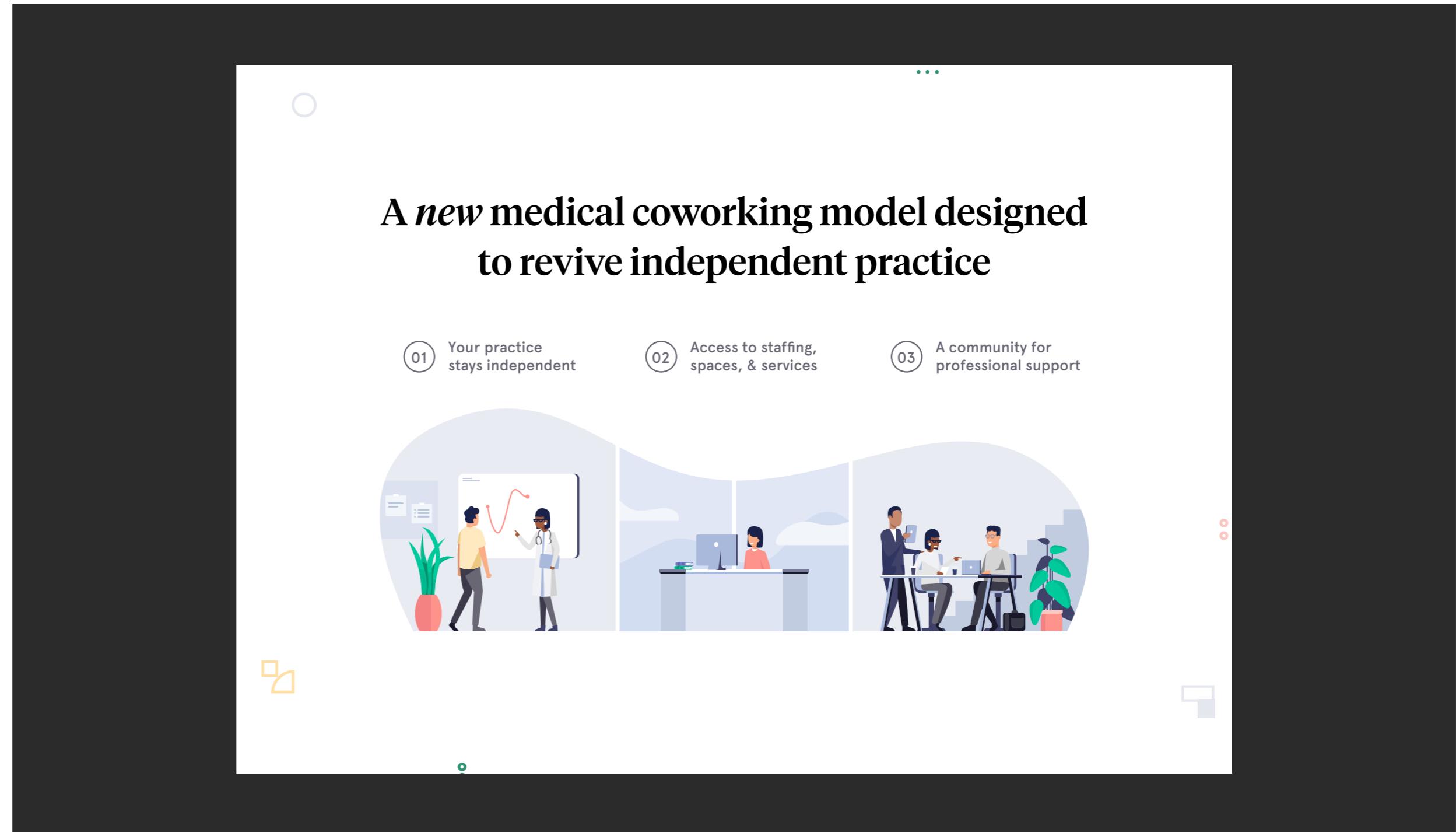
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Business card

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Keynote slide (with custom illustration)

## Lockups

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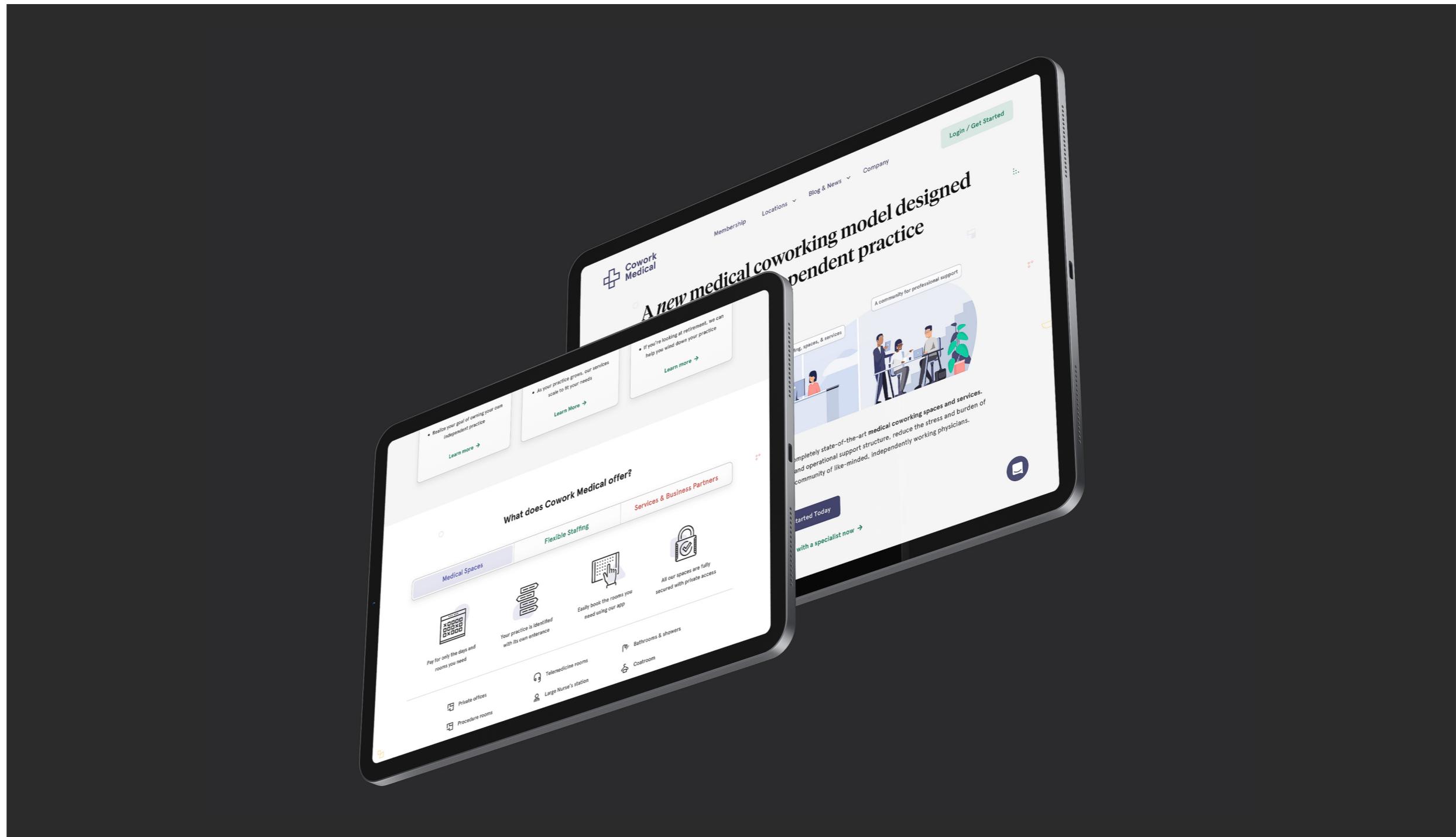
Presentation Folder

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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.

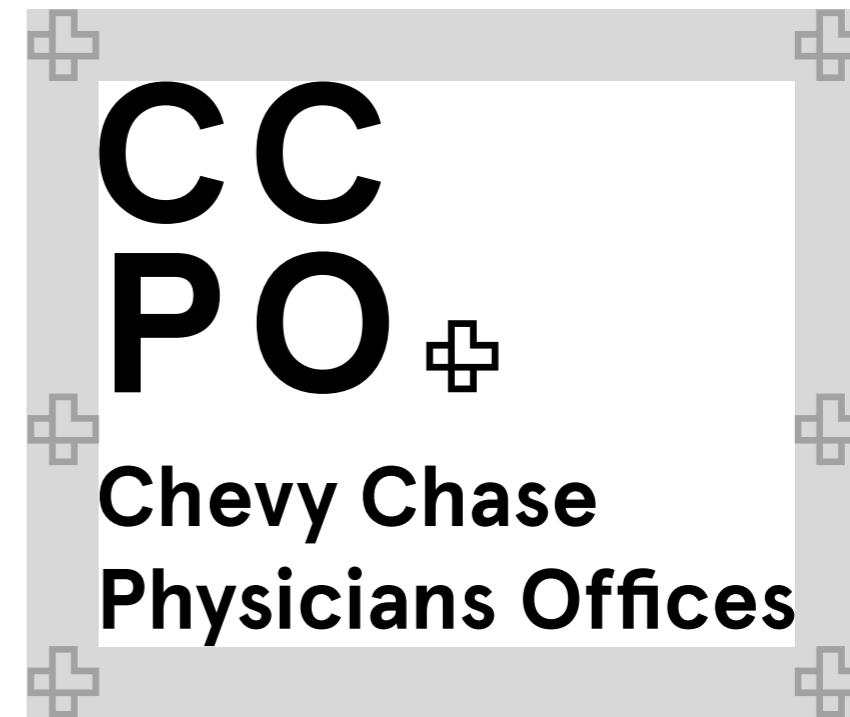
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## Clear Space

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.

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



# Questions?

Contact:

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

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

