



Visual Guidelines

Visual Guidelines

This document contains the rules for our visual communication system. Follow these guidelines purposefully to maintain brand consistency, and import this document as a Library in Sketch.app to access the elements of our communication system easily in the sidebar of your projects.

This set of guidelines includes all of the elements you may need—logos, typefaces, colors, as well as our grid system—to create a consistent tone, look, and feel for Concourse's materials. We invite you to absorb this information, reflect on the use of Concourse's brand as you work through projects pertaining to our mission, and reference it often to become an informed keeper of the brand.

Current as of October 2018

Logo Mark

The idea behind the Concourse mark is flipping the traditional on it's head -- the mark is a play on the type of icon that traditionally represents universities / institutions. It's also meant to evoke the image of putting a pencil to paper, and getting to work on our mission.



Mark

Logotype

The Concourse logotype features a clean, classic type that conveys strength and sophistication.

Concourse

Logotype

Lockups

This is the primary visual form in which Concourse will be experienced. It's important to associate the name with the mark wherever possible.



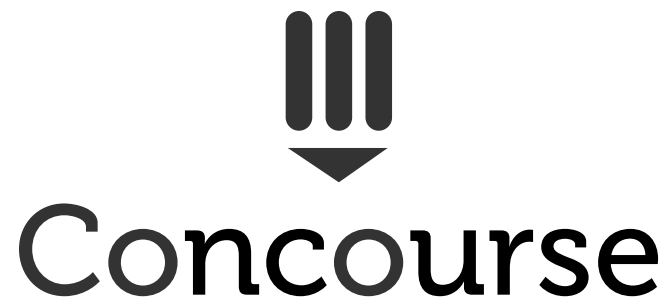
Horizontal Lockup



Stacked Lockup

Logo Color

The color logo options are the primary logo colorways to be used. The full color logo is the preferred version and should be used whenever possible. These examples are stacked lockups, however this colour policy goes for all logo forms.



Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds and promotes clarity to the visual messaging. The more, the better.

The minimum whitespace around the mark and lock- up is equivalent to the mark scaled down to 50%.



Minimum Sizes

For readability, scale needs to have special considerations. Do not reduce these elements below 25px height, with the exception of the Favicon (see: next page) and some instances on mobile.

Mark



25 pixels
(height)

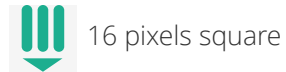
Lockup



25 pixels
(height)

Favicon

Concourse leverages its mark as the favicon due to its scalability. This is essentially the only instance in which the mark should scale below 25px in height.



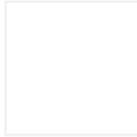


Concourse Global



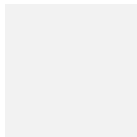
Color Palette

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Primary Palette

			
Hex	#3F4962	#1CAE8F	#FFFFFF
RGB	63, 73, 98	28, 174, 43	255, 255, 255
CMYK	36, 26, 0, 62	84, 0, 18, 32	0, 0, 0, 0
Pantone	4265 C*	Green C*	n/a

Secondary Palette

			
Hex	#333333	#666666	#F2F2F2
RGB	51, 51, 51	102, 102, 102	242, 242, 242
CMYK	0, 0, 0, 80	0, 0, 0, 60	0, 0, 0, 5
Pantone	447 C*	Cool Gray 10 C*	n/a

*Pantone colours were chosen as accurately as possible, however they may not be 100% accurate.

Typography

Open Sans is a humanist sans serif typeface designed with an upright stress, open forms, and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Download for free at: [https://
fonts.google.com/ specimen/
Open+Sans](https://fonts.google.com/specimen/Open+Sans)

Open Sans Light

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789

&@£\$%[]!?*°

Grid System

Concourse should, wherever possible, utilize a 12 column grid system in line with the Bootstrap web design and development guidelines. The columns are divided this way to work nicely with Bootstrap's framework for responsive web design, and can be mixed and matched so long as the value of each row is equal to twelve columns.

To learn more about Bootstrap, see: <http://getbootstrap.com>

12											
6						6					
4				4				4			
3			3			3			3		
2		2		2		2		2		2	
1	1	1	1	1	1	1	1	1	1	1	1

3			9								
4				8							