

draft



Our brand identity represents the values, solutions, ideas and personality of our organization. It is designed to increase recognition and influence perceptions about our organization in our marketplace.

Our brand identity needs to be represented graphically, and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices. It can, within its guidelines, use examples to visualize how our brand should be depicted across various visual media.

Our company needs to manage how our brand is represented across all visual media and in various situations.

The corporate identity system in this document has been created to fulfill this purpose. The guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets, to maintain the integrity of the Covisint brand.

table of contents

06 logo

logo - mark
logo - tagline
logo - color
logo - minimum size
logo - clear space
logo - usage
logo - co-branding

22 design

design - elements
design - color primary
design - color secondary
photography
iconography
typography-print
presentations

logo

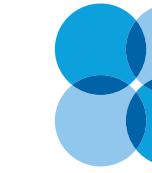


logo - mark

A major element of the Covisint brand are circles. These circles represent collaboration, information exchange, and in its entirety – a full information ecosystem. The circles should be used throughout all Covisint materials for emphasis and consistency. They should be graphically treated, whenever possible, as overlapping elements to reflect our logomark, as well as to symbolize collaboration.

Logo mark

The mark itself (circles), can stand by itself, providing that it adheres to the clear-space requirements



logo - tagline

The usage of the logo with the tagline varies. Our logo, sans the tagline, should be used by default on all public facing materials - mainly materials that do change frequently. However, the logo with tagline should be used on advertisements or one-off sales materials that are with limited messaging and space. This helps with company messaging retention.



logo - color

| 12

Full color

The full color - positive logotype is the preferred version and should be used whenever possible.



Monochrome

When there is a limited number of colors available for reproduction, or the quality of colors is questionable, choose the monochrome version. Only black and white should be used.



The logotype should always contrast with the background. There are seven versions of the logotype to ensure legibility and optimum reproduction quality in all printing processes and digital needs.



logo - minimum size

Logo

The minimum size requirement with tagline
is 1" (72px)

Logo with tagline

The minimum size requirement with tagline
is 1.5" (108px)



To preserve legibility, the logo must adhere to the minimum size given.

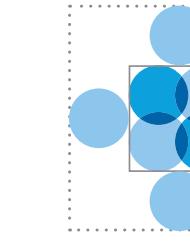


logo - clear space

the clear space around the logo on all sides must be used for maximum legibility and impact.

The clear space around the logo is represented by the height of the "c" in the Covisint logo type.

The clear space around the logo mark is represented by the height of a circle within the logo mark.



logo - usage

| 18

How our logo is used can determine how we are perceived, positively and negatively. When you have questions, contact the marketing department

Logo type

Using the logo type (covisint) doesn't clearly identify the company and must never be used without the logo mark (circles).

Logo selection

The gradient backgrounds determine which version of our logo to use. Using the wrong logo will alter the visibility and impact.

Logo backgrounds

Using solid backgrounds is preferred but not always the most creative option. The chart on the right describes which logo to use based on tint percentage.

For the "Not preferred" and "Do not use" replace with a 1-color logo (black fill or white fill).

Effects

Drop shadows and any other effect, is not allowed.



Approved

Not preferred

Do not use

covisint®

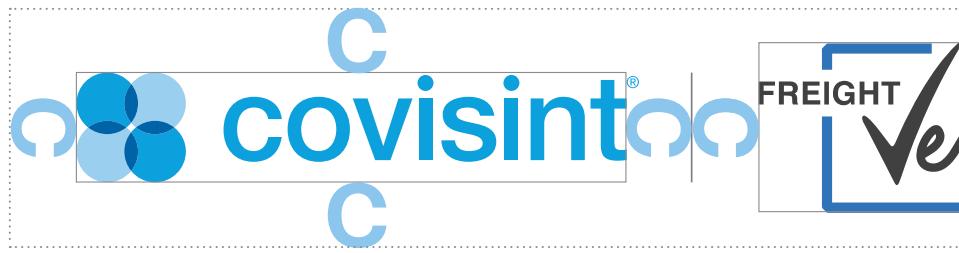
covisint®

logo - co-branding

The clear space around the Covisint logo adheres to the guides that are equal to the height of the "c" in the Covisint logo type. The dividing line is equal to the height of the Covisint logo mark. The partner logo adheres to the same rules regarding horizontal spacing. However, when determining the height of the partner logo, it should not exceed the height of the "c" rule.



Our logo can be used as co-branded initiatives.



design

the art of
simplicity

less is more

less is better

less is elegant

less is refined

less is sophisticated

less is elegant

less is refined

less is more

less is better

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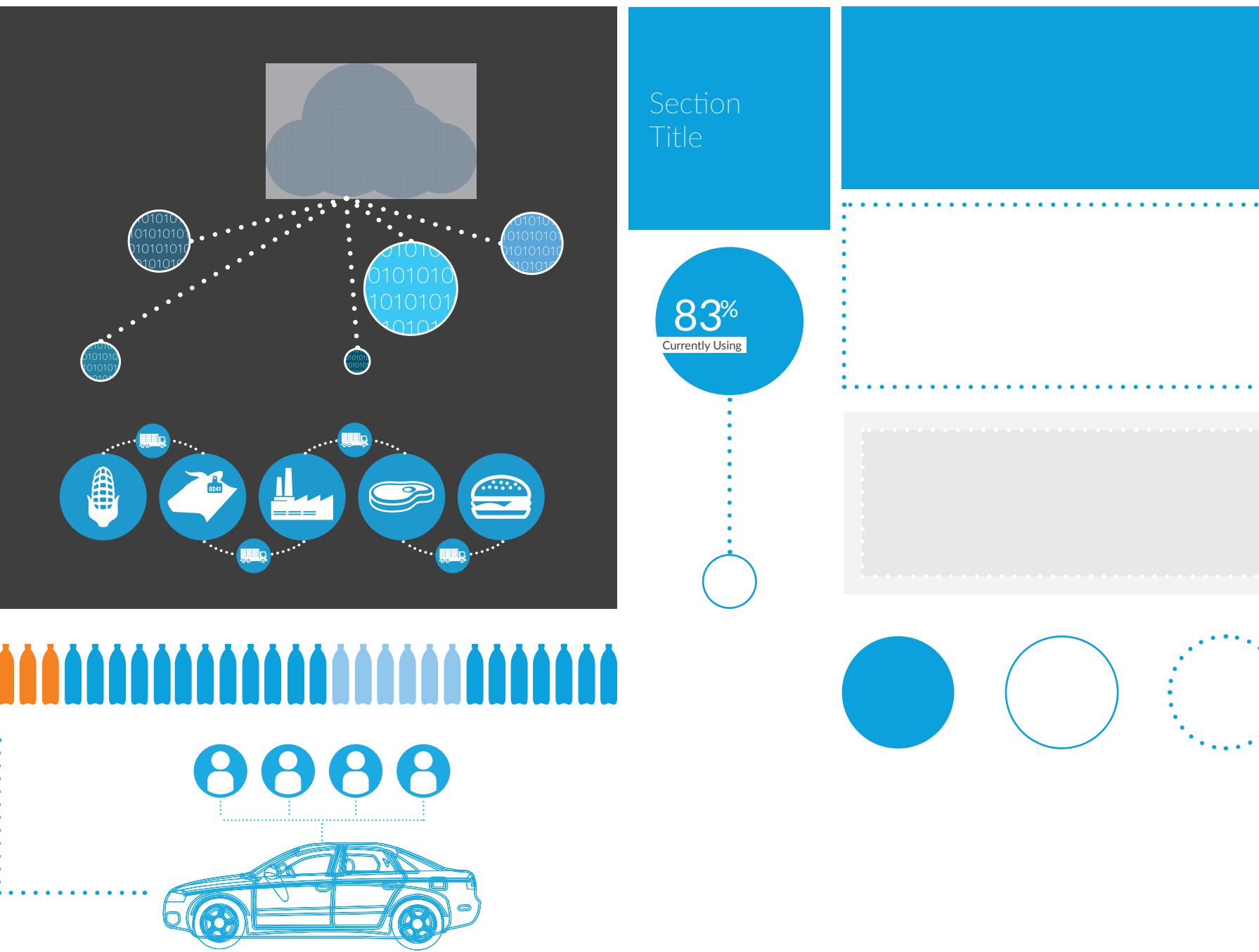
less is elegant

less is refined

less is sophisticated

design - elements

Our design elements are simple, clean and flat. Dotted lines are used as "connectors", so as to connect icons to icons or icons and text blocks. Solids also are used to connect objects when showing a direct process (capped with arrows) and also used to divide elements on the page.



design - color primary

"Colour is my day-long obsession, joy and torment."

Claude Monet

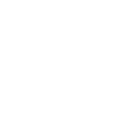
primary

Pantone colour ref.	CMYK	RGB	HEX
PMS 299	86 / 8 / 0 / 0	0 / 163 / 224	#00a3e0
PMS 299 80%	69 / 6 / 0 / 0	12 / 183 / 235	#0cb7eb
PMS 299 50%	43 / 4 / 0 / 0	135 / 205 / 241	#87cdf1
PMS 300	99 / 50 / 0 / 0	0 / 94 / 184	#005eb8
Cool Gray 8	23 / 16 / 13 / 46	136 / 139 / 141	#888b8d
Pantone Process Black 90%	0 / 0 / 0 / 90	65 / 64 / 66	#414042

design - color secondary

Secondary colors are only to be used as compliments, emphases and alerts to the main messaging. These colors can be used as call-to-actions.

secondary

Pantone colour ref.	CMYK	RGB	HEX
	PMS 151C 0 / 60 / 100 / 0	255 / 130 / 0	#ff8200
	PMS 7548C 0 / 12 / 98 / 0	255 / 198 / 0	#ffc600
	PMS 375C 46 / 0 / 90 / 0	151 / 215 / 0	#97d700
	Cool Gray 8 70% 16 / 11 / 9 / 32	154 / 158 / 163	#9a9ea3
	PMS 199C 0 / 100 / 72 / 0	213 / 0 / 50	#d50032

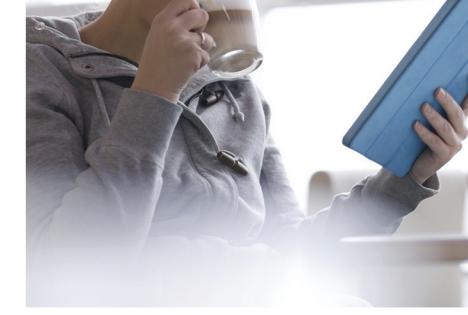
* Used as an alert only

photography

Clean, natural light – mid afternoon sun. Heavy emphasis on hands, user and device. Making Covisint technology appear friendly and obtainable.

Artistic lines and cropping. Capturing a real-life moment in time with the models never looking directly at the camera. Primarily technology interaction that enriches the human experience.

Using people, when applicable, is preferred. This approach drives the overall message that, in the end, our technology is seamless.



iconography

Icons are used to tell conceptual stories visually. They are represented by a full color, blue fill (PMS 299), with the descriptor in white.



typography-print

[Lato](#) is used for all public facing materials in both print and website applications. Lato is an easily read, clean and technical font. The use of lighter weights is chosen to give a sense of “airiness.” This coincides with Covisint as being an agile company with a solid technology in the cloud.

Emphasis is used by weight, color and size.

Lato

Lato, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!:?

Lato, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!:?

Lato, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!:?

Lato, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!:?

Lato, Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!:?

Type:

Leading:

8pt 11pt

10pt 14pt

12pt 16pt

18pt 21pt

28pt 31pt

As type size increases, the leading becomes closer to the number.
(e.g., 72pt type and 72pt leading.)

presentations

Our presentation templates contain styles, fonts, imagery and layouts that are conducive to our brand and should not be changed.

Emphasis is used by weight, color and size.

Presentations need to use icons and shapes to tell the story. Try to limit the amount of copy because images are relatable and memorable.

Sizes

There are two sizes for PowerPoint presentations 4:3 standard and 16:9 widescreen. 16:9 should be used as default.

Photos

Photos vary in size but match a minimum of 96dpi and no more than 120dpi.

Fonts

Lato is used for readability and compatibility across various machines and systems.

Imagery

Do not use effects like bevels and drop shadows. Keep everything flat looking.

Third-party logos

Recolor the logos within PowerPoint to gray. This ensures that the various colors used do not interfere with the focus.

Content

When copying from another presentation and pasting into our current theme document, paste by right clicking and "Use Destination theme." This ensures that the original template stays intact and the file only has one master slide.

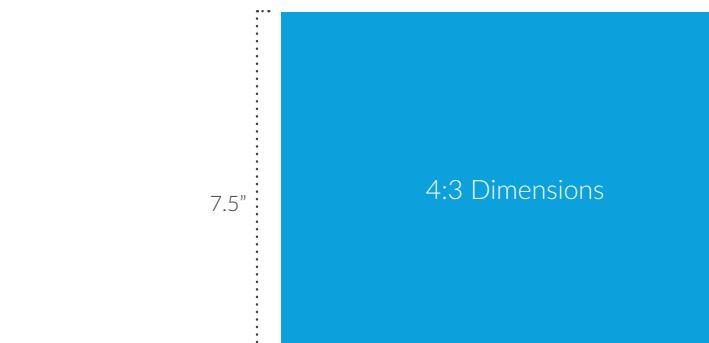
Lato

Lato, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!?

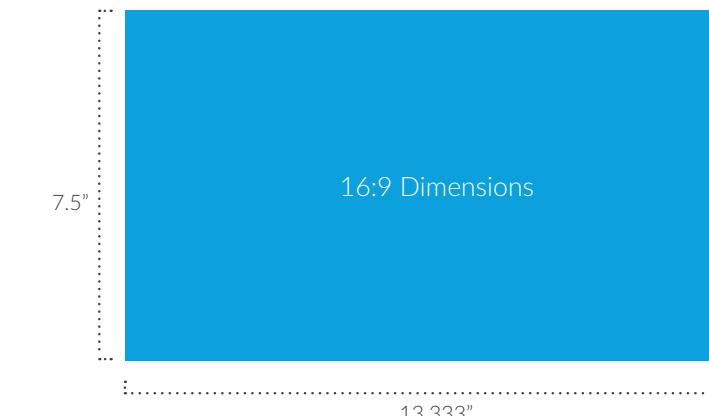


Arial, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#%,.;!?



imagery example:

