

Welcome to the team

Since its inception, Coop has helped creative professionals and hobbyists make the most out of remote collaboration. By reducing the friction that typically comes with long distance teamwork, the makers on our platform are able to engage in more efficient workflow and save their energy for the stuff that really matters. We work hard on our platform to ensure our users can work hard on their creative goals, allowing culture-enriching projects to be produced and perfected as efficiently as possible.

The brand reflects the culture of creative work In addition to being an excellent



tool for file storage and organization, Coop sets itself apart by facilitating a workflow for creative professionals, and it's intended that the branding mirror the less traditional tendencies of the creators that use the platform

The Vibe When using communicating with our users, we intend to use the same tone one would use when talking with a friend. Our mission revolves around making users feel comfortable and ready to create great things, and this is an important aspect of that.





Logo Usage

To the left is the primary Coop logo in full color. There are multiple iterations of this design, but this is the the logo to be used whenever possible, at a width of 56 pixels or larger. Below are the acceptable variations and an explanation of when to use them.



Black and White Mark The black and white mark is used for pages

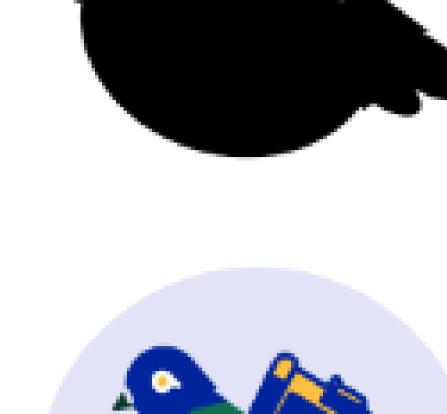
with monochromatic designs, or as an icon.



When using the logo at widths less than 56 pixels, the text becomes hard to read. Use this or the following version instead.

Small Color Logo

Small Black and White



When using the logo at widths less than 56 pixels, the text becomes hard to read. Use this or the previous version instead.



Alternate Color Logo This version can be used for the header of pages, as well as a dropdown menu button.





These designs can be used in black and white or color as favicons and app icons.

App Icons

our design:

How we utilize type in

Rockwell is reserved strictly for the Coop logo design, or when displaying the Coop brand name as a standalone header.

• Rockwell Regular

Raleway is used for headers Raleway can also be used

Raleway Extralight - Medium - Bold

for short paragraphs,

like this one. Roboto Slab Light - Medium - Bold

Color

used, but **medium** and **bold** weights are also acceptable.

for all body sections and paragraphs. Typically Roboto Light is

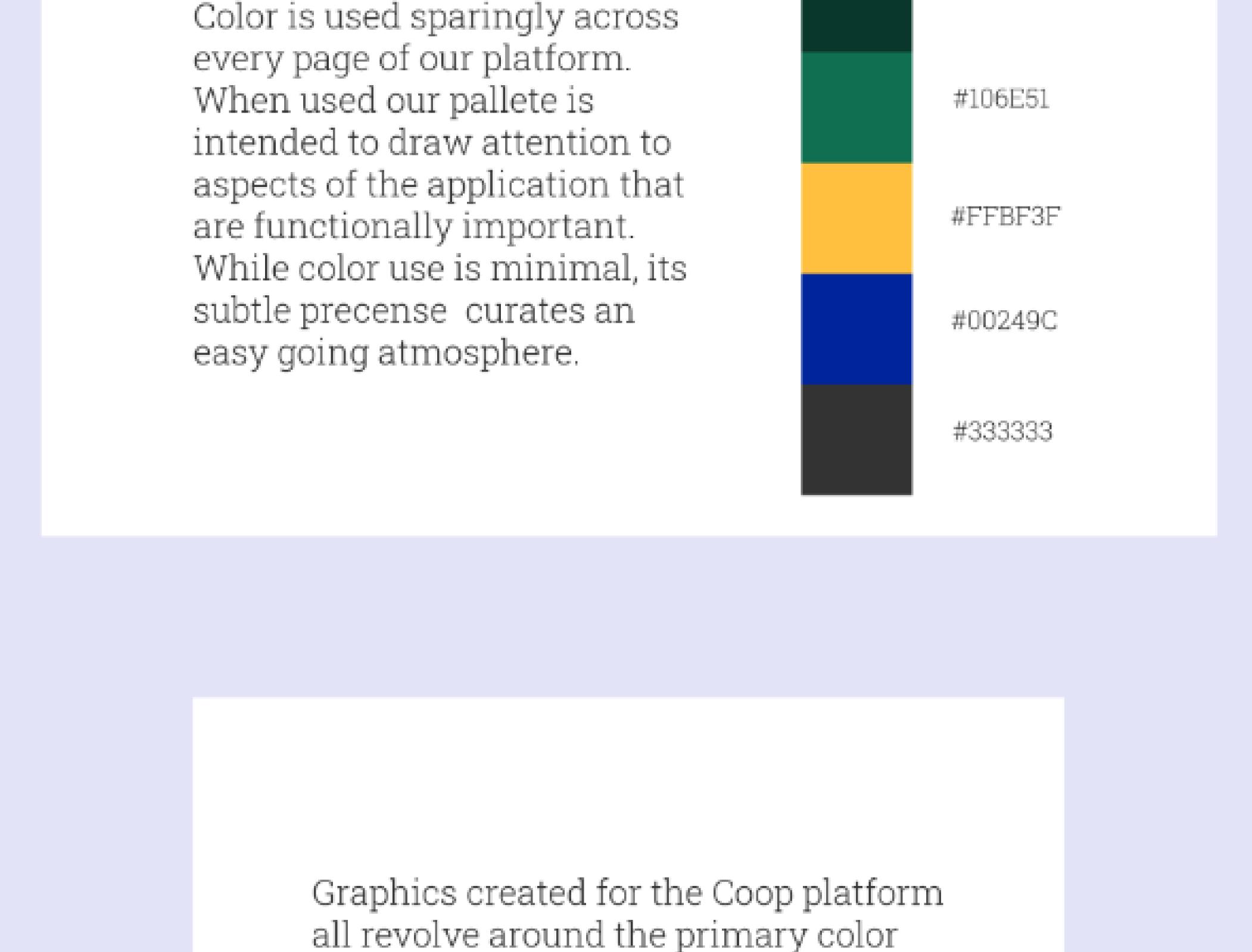
Roboto is a complemenary typeface to Raleway, and is used

#E3E3F7

#0A372B

color)

(primary brand



Done

(#E3E3F7) and a cohesive artistic style.

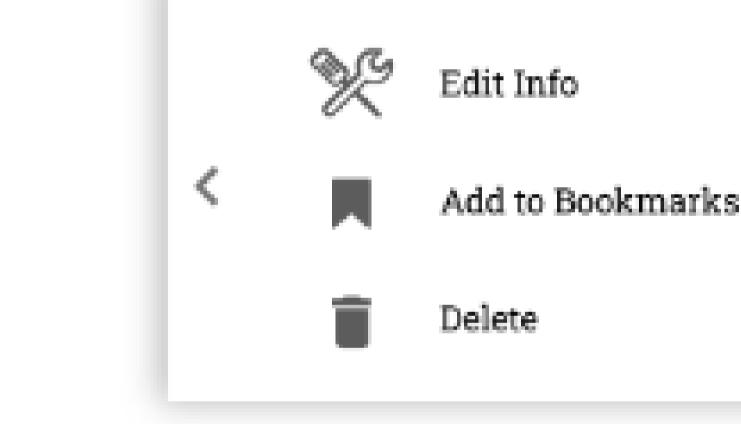
functional icons or as elements of the

These graphics can be used as

visual design.







Q Search Coop

Classes of graphic elements have distinct attributes. Buttons have drop shadows and edges rounded to 4px to distiguish them from dialogue overlays, which have pointed corners. Establish heirarchy by prioritizing the main accent color (#00249C) for the most important actions on a page.