

Brand Visual Identity of



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# Logo

Clear Space



## Logo variation



Improper use of logo

These examples show signatures that do not adhere to guidelines for configuration, color and clear space.



✗ Do not crop photos or patterns through the logo.



✗ Do not distort the logo.



✗ Do not ignore the signature clear space guidelines.



✗ Do not use any colors than those specified.



✗ Do not employ graphic effects such as a bevel, emboss, outer glow, or drop shadow.



✗ Do not place the signature on a “busy” background that diminishes visibility.

# Color

## Primary brand colors

Our primary brand Colors are Sherwood Green and Golden Fizz. They are used to provide accessibility, simplicity, and consistency Throughout all brand communications.

## Secondary colors

Our secondary brand colors are Hint of Green and Honeysuckle. They should be used sparingly throughout illustration, photography and product in order to maintain meaning and potency.

Sherwood Green

RGB= 1, 60, 49  
CMYK= 89, 49, 73, 56  
HEX= 013c31

Golden Fizz

RGB= 239, 254, 62  
CMYK= 12, 0, 89, 0  
HEX= effe3e

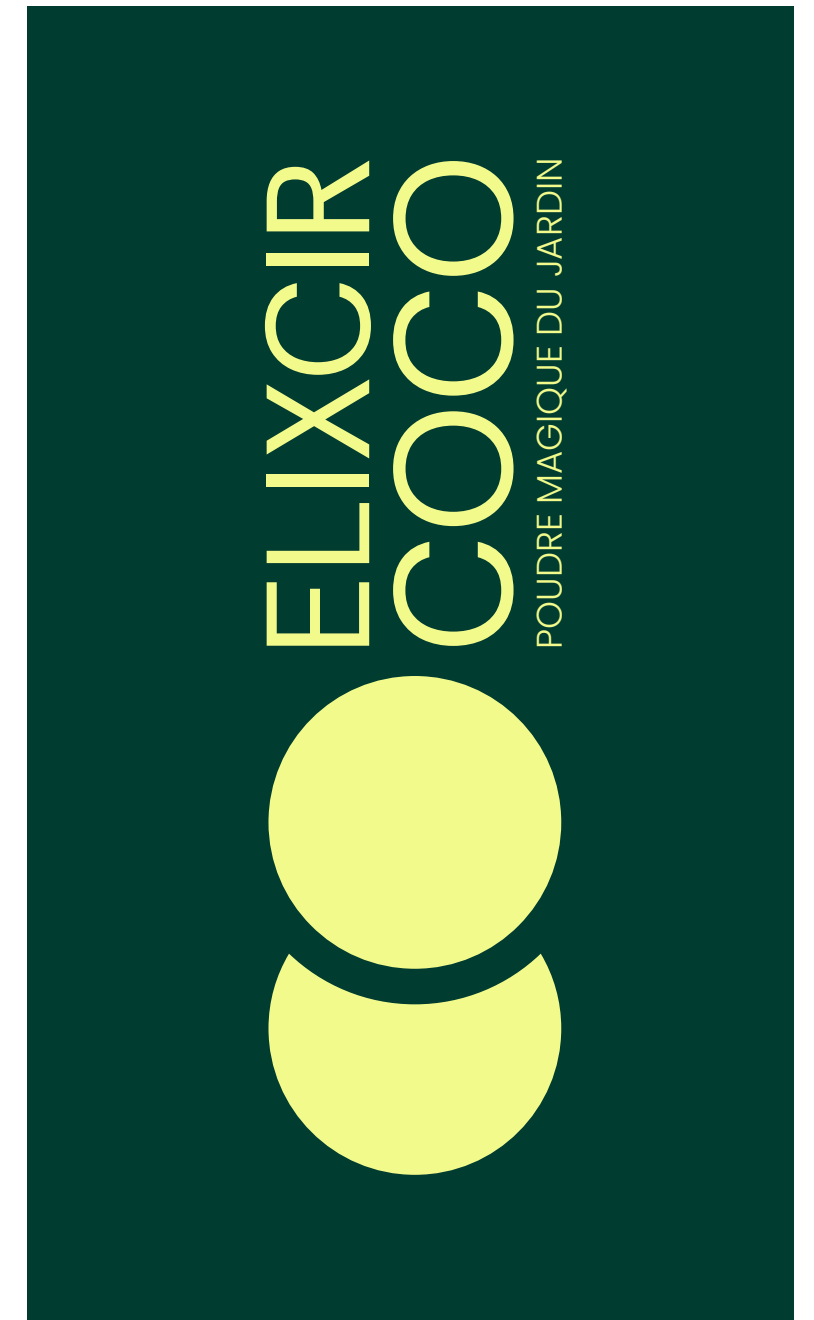
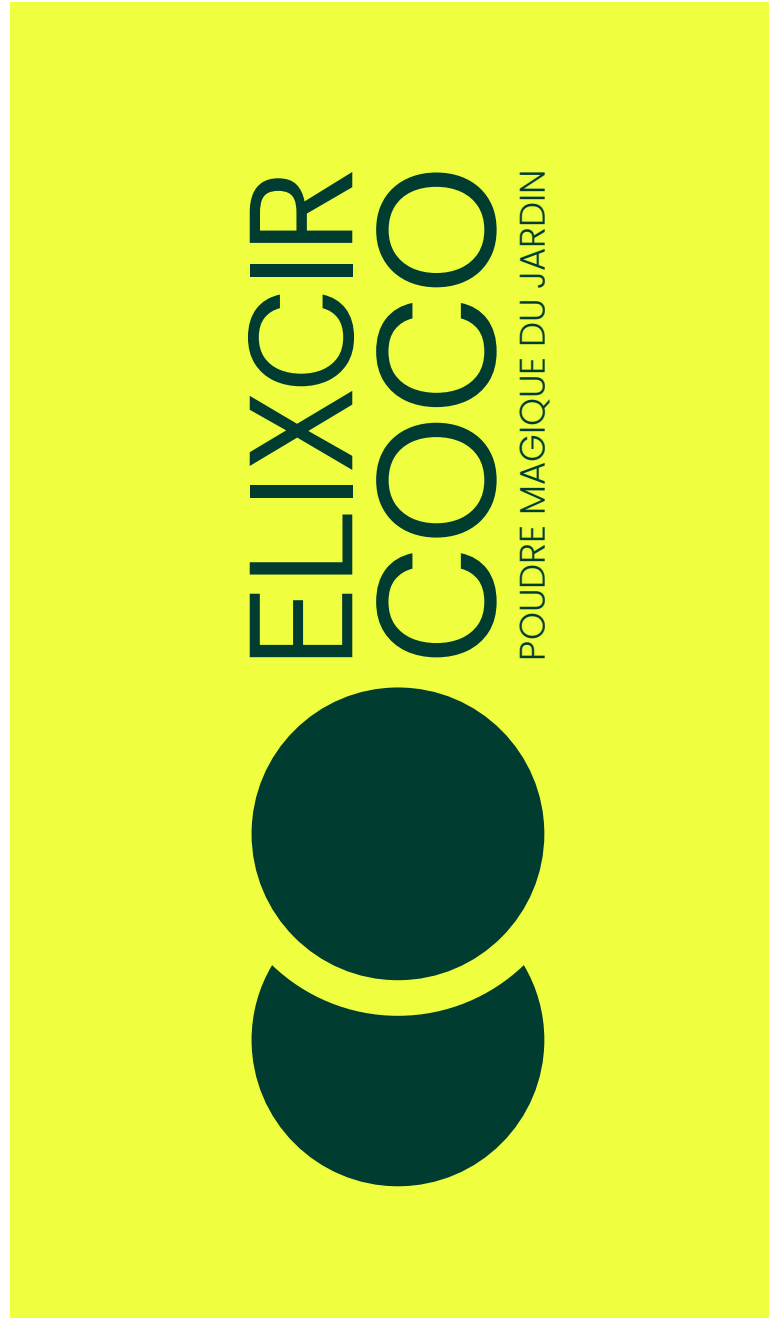
Hint of Green

RGB= 233, 253, 225  
CMYK= 7, 0, 14, 0  
HEX= e9fde1

Honeysuckle

RGB= 242, 250, 239  
CMYK= 7, 0, 55, 0  
HEX= f2fa8b

## Color variation



# Typography

## Rethink Sans

Rethink Sans is the primary typeface for ELIXCIR COCO When appropriate for contents of the text, italics may be used.

## Rethink Sans Regular

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&@#\$\$%\*:;.,!?

## Rethink Sans Medium

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&@#\$\$%\*:;.,!?

## Rethink Sans SemiBold

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&@#\$\$%\*:;.,!?

## Rethink Sans Semi Bold

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&@#\$\$%\*:;.,!?

## Rethink Sans ExtraBold

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&@#\$\$%\*:;.,!?



# Application

Business card





Advertising Poster

