

# BRAND GUIDELINES

DATE CREATED :

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CREATED FOR :

COIL Serenade  
(ERASMUS+ KA2 Project)

## LOGO VARIANTS



### COMBINATION MARK

The combination mark, consisting of the logomark and project name, is used in headers for PowerPoint presentations, documents, websites and more.



### LOGOMARK

The logomark, consisting solely of the project symbol, is ideal for use as an icon in apps or as a project profile picture on various platforms and more.

## T Y P O G R A P H Y

### PRIMARY FONT

## Play Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()-+

### SECONDARY FONT

## Play Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()-+

## B R A N D C O L O R S



### PRIMARY

OCEAN TEAL

CMYK : 95,30,29,11

RGB : 39,119,147

WEB : #277792



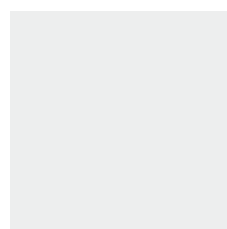
### PRIMARY

CRIMSON MAGENTA

CMYK : 10,93,5,0

RGB : 186,45,127

WEB : #BA2D7F



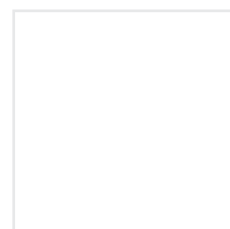
### SECONDARY

LIGHT GRAY

CMYK : 0,0,0,10

RGB : 237,237,237

WEB : #EDED



### SECONDARY

PURE WHITE

CMYK : 0,0,0,0

RGB : 255,255,255

WEB : #ffffff