CoreLedger

Brand
Guideline

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Logo sizes

There is a standard logo size.
The size 50 mm is used for A4, A5, C5
and C4 prints. For the business card size
you place the logo in a width of 40 mm.

The minimum width of 25 mm for the
logo must not be undercut for readability.

Standard size

50 mm   A4, A5, C5 und C4

Business card size

40 mm   85 × 54 mm

Minimum size

25 mm

Use of colors

The color world contains the primary colors dark and light blue, which are also the logo colors. In addition, hue values of the respective color can be used as secondary colors in 20% steps.
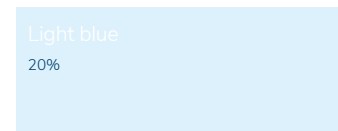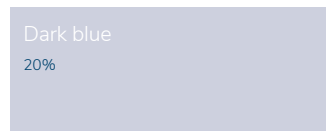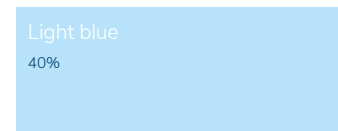
Primary colors

Dark blue
Pantone 540 U
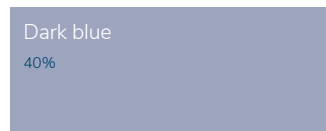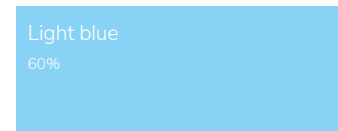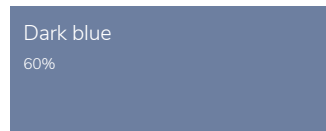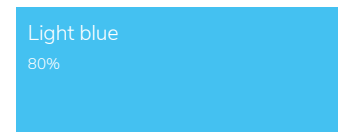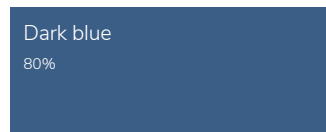CMYK 100/70/3/20
RGB 1/72/111
Hex #01486f

Light blue
Pantone 298 U
CMYK 80/0/0/0
RGB 39/175/224
Hex #27afe0

Secondary colors

Dark blue
80%

Light blue
80%

Dark blue
60%

Light blue
60%

Dark blue
40%

Light blue
40%

Dark blue
20%

Light blue
20%

Use of fonts

We distinguish between two typefaces in the Nunito Sans. For scrolling text, the Nunito Sans light is used. For titles or awards, the cut bold can also be used. Since it is a Google Font, it can also be used on the Web.

Prints / Web
Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,?!@#$%&()*

Nunito Sans light (scrolling text)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,?!@#$%&()***

Nunito Sans bold (titel / marking)

Blindtext example

Nonsens

This is a dummy text. Please do not pay attention to the further content of this text. Actually, God helped me, it was just a blind text. Yes, yes, I realize you can not leave it. Well, then I'll tell you a joke: how many blondes do you need to change a light bulb? Five, one holding the light bulb and four turning the room. So, now you are laughing too, when I had explicitly pointed out that I did not read the text at all. Some people just have to break rules permanently. Damn it, here comes nothing more that would be of any relevance.

Logo shelter

The protection zone ensures optimal and clear visibility of the logo. This corresponds to the distance of the baseline to the center line of the word mark.

In exceptional cases, the protection zone may be fallen below.

Logo shelter

Logo applications

Whenever possible, use the colored logo on a white background. In exceptional cases the colored logo can also be placed on a bright color surface or on a calm, bright photo. In this case, however, care must be taken to ensure that the quality of reproduction and the readability of the logo are not impaired.

The negative white logo is intended for use on monochrome, dark backgrounds. Again, it may be placed on quiet but dark photos in exceptional cases. The monochrome blue logo is used exclusively in monochrome conversions and should always stand on a white background.

The logo must not be tilted or warped.

Allowed logo application

Unauthorized logo applications