



Brand guidelines

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01 tone of voice

Tradition is
the *compass*.

Innovation is
the *journey*.



02 logo

Main logo

Basic logo is being used in publications, presentations, e-mail footers and all other media.



Baseline logo

The baseline logo is an expanded version of the main logo. It is suitable for bigger scale designs (banners, posters, title pages, etc.)



A Tradition of Innovation

Reduced logo

Reduced logo is being used in all publications which are requiring a small ratio (i.e. Powerpoint footer).



Favicon logo

Favicon logo is being used in all publications which are requiring very small ratio.



Minimal sizes

To protect the legibility of the logos, the recommended minimum sizes should not be less than:

minimum height
6 mm / 16 px



minimum height
10 mm / 30 px



minimum height
25 mm / 65 px



minimum height
30 mm / 85 px



Note: The sizes in millimeters are meant for **print** purposes, the sizes in pixels are meant for **digital** use.

Logo use on backgrounds

Use white logo on dark
backgrounds.



Use the dark logo on light
backgrounds.



Logo use on photos

To maintain the legibility of the logo, it is recommended to cover the photo with a solid black layer, set to 20% opacity.

Always make sure that the background is not overly busy and does not obstruct the logo.

solid black layer,
20% opacity



Safe space

To achieve best readability, always leave enough space around the logo.

The safe space of the logo is based on the size of the letter “o”.



Logo misuse

Do not modify the logo and its elements.



✗ Do not change the colours of the logo.



✗ Do not scale the elements of the logo.



✗ Do not delete any elements of the logo.



✗ Do not distort the logo.



✗ Do not displace the parts of the logo.

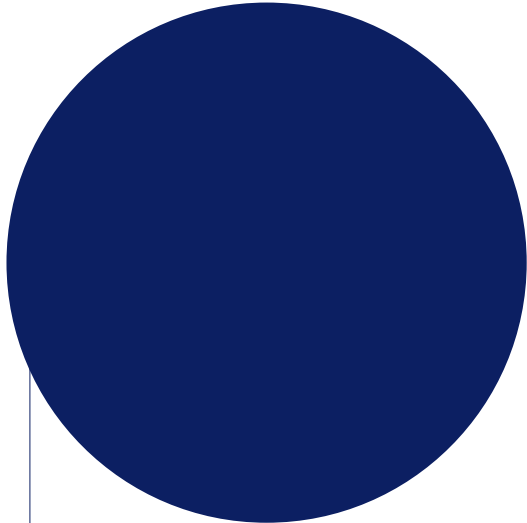


✗ Do not use drop shadows or any other effects.

03 colours

Main colours

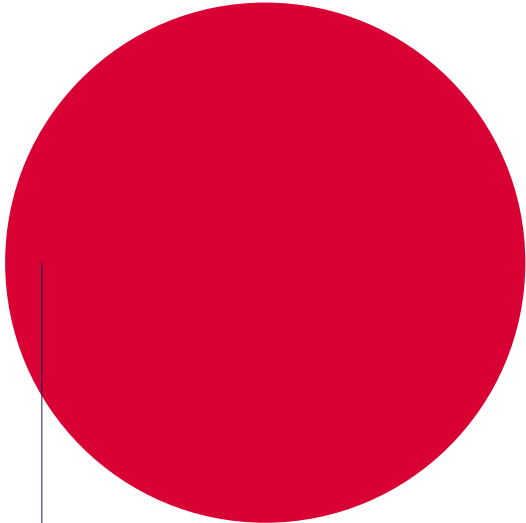
Use these colours for all digital & print media.



Coimbra Blue

R12	C100
G31	M90
B98	Y35
	K25

#0c1f62



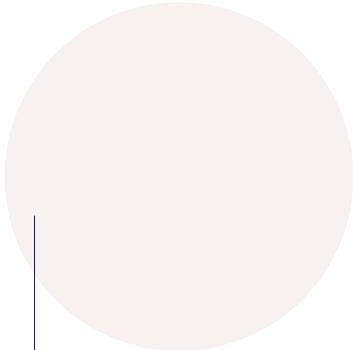
Coimbra Red

R217	C0
G0	M100
B52	Y75
	K0

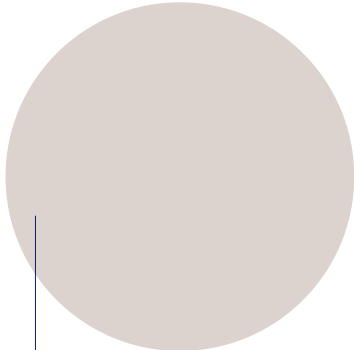
#d90034

Secondary colours

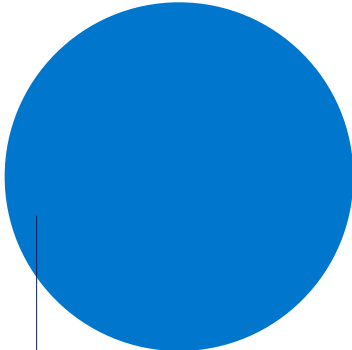
Use these colours for printed & web materials.



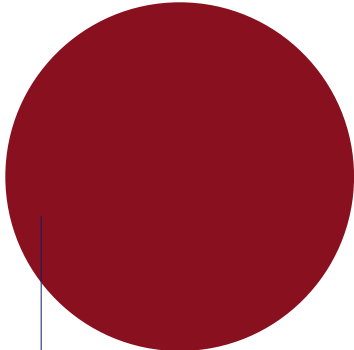
Coimbra Paper White
R247 C4
G242 M5
B240 Y6
K0
#f7f2f0



Coimbra Paper Grey
R221 C15
G211 M17
B206 Y18
K0
#ddd3ce



Coimbra Light Blue
R0 C85
G119 M50
B204 Y0
K6
#0077cc



Coimbra Crimson
R137 C30
G16 M100
B30 Y85
K35
#89101e

Text + colour combinations

To maintain the legibility of the texts, it is recommended to pair them with suitable background colours.

Coimbra Blue text



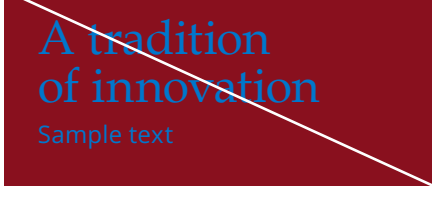
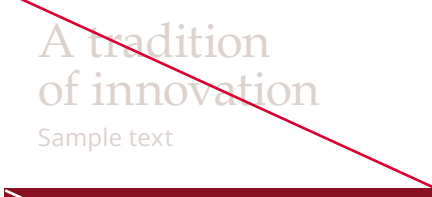
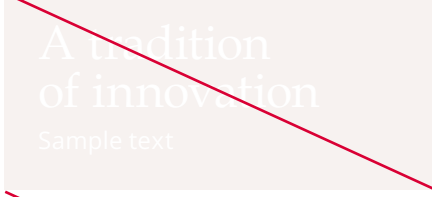
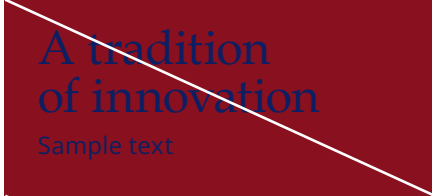
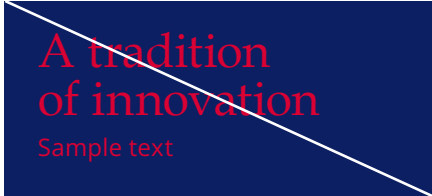
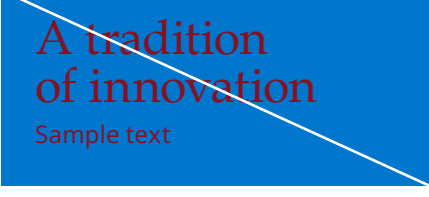
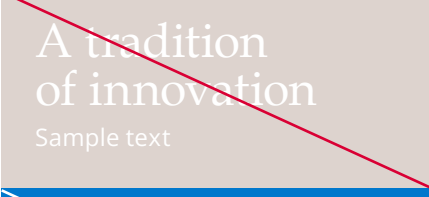
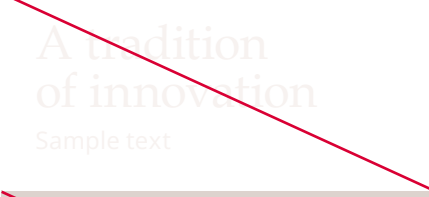
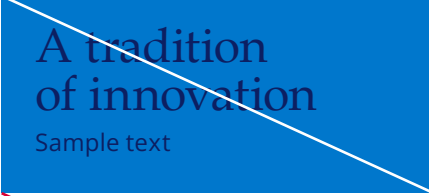
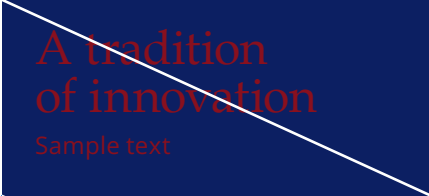
White text



Text + colour combinations misuse

It is recommended to avoid colour combinations that hinder legibility of the texts.

✘ Avoid these colour combinations:



04 typography

Main typefaces

Coimbra Group uses **Book Antiqua** and **Calibri** as their main typefaces.

Always use Book Antiqua for the titles, and Calibri for the body text and subtitles, according to the type of project.

Book Antiqua

A tradition
of innovation

Calibri Light CAPS

COIMBRA GROUP

Calibri Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Standard document settings

To maintain consistency of typography, it is recommended to use the following settings.

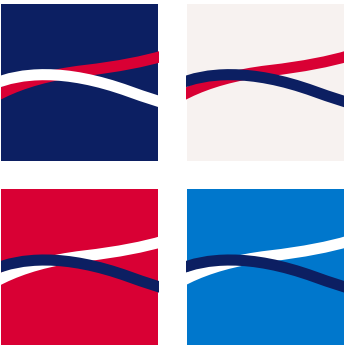
General body typeface:	Book Antiqua Regular, Coimbra Blue, 10pt
Typography sizes:	10pt - 14pt - 28 pt - 48pt
Title of doc:	Book Antiqua Regular, Coimbra Blue, 48pt
Heading:	Book Antiqua Regular, Coimbra Blue, 28pt
Keywords:	Calibri Light
Key phrases or quote:	Book Antiqua Regular / Italic
Line spacing:	Titles: 1,0pt - Body text: 1,15pt
Margins:	top: 45mm, bottom: 40mm, left: 33.5mm, right: 25mm

05 graphic elements

Decorative elements

When designing the publication, use wavy lines to create decorative elements.


Examples of colour combinations:



Examples of implementation



DOCUMENT TITLE



14-03-2023

Document title

Heading 1

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.


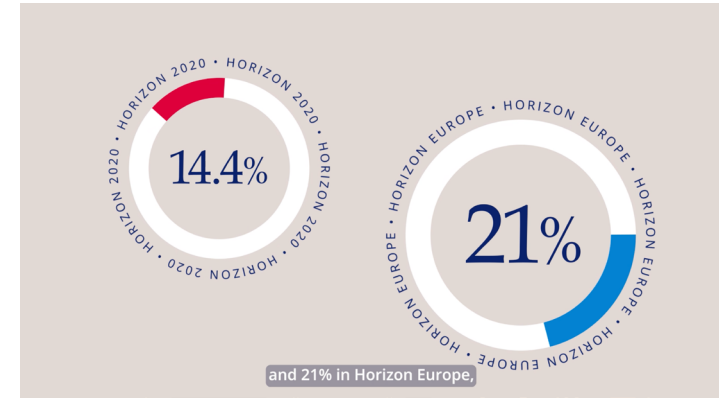
Heading 2

Exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione **voluptatem sequi** nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione **voluptatem sequi** nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, Neque porro quisquam est, qui

¹ Footnote ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.

Contact

If you have any questions about the logo or the applications, do not hesitate to contact the designers or the person responsible for communication at Coimbra Group.

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