Overview

Trademark Guideline Version 1.0
26.02.2018
Our trademark is just as noticeable as the content our clients make. It conveys the quality of our services and the progressive nature of our products.

The trademark consists of a word mark and a figurative mark, whose form and arrangement are not to be altered. After all, we want our brand to be recognizable everywhere.
Even though our image has always been positive, our trademark also works negatively. Which would, of course, apply to all six corporate colors.

Especially for social media channels will we use the positive color version of the trademark. Only on letterheads and business cards the black-and-white version of the trademark should be used.
Our logo should stand out. So, it has to be implemented as boldly as possible. At the same time attention needs to be given to a homogenous interaction between the word and figurative mark.

The word and figurative marks belong together, but can also be used separately. For example, if the bracket is used with the figurative mark, the word mark stands alone.

The figurative mark acts as a design element, like Powerpoint title charts.
Our logo is worth protecting. This is especially true for its immediate surroundings. The protected area, using the size of the figurative mark’s height and width, must always be exactly maintained. However, the word and figurative marks can come a little closer together. The spacing is defined by the “c”.
Freedom is good, but too much is too much. So at least the word and figurative marks should be in the same size when they appear in the same media.

By the way: If it comes to a continuous text including our name CoreMedia, the „C“ as well as the „M“ have to be capitalized.
Our trademark stands alone. It doesn’t have to repeatedly be presented in order to be effective. For this reason, taken as a whole the word and figurative mark aren’t to make double appearances, even when they are implemented separately from each other.

Additionally, the word and figurative mark need to have both a unified size and be correctly positioned to one another. Moreover, colored logos on a colored backgrounds are to be avoided.