Content is meaningful only if it reaches its intended audience. And that’s what CoreMedia does: We are the pioneers of intelligent content experience platforms, and empower our clients to talk to their customers on all digital channels. Our system is flexible, intuitive, and can be adapted to the most widely varying client needs, worldwide.

We open the stage for a smart and successful presentation. Applause inclusive.

And that’s exactly what our stage-ready corporate design communicates. It’s eye-catching, entertaining, surprising. It’s unconventional, bold, loud. And it appeals to the public, just like our clients’ content. This guideline explains in detail what happens when the CoreMedia brand takes the stage.

Enjoy the show.
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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”.

TRADEMARK
Logo and Protected Area
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.
Content matters! So we attach great importance to suitable typography as a key medium for presenting content. Our unmistakable typography forms the basis of our entire corporate design.

In 2000 "MediaCore" was developed for CoreMedia and has been the character-defining corporate typeface. In 2017 the font was further optimized.
CoreMedia speaks in three fonts:

**Media Core Font**  
Developed by us in 2000 and revised in 2017, our house font plays a major role in the intensity of the brand. Accordingly, we don’t use it just for headlines, but also for the word mark. The Media Core Font comes in two versions, bold and light.

**Simplon**  
We often have a lot to say, so for body copy we have an additional house font. Sans-serif Simplon is perfect for digital applications.

**Corbel**  
If a user has neither of our house fonts, we have Corbel Natural as a pre-installed system font.
We have clarified the interaction between both corporate typefaces using two examples. The size of the headline is adjustable and based on the homogenous total design of the respective medium. Headlines are to be implemented harmoniously and consistently. The templates clearly define the font sizes.

Here you can find the templates
KEY VISUAL

COREMEDIA
Next to the word and figurative marks, our most important design element is the key visual – the brackets. They set the right stage for the content that is so important for our clients.

The position of the figurative mark with respect to the brackets is always the same. The “c” of the figurative mark gives a reference for the line width of the bracket.

The designer is responsible for the aesthetic and harmonious overall appearance. The exact size of the brackets depends on the communicative content and on the format of the medium.
It looks complicated, but it’s really very simple: The “c” of the figurative mark is 2c higher than the top corner of the bracket. The circle of the figurative mark starts right where the bracket ends. The length of the diagonal also corresponds to the size of the “c”.
Again, not a complicated math equation. The height of the figurative mark serves as the basis for finding the right bracket line width.

\[
\frac{h}{100} \times 8.3 = b
\]
Digital is our business. It’s what we do. So our own digital face needs to represent the brand. It is the first visual proof of our capabilities, whether on mobile or desktop format.
The website is limited to a 1400 px width. The background across this width is Light Grey (#EFEFEF). If the visitor’s resolution is greater than 1400 px, the content area is limited by a light drop shadow in Basic Black (#000000) at an opacity of 50%. Outside this area, the background is Wacky White (#FFFFFF).
For this a functional system was exclusively customized from geometric shapes. This serves to underline the unique and concise image of CoreMedia.

An illustration often says more than 1000 words. So CoreMedia developed its own illustration style. The illustrations are used to fill the tagline “Content matters” with life, by using it with a double meaning.

Example:

Hair  Hare

The illustrations are made with the help of a toolkit (see next page). Small accents additionally emphasize a uniform look in the six CI colors (see p. 29). If multiple illustrations are used, make sure that they appear in the same size to ensure identical line width.
The toolkit contains 32 shapes that can be scaled as desired. However, note that the overall arrangement of an illustration must have the same line width.

The toolKit can be downloaded here. Download
Never use shapes that are not in the toolkit. Don’t use different line widths within the same illustration, or a different color from the bracket. Furthermore, colored surfaces and colorful imagery are to be avoided.
If you haven’t already noticed, we’re loud. We’re eye-catching. Our high-contrast colors are a big part of this. Their interaction is so unique that every color got its own name. YELLING Yellow/ BATTY Blue/ PARANOID Purple/ TANGY Turquoise/ RADICAL Red/ GABBY Green/ BASIC Black/ WACKY White/ Light Grey/ Dark Grey
COLORS

House colors

YE LLING Yellow
RGB (239/223/15)
HEX #efdf0f
CMYK[11/4/92/00]
RAL 090 80 90

T ANGY Turquoise
RGB (111/195/184)
HEX #6fc3b7
CMYK[58/0/34/00]
RAL 170 70 30

B A T TY Blue
RGB (0/108/174)
HEX #006cae
CMYK[90/50/6/00]
RAL 260 40 45

R A D I C A L Red
RGB (221/52/43)
HEX #dd342b
CMYK[00/90/90/00]
RAL 320 30 37

P A R A N O I D Purple
RGB (103/39/121)
HEX #672779
CMYK[75/100/10/00]
RAL 320 30 37

G A B B Y Green
RGB (47/172/102)
HEX #2fac66
CMYK[80/00/65/00]
RAL 150 60 50

B A S I C Black
RGB (0/0/0)
HEX #000000
CMYK[00/00/00/100]

W A C K Y White
RGB (255/255/255)
HEX #ffffff
CMYK[00/00/00/00]

L i g h t Grey
RGB (239/239/239)
HEX #efefef
CMYK[00/00/00/08]

D a r k Grey
RGB (102/102/102)
HEX #666666
CMYK[00/00/00/73]

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While texts on the website are basically in black on white, we use our six house colors to make bold statements on colored backgrounds.
In addition to illustrations, CoreMedia also communicates by means of photos, and has its own clearly defined visual idiom for that. It is just as colorful as the brand, and contributes to our high recognizability.
Images with information content are not colored. Why? Content Matters! Clear presentation of the information content has top priority.
Images are shown in one of our six house colors. To keep this consistent, CoreMedia has developed its own program. Here’s how it works:

1. Convert the image to black and white.
2. Boost the contrast depending on the image depth.
3. Then underlay the photo with a color field at 100% opacity. Only Yelling Yellow (#EFDF0F), Paranoid Purple (#672779), Radical Red (#DD342B), Batty Blue (#006CAE), Tangy Turquoise (#6FC3B8) or Gabby Green (#2FAC66) may be used for this. The image is then multiplied.
4. The image can feather to the top. Finished.
To guarantee attractive imagery, only black-white images are to be multiplied. They cannot be too dark and the content cannot be wild to ensure clear recognizability.
Wherever we find a stage, we’re loud. On screens and smartphones, of course. The same goes for tradeshows, posters, and Powerpoint presentations. The figurative mark is the unit of measure for dimensions in all media. This ensures a consistent look.

We have templates for all media.
DESIGN GUIDELINE