



# Brand Guidelines

# Logo

This is our main logo version, used in most of the applications.



PRIMARY



SECONDARY



SYMBOL



PRIMARY



SECONDARY

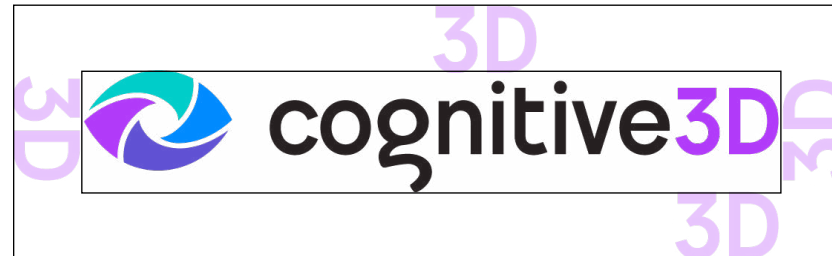


SYMBOL



## Minimum Size & Safety Zone

Use '3D' as a clear space around the logo at all sizes. Never go below 2in wide for legibility.



min 2in

## Dark Background

Use the main logo with white text or the pure white logo if the background is competing with the primary colours.



## Black



## Secondary Logo

This logo is used for vertical applications.



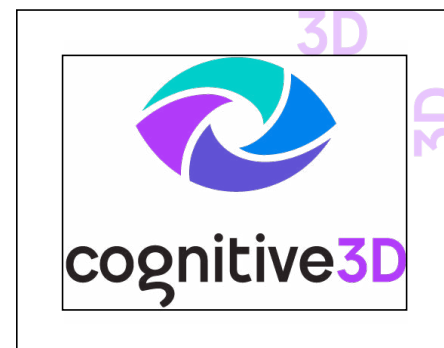
## Symbol

This is the main symbol, which can be used when the brand is already established or if space is limited, ie as a social icon or favicon.



## Minimum Size & Safety Zone

For clearance use the '3D' from the logo and have at a minimum of 1.5in.



## Colour & Image types

→ The logo can be applied to photographs or textures but the contrast must be guaranteed.



# Fonts

The Onest type family is used throughout the Cognitive3D brand for all headlines and body copy.

Onest is a hybrid of geometric and humanistic grotesques, it is suitable for reading long texts from the screens of any device and is recommended for apps and sites. Onest lends itself well as our core font family.

You can find Onest on [Google Fonts](#).

## Onest

**A B C D E F G H I J K L M**

**N O P Q R S T U V W X Y Z**

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . ! ?

# Typography

To maintain consistency and preserve the brand's vision, follow the examples below as a guide for application. Be mindful of use of colour on dark backgrounds for accessibility. The brand must maintain a AA compliance.

## Byline / Onest Bold

→ All caps  
→ +20pt tracking

## Headline / Onest Light

→ Title case  
→ -10pt tracking

## Subhead / Onest Bold

→ Sentence case

## Paragraph / Onest Light

→ Sentence case

BYLINE

# The Headline

## Subhead

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



BYLINE

# The Headline

## Subhead

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Do not use these colours on the brand dark blue:

Electric Purple on Deep Navy **X**

Soft Purple on Deep Navy **X**

Sky Blue on Deep Navy **X**

# Colour

These are our primary colours for Cognitive3D.

## Electric Purple

#9949e9  
R153 G74 B232  
C58 M75 Y0 K0

## Teal

#2ac6c6  
R41 G199 B199  
C67 M0 Y28 K0

## Soft Purple

#5c52c6  
R92 G82 B199  
C74 M74 M0 K0

## Sky Blue

#377edf  
R56 G125 B222  
C75 M50 Y0 K0

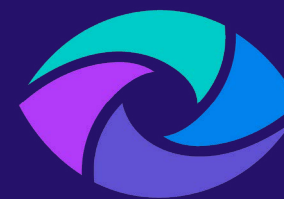
## Deep Navy

#25116a  
R38 G18 B107  
C99 M100 Y23 K20

# Colour for Web

These colour codes are only meant for web applications. Do not use them as main brand colours.

							
#EBDBFB	#D7C2FE	#C292F2	#9949E9	#7337AF	#7338B0	#4D2575	#26123A
							
#D7E5F9	#AFCBF2	#87B2EC	#5F9B2EC	#377EDF	#295FA7	#1C3F70	#0E2038
							
#D4F4F4	#AAE8E8	#7FDDDD	#55D1D1	#2AC6C6	#209595	#156363	#0A3131
							
#DEDCF4	#BEBAE8	#9D97DD	#7D75D1	#5C52C6	#453E95	#2E2963	#171431



# Thank you.

DESIGNED BY AUDREY PETERS  
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