Coforge

BRAND MANUAL

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LOGO

Primary wordmark

Coforge's evolved logo takes a cue from the concept of 'the whole is greater than the sum of its parts'.

In the primary wordmark, two halves become transformed to a whole representing forged partnerships and transformation at the intersect.

This logo stands for Coforge's current values and goals and is future-ready for the company's long term vision.

Secondary wordmark

When the primary wordmark for Coforge cannot be used in its original two-color format, the secondary wordmark should be used. Some scenarios where the secondary wordmark can be used are

1. Single color printing requirement
2. Black & white printing requirement
3. Stamps and seals
4. Foil-pressed logo requirement
5. Blind embossing logo requirement
6. Logo Cutout requirement
7. Etching or burning on wood, glass, etc.
8. Single color or metallic 3D signage

Primary wordmark variations

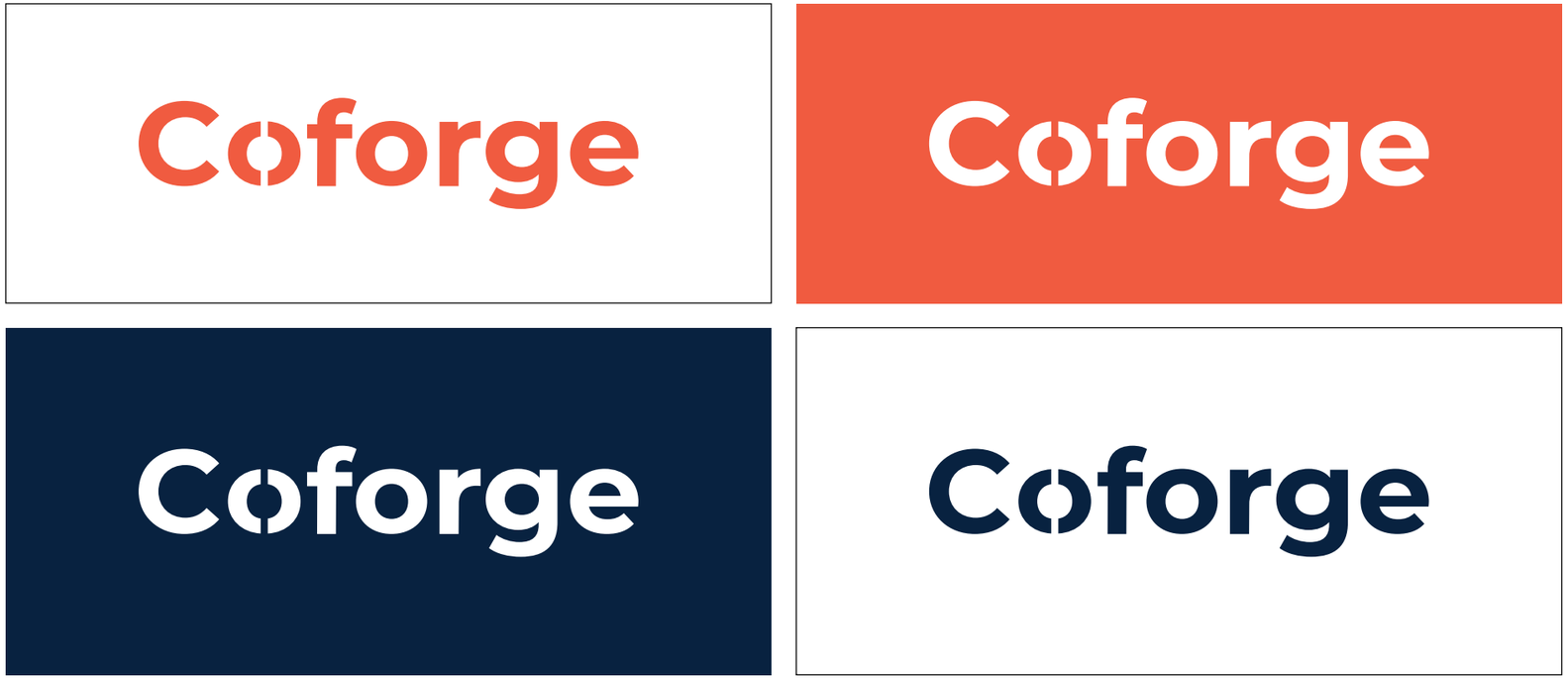
The primary wordmark has three usable color variations

1. coral+blue
2. white+blue
3. coral+white

Secondary wordmark variations

The secondary wordmark has three usable color variations

1. white
2. coral
3. blue



Minimum clearspace

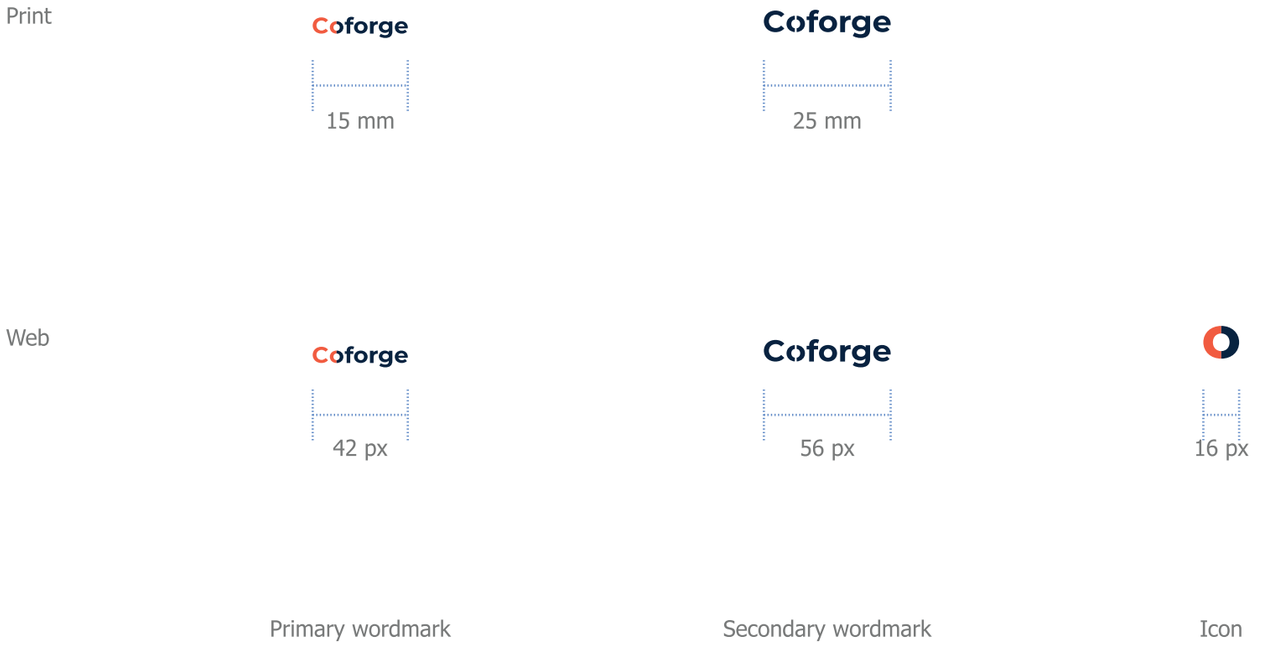
No content, partner logo or image should be placed inside this area.

This minimum clearspace guideline is applicable to both primary and secondary wordmarks.

Minimum sizes

For optimum legibility, these minimum size guidelines should always be followed when using Coforge logo.

In no case should the size of the logo be reduced further than specified on this page.

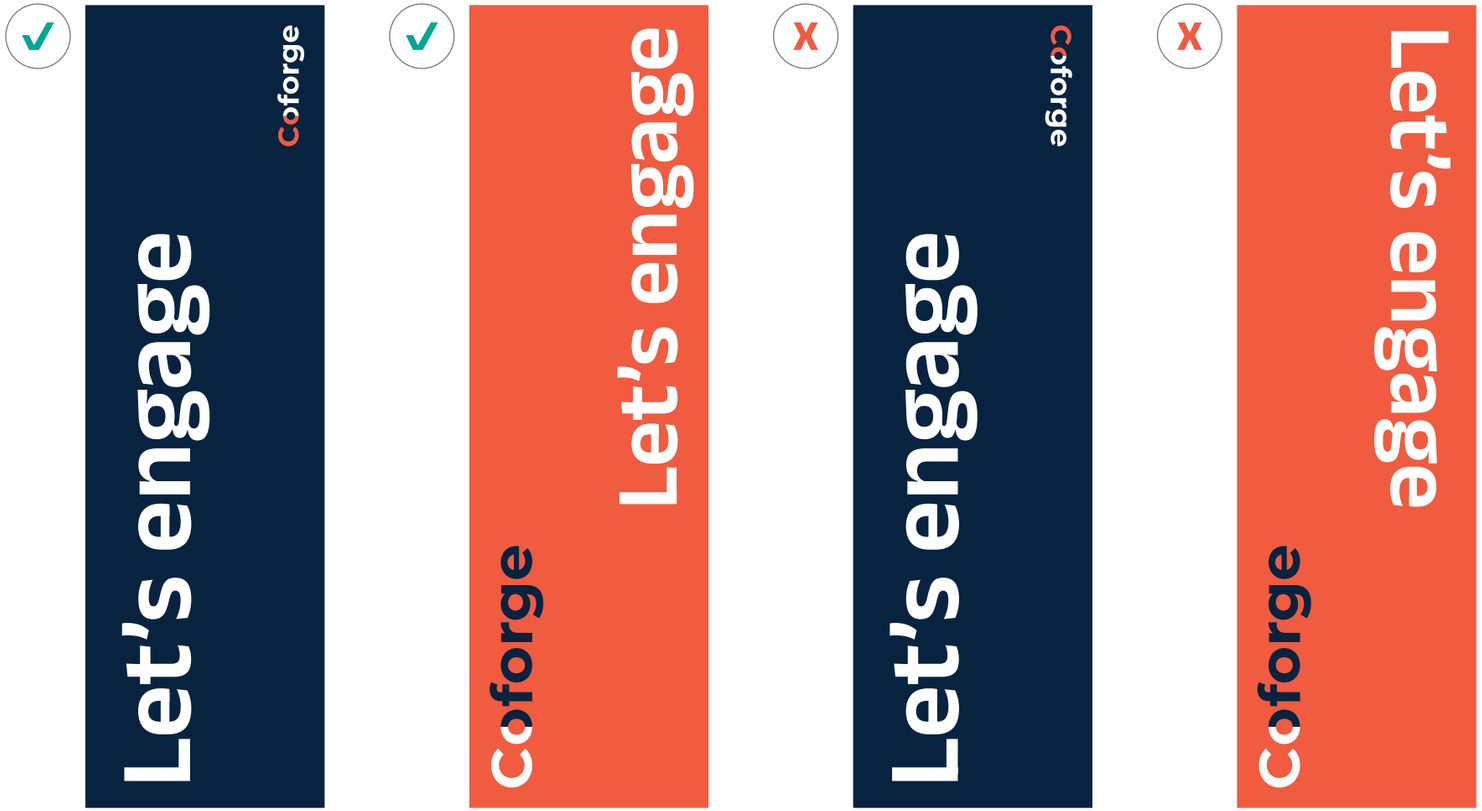


Logo in alternate orientation

In special cases where branding is required on extreme vertical diemnsions like vertical slide shows, stage wings, roll ups, etc., the primary and secondary wordmark can be rotated by 90 degrees counter-clockwise to get a usable alternate orientation.

All the rules of logo use apply to the alternate orientation.

When the message is placed in vertical orientation, it should also be roatated counter-clockwise.



counter-clockwise rotated logo
counter-clockwise rotated text

counter-clockwise rotated logo
counter-clockwise rotated text

clockwise rotated logo

clockwise rotated text

Incorrect logo use

Coforge logo should only be used in one of the permissible variations. Any deviation from the defined logo use should be strictly avoided.

Some examples of incorrect use of the logo are shown here.

In the primary wordmark, C+half o will never be in navy blue and half o+forge will never be in coral

Do not use the primary wordmark in a single color

Do not use the logo in colors other than the specified brand colors

Do not use the secondary wordmark in two colors

Do not distort the logo proportions

Do not add special effects to the logo

Do not rotate the logo by random degrees. An alternate logo orientation is defined on page xx.

Do not apply drop shadow to the logo

Incorrect logo use

Coforge logo should only be used in one of the permissible variations. Any deviation from the defined logo use should be strictly avoided.

Some examples of incorrect use of the logo are shown here.

Do not change the font in the wordmark

Do not hyphenate or split the logo in any way

Do not rearrange the logo

Do not ignore the clearspace guidelines for the logo

Do not use the logo on backgorunds with inadequate contrast

Do not use the logo on backgorunds with inadequate contrast

Do not use the primary wordmark on black background

Do not use the secondary wordmark on black background

COLOR

Primary colors

Use Neutral gray as the default color for body copy. Pantone codes should only be followed in special cases where physical matching of the approved samples is impossible.

Coral

Pantone
Solid Coated 179C

CMYK
C00 M80 Y80 K00

RGB
R241 G91 B64

HEX
F15B40

Navy blue

Pantone
Solid Coated 289C

CMYK
C100 M85 Y45 K50

RGB
R08 G35 B64

HEX
082340

Neutral black

Pantone
Solid Coated
Neutral Black C

CMYK
C65 M65 Y65 K85

RGB R20 G20 B20
HEX 141414

Neutral gray

Pantone
Solid Coated
Cool Gray 11C

CMYK
C00 M00 Y00 K80

RGB R90 G90 B90
HEX 5A5A5A

Neutral white

Pantone
Solid Coated
Cool Gray 3C

CMYK
C00 M00 Y00 K00

RGB R255 G255 B255
HEX FFFFFF

Secondary colors

Note that Secondary gray is different from Primary neutral gray. Pantone codes should only be followed in special cases where physical matching of the approved samples is impossible.

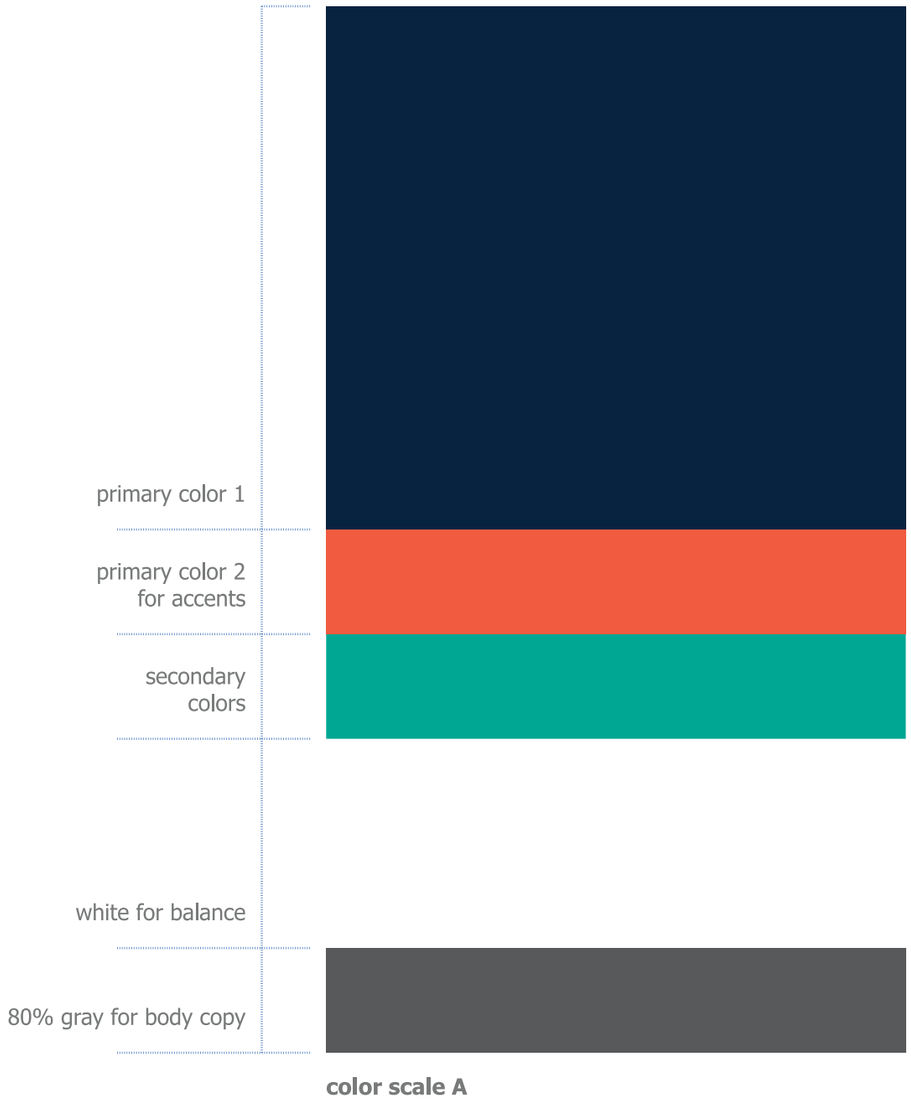
	Secondary green	Secondary deep yellow	Secondary blue	Secondary peach	Secondary purple	Secondary brown	Secondary gray
dark colors	**Pantone** solid coated 3268C C90 M05 Y55 K00 R00 G167 B146 HEX 00A792	**Pantone** solid coated 715C C00 M55 Y95 K00 R246 G139 B40 HEX F68B28	**Pantone** solid coated 2718C C65 M40 Y00 K00 R95 G138 B199 HEX 5F8AC7	**Pantone** solid coated 486C C00 M55 Y50 K00 R246 G141 B118 HEX F68D76	**Pantone** solid coated 2655C C50 M60 Y00 K00 R138 G115 B180 HEX 8A73B4	**Pantone** solid coated 721C C15 M40 Y65 K00 R216 G159 B106 HEX D89F6A	**Pantone** solid coated cool gray 9C C55 M45 Y45 K10 R120 G122 B122 HEX 787A7A
medium colors	C65 M00 Y40 K00 R76 G192 B173 HEX 4CC0AD	C00 M40 Y70 K00 R250 G168 B95 HEX FAA85F	C45 M25 Y00 K00 R140 G170 B215 HEX 8CAAD7	C00 M40 Y35 K00 R250 G175 B150 HEX FAAF96	C30 M40 Y00 K00 R177 G154 B202 HEX B19ACA	C10 M25 Y45 K00 R228 G190 B146 HEX E4BE92	C40 M32 Y32 K00 R160 G161 B162 HEX A0A1A2
light-medium colors	C32 M00 Y18 K00 R170 G220 B215 HEX AADCD7	C00 M22 Y40 K00 R253 G205 B157 HEX FDCD9D	C25 M15 Y00 K00 R187 G201 B230 HEX BBC9E7	C00 M25 Y20 K00 R251 G201 B188 HEX FBC9BC	C20 M25 Y00 K00 R199 G187 B220 HEX C7BBDC	C05 M15 Y30 K00 R240 G214 B180 HEX F0D6B4	C20 M15 Y15 K00 R205 G205 B205 HEX CDCDCD
light colors	C10 M00 Y05 K00 R230 G245 B240 HEX E6F5F0	C00 M05 Y10 K00 R255 G245 B2225 HEX FFF5E1	C10 M05 Y00 K00 R225 G232 B245 HEX E1E8F5	C00 M10 Y05 K00 R255 G235 B230 HEX FFEBE6	C05 M10 Y00 K00 R240 G230 B240 HEX F0E6F0	C00 M05 Y10 K00 R255 G245 B230 HEX FFF5E6	C07 M05 Y05 K00 R235 G235 B235 HEX EBEBEB

Color proportion

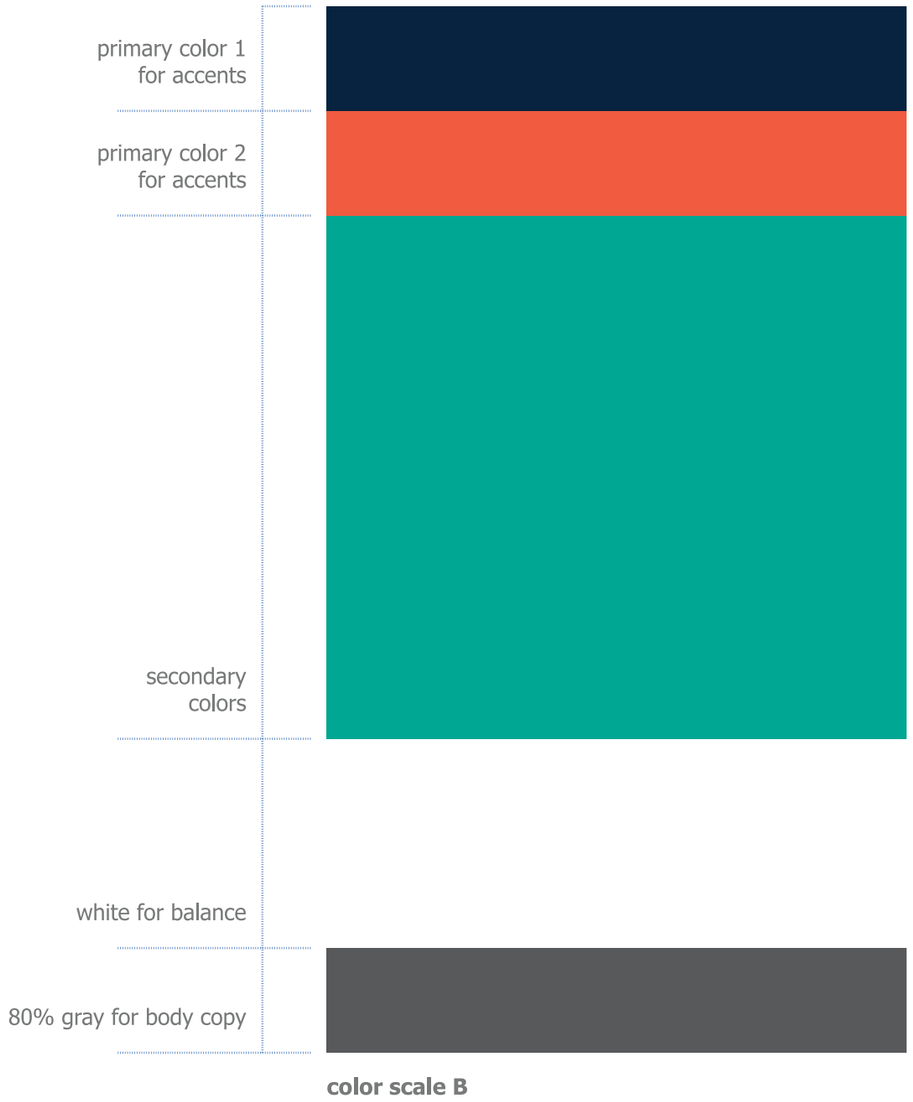
Refer to these color scales for a visual judgement on color proportions in a design.

Color scale A
When using one primary color as a background color or a key color, the other primary color and secondary colors should be used in limited amounts or as accents.

Color scale B
When using a secondary color as a background color or a key color, the primary colors should should be used in limited amounts or as accents.



color scale A



color scale B

Color proportion in use

color scale A in use
white in background to balance image, coral as key color, secondary colors have a limited use

color scale A in use with a photograph
coral in background with white text and navy blue accents

color scale A in use
navy blue in background with limited use of coral and secondary color accents

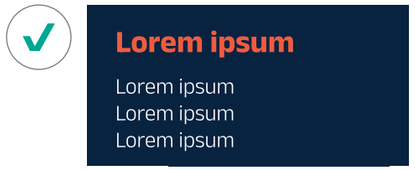
color scale B in use
secondary green in background with white headline and navy blue accents

Color use in background

A single or both primary colors can be used together in a background, keeping with the defined color proportions.

A secondary color can be combined with either one of its tints or a primary color for backgrounds.

Do not use two secondary colors together for a background.



primary color in the background

two primary colors in the background

secondary color with its tint
in the background

two secondary colors
in the background

secondary color with primary color
in the background

two secondary colors
in the background

white in the background

black in the background

Color use in foreground

Foreground Graphics
For foreground graphics like CTA boxes, design assets, buttons, etc. primary or secondary colors can be used but using primary and secondary colors together should be avoided.

Infographics
Infographics in designs and presentations should use the medium and light-medium secondary colors. Use of dark or light secondary colors and primary colors should be avoided.

Illustrations
The brand color palette should be used for rendering illustrations, non-brand colors should be avoided.

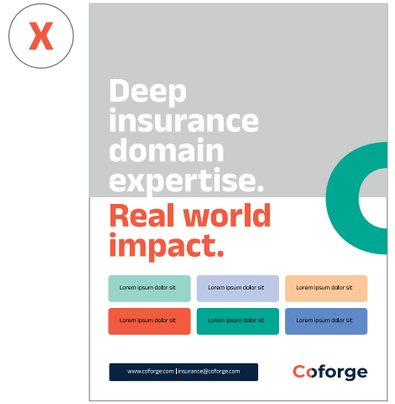
foreground graphics in secondary colors

foreground graphics in primary colors

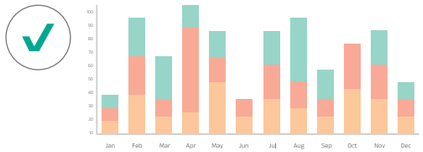
foreground graphics in primary and secondary colors together

foreground graphics in primary color

foreground graphics in primary color



use of too many colors and graphics creates visual clutter


infographics in medium and light secondary colors

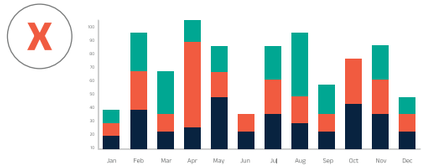

infographics in primary and dark secondary colors

illustration in brand colors

illustration in non-brand colors

too much use of a single color creates overwhelming visuals

LOGO APPLICATION

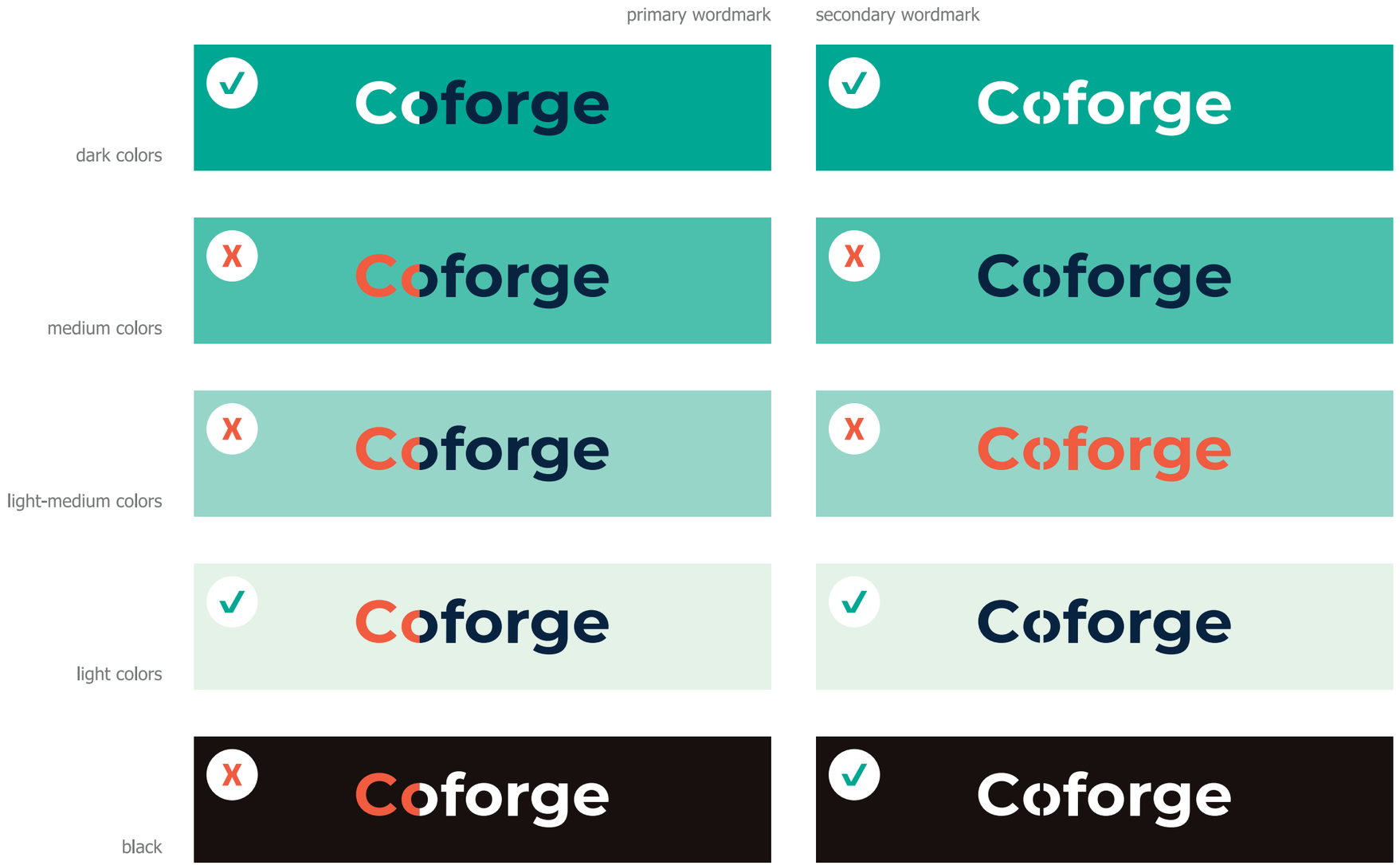
Logo on secondary colors

Dark colors
The white-navy blue primary wordmark or the white secondary wordmark should be used on dark secondary colors.

Medium & light-medium colors
None of the Coforge logo variations should be used on medium or light-medium secondary colors.

Light colors
The coral-navy blue primary wordmark or the navy blue secondary wordmark should be used on light secondary colors.

Black
Only the white secondary wordmark should be used on black background.



Logo on non-brand colors

Always use the full-color primary logo in a white patch on non-brand colors.

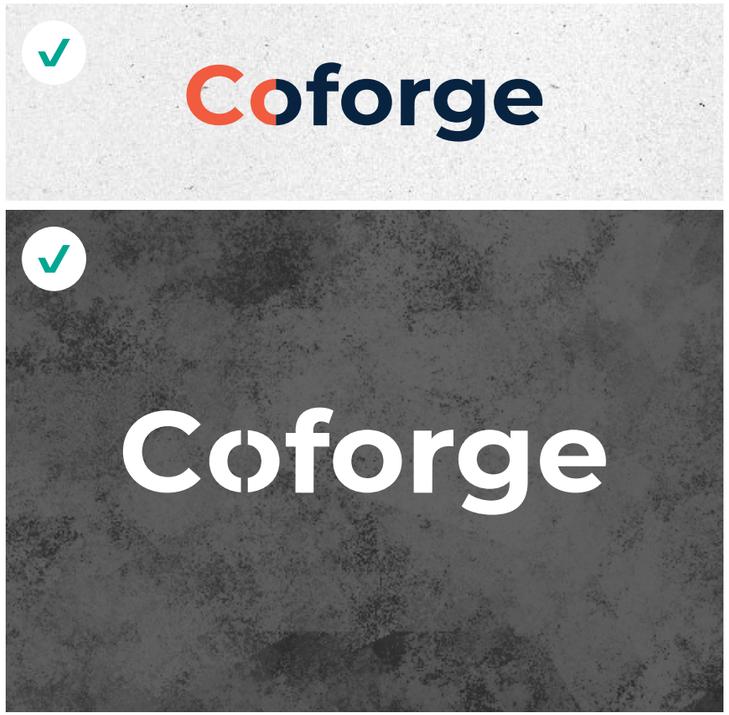
The size of the white patch can be determined based on the minimum clearspace guideline.

Logo on textures

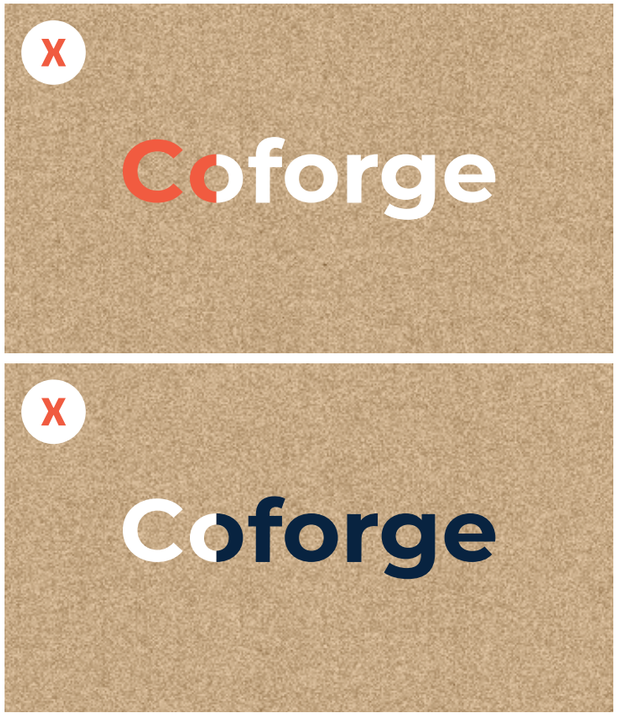
When using the logo against textures, e.g., as signages on walls or building facades, both the colours of the logo should stand out distinctly against the background.

On materials like wood, stone or metal where navy blue background cannot be achieved

1. Use primary wordmark with appropriate contrast
2. Use secondary wordmark in single color if both the colors of primary wormark fail to stand out
3. When a background doesn't provide adequate contrast, place the logo on a white patch or material



textured backdrops with acceptable contrast



textured backdrops with inadequate contrast

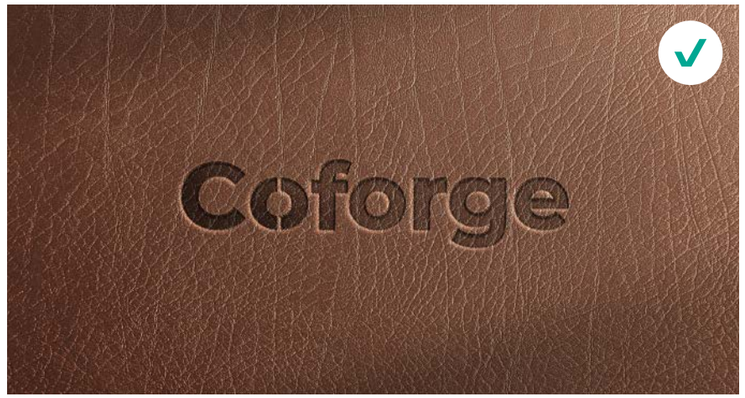
Logo on textures

On leather and synthetic materials that can have custom colors

1. Use primary wordmark on white or navy blue surface
2. Use secondary wordmark on surface of any other color
3. Use secondary wordmark to blind emboss logo on any surface

Other materials and techniques

1. Use secondary wordmark for etching, cutting or foil pressing on acrylic, glass, wood and derived materials like mdf, cork, etc or any other material
2. Use secondary wordmark to construct 3D signages in materials where blue and orange color cannot be achieved e.g., steel



print primary wordmark on navy blue leather

print or blind emboss secondary wordmark on leather in other colors

Use secondary wordmark in white or silver instead of gold or yellow metal for signages

Use secondary wordmark for etching on wood and glass

Logo on textures

For fabric, follow the same rules of logo application as on paper or digital design

1. Use primary wordmark on white, navy blue or coral fabric
2. Use secondary wordmark with appropriate contrast on fabric of secondary brand colors
3. Use secondary wordmark to print or embroider on fabric where two color primary wordmark cannot be used

print/ embroider primary wordmark on navy blue, coral or white fabric

print/ embroider secondary wordmark on navy blue, coral or white fabric

Partner logo interaction

Partner logo should ideally be placed centrally aligned and placed after or below Coforge logo.

Space between logos >= 2 x o

Linear arrangement

Stacked arrangement

Partner logo interaction

To achieve visual balance between logos, use either of the following parameters depending on the dimensions of the partner logo

Length of partner logo <= length of Coforge logo

OR

Height of partner logo <= height of Coforge logo

partner logo height = coforge logo height
partner logo looks too small

partner logo length = coforge logo length
both logos look balanced

partner logo length = coforge logo length
partner logo looks too big

partner logo length < coforge logo length
both logos look balanced

partner logo height = coforge logo height
partner logo looks too big

partner logo height < coforge logo height
both logos look balanced

Partner logo incteraction

When there are multiple versions available for the partner logo, **choose a linear arrangement over a stacked arrangement** to use with the Coforge logo, for better visual balance.

Avoid using stacked logos with the Coforge logo

Linear logo arrangement for partner logo

Avoid using stacked logos with the Coforge logo

Linear logo arrangement for partner logo

Partner logo incorrect use

Partner logos should be visually and functionally balanced with Coforge logo. Avoid certain scenarios of partner logo use as demonstrated here.

Do not ignore clearspace guidelines
Note: Clearspace for partner logos is different than minimum logo clearspace

Do not use partner logos in imbalanced proportions

Do not place partner logos above or before Coforge logo

Do not align logos on one side

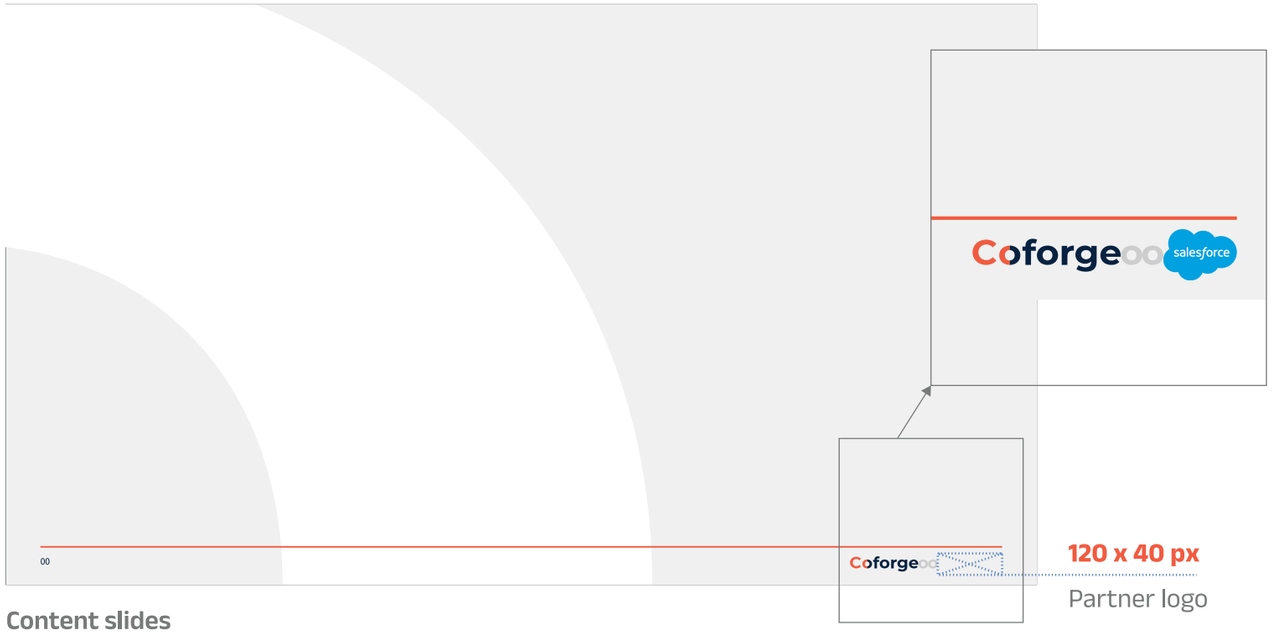
Partner logo in presentation

Title Slides
Placement: Top right corner inside the margin
Size: Should fit inside a space of 300 x 120 px

Content Slides
Placement: Next to Coforge logo in footer at a distance of 2 x 'o'
Size: Should fit inside a space of 120 x 40 px

Don't
Ignore Coforge logo clearspace when using partner logos
Exceed the specified maximum partner logo size
Place partner logos in a colored/outlined box unless it is unavoidable

Title slides



Content slides

SUB-BRAND LOGOS

Services - logo features

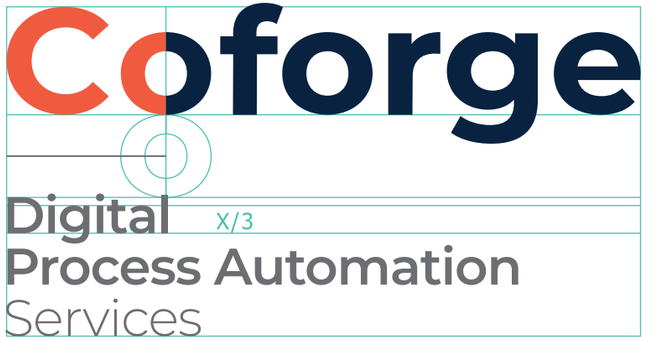
Defining fetures for Services Sub-brand logos for both stacked and linear arrangements

1. Separator line between Coforge logo and service name
2. Service name in montserrat semi-bold in 65% gray
3. ‘Services’ in montserrat light in 65% gray
4. Service name can be in one or two lines followed by ‘Services’ in the next line
5. Leading = point size

Services - logo construction

Services sub-brand logos can have stacked or linear arrangement.

X = x-height of ‘o’



stacked arrangement

linear arrangement

Products - logo features

The colors and various weights have been defined to maintain visual balance among short and long product names.

Coforge iCATS
Coforge Application Tracking System

In case of abbreviations:

Symbol: in 65% gray with coral accents
Name of the initiative/product: montserrat extra bold in 65% gray
Full form/description: montserrat regular in 65% gray

Coforge YouBeYou
Bring your true self to work

In case of product name plus descriptor line:

Symbol: in 65% gray with coral accents
Name of the initiative/product: montserrat bold in 65% gray
Description: montserrat regular in 65% gray

Coforge Organisation Development

In case of long product names:

Symbol: in 65% gray with coral accents
Keywords of initiative/product: montserrat semi bold in 65% gray
Following words of initiative/ product: montserrat semi bold in 65% gray

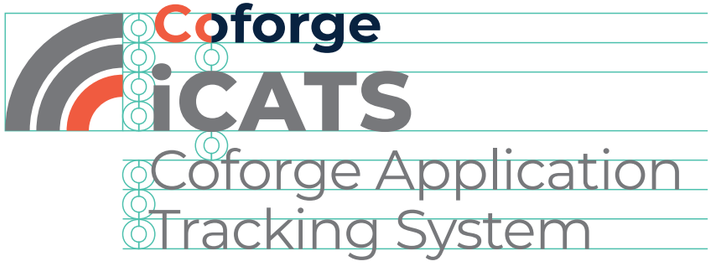
Coforge BinoculAR

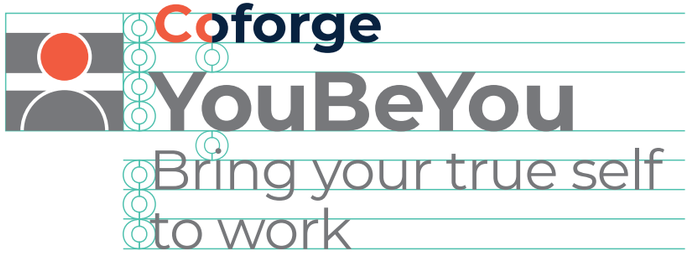
In case of two-part product names:

Symbol: in 65% gray with coral accents
First part of the initiative/product: montserrat semi bold in 65% gray
Second part of the initiative/ product: montserrat semi bold in 85% gray

Products - logo construction

Product sub-brand logos only have stacked arrangement.





TYPOGRAPHY

Primary Typeface

Anek is the primary typeface for Coforge and should be used for all communication design.

A modern san serif font with a personality, Anek is a vast multilingual font family that enables having visual consistency across regions and languages. Some of the key features that make Anek a suitable typeface for Coforge are

- Winner of D&AD 2022
- Designed and conceptualised in India
- Variable font feature supports a full range of weights and widths
- Open source typeface prevents licensing issues
- Available on google fonts, supported across platforms
- Available in 10 scripts
- Unique styling along with clean legibility of a text type

Download here

Anek

Anek	Anek Condensed	Anek Semi Condensed	Anek Semi Expanded	Anek Expanded
Thin	Thin	Thin	Thin	Thin
Extra Light	Extra Light	Extra Light	Extra Light	Extra Light
Light	Light	Light	Light	Light
Regular	Regular	Regular	Regular	Regular
Medium	Medium	Medium	Medium	Medium
Semibold	**Semibold**	**Semibold**	**Semibold**	**Semibold**
Bold	**Bold**	**Bold**	**Bold**	**Bold**
Extra Bold	**Extra Bold**	**Extra Bold**	**Extra Bold**	**Extra Bold**

Anek Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ? % (*)

Secondary Typeface

Tahoma should only be used for Coforge where Anek does not function on a system.

Tahoma is the default typeface for Coforge PowerPoint presentations to avoid font errors across various systems.

Tahoma

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ? % (*)

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ? % (*)

Basics of Typography

Headlines & titles
- should use light, bold or a combination of light & bold weights
- should have largest font size in a design
- can use title case, sentence case or upper case but never all lower case
- leading should be equal to text point size

Body Copy
- should use regular weight with semibold weight for highlighting text
- should use sentence case
- default leading should be used
- should be in 80% gray (neutral gray)

Subheads & other text
- sub-headlines, subject lines, key lines, page numbers, etc
- should use light or combination of light & bold weights
- can use any case as long as consistency is maintained within a design
- default leading should be used

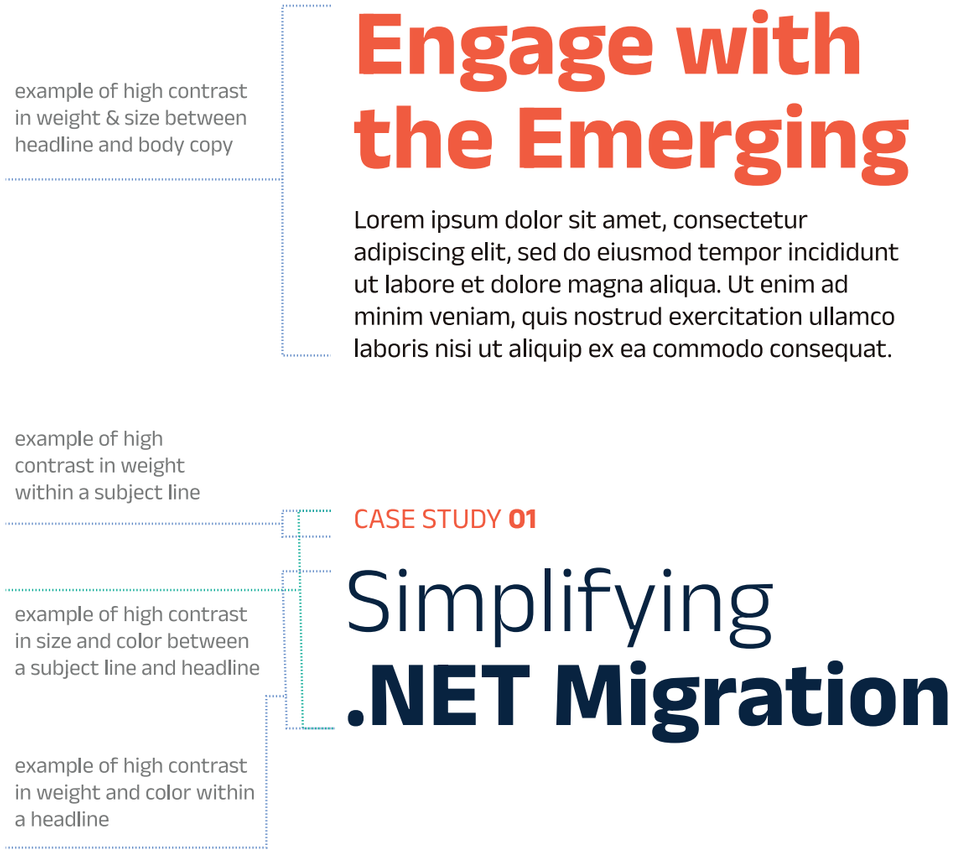
High Contrast in Typography

Text in all communication, print and web, should use high contrast in size, weight and colour. This helps Coforge use text as an opportunity to create impactful visuals.

Size
Size variation among text blocks should always be high. E.g., a headline can be at 72 pt while the body copy can be at 14 pt.

Weight
Weight variation within a text block and among different text blocks should be high. E.g., A headline can be split into light and bold weights, or a headline in all bold weight can be followed by body copy in regular weight.

Color
Color use should also follow high contrast in typography. Whether using the primary or the secondary color palette, color contrast between text blocks and text & background should always be high.



Headline styling

Here are a few examples of type treatments that work for headlines

1. Anek bold in Title case
2. Anek bold in title case, two color
3. Anek light + Anek bold in title case
4. Anek light + Anek bold in upper case with size and color variation
5. Anek bold + Anek light in title case
6. Anek semi condensed light + Anek semi condensed bold in upper case
7. Anek condensed light + Anek condensed bold in upper case with size variation
8. Anek expanded bold + Anek bold with color and size variation

Maintain consistency of styling within a document or design. E.g., in a presentation, write headlines in the same style on every page.

1

Engage with the Emerging

2

Transform at the Intersect

3

Enagage with **the Emerging**

4

SIMPLIFYING

.NET MIGRATION

FOR A LEADING US-BASED INSURANCE COMPANY

5

Quarterly Results
Q2, FY ’23

6

DATA REPORT **16/03/23**

7

CLOUD LOG ANALYSER
FOR APPIAN

8

Gamificaton:
Fueling sustainable growth in the Insurance industry

Font pairing

Pair font weights and size in high contrast. Pair widths that are not too different from each other. Keep in mind the hierarchy of content and use case when choosing font pairing.

Here are a few examples to illustrate the font pairings that work and those that don't.

✓

Engage with the Emerging

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Bold, bigger headline, smaller regular body copy

X

Engage with the Emerging

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Smaller but bold body copy competes with the bold headline

✓

WHITE PAPER **01**

New Era in P&C Insurance

Cloud Computing

Small but distinct subject line, bigger headline

X

WHITE PAPER **01**

New Era in P&C Insurance

Cloud Computing

Large subject line competes with large headline

✓

CLOUD LOG ANALYSER **FOR APPIAN**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Condensed headline with smaller condensed body copy

X

CLOUD LOG ANALYSER **FOR APPIAN**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Condensed headline with expanded body copy creates imbalance

✓

Gamificaton:

Fueling sustainable growth in the Insurance industry

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Expanded headline with bold subheadline and condensed body copy

X

Gamificaton:

Fueling sustainable growth in the Insurance industry

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Condensed light-bold-expanded pairing creates visual chaos

Basic Punctuation

1. Keep use of commas, periods and other punctuation marks to a minimum. Compose short and clear sentences to avoid over-punctuation.
2. Use only left aligned text, avoid right aligned or center aligned text
3. Never use justified text
4. Avoid using hyphenation to break long words
5. Avoid the use of period after bullet points unless a bullet point has more than one sentence
6. Do not use commas or semicolons in a bulleted list

✓ **Becoming Future Ready**

headline without period

✗ **Becoming Future Ready.**

unnecessary period

✓ Lorem ipsum dolor sit amet, consectetur adi piscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

left aligned text

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

justified text

✓ Meeting at 8 am

no dots in am

✗ Meeting at 8 a. m.

dots after am

✓ Engagement Activities
- Art & craft related skill development
- Construction of retail outlets. These outlets are for publishing, distribution & sale of products.

full stop used only in multi-sentence bullet point

✗ Engagement Activities
- Art & craft related skill development,
- Construction of retail outlets,
- Publishing, distribution & sale of products.

unnecessary punctuation after bullet points

Tagline

The Coforge tagline can be used in a single color in blue, coral or white or in two of these colors in combination.

Minimum size = 8 pt
Font: Anek Bold
Leading = point size

✓ **Engage with the Emerging**

✓ **Engage with the Emerging**

✓ **Engage with the Emerging**

linear arrangement

✓ **Engage with the Emerging**

✓ **Engage with the Emerging**

✓ **Engage with the Emerging**

stacked arrangement

The incorrect use guidelines apply to both linear and stacked arracngements.

X **engage with the emerging**

don't type tagline in lowercase

X **ENGAGE WITH THE EMERGING.**

don't type tagline in uppercase

X **Engage with the Emerging.**

don't use full stop or exclamation mark after the tagline

X **Engage With The Emerging**

don't capitalize 'with and 'the'

X Engage with the Emerging

don't change the font

X **Engage with the Emerging**

don't use colors outside the brand palette

CTA Styling

Coforge has a standard CTA message to engage the viewer that can be used as a headline, part of body copy or sign off.

Minimum size = 8 pt
Font: Anek Bold
Leading = point size

✓ **Let's engage** ✓ **Let's engage**

✓ **Let's engage**

✓ **Let's engage**

linear arrangement

✓ **Let's engage** ✓ **Let's engage**

stacked arrangement

✗ **let's engage**

don't use lowercase

✗ **LET'S ENGAGE**

don't use uppercase

✗ **Let's engage!**

don't use full stop or exclamation mark at the end

✗ **Let's Engage**

don't use title case

✗ Let's engage

don't use a different weight

✗ Let's **engage**

don't use two different weights

✗ Let's engage

don't change the font

✗ **Let's engage**

don't use colors outside the brand palette

VISUAL ELEMENTS

Visual imagery

Visual imagery for Coforge should pass through the following filters.

Engaged & Engaging
Images that show people engaged with each other or in a relevant activity that draw the viewer in, engaging the viewer

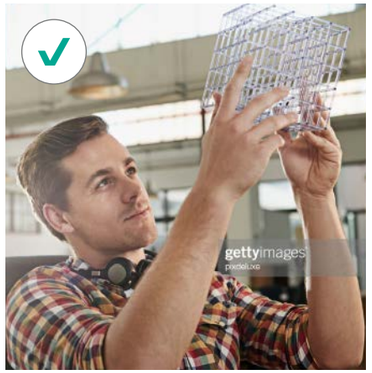
Slice of Life
Images that depict real life and relatable situations

Pleasant & Positive
Images that show happy faces, people with pleasant expressions and have a positive impression

Brand Extension
Images that incorporate brand colors or tones close to the brand colors that can provide a visual connect to the brand identity

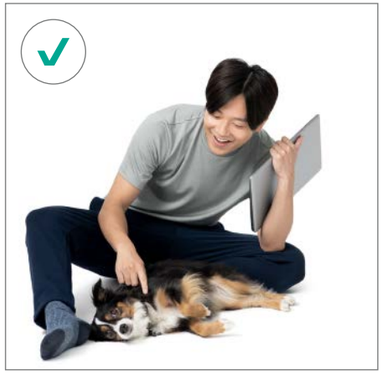
Choosing right photographs

Choose the right photographs for Coforge communication based on the visual imagery filters.



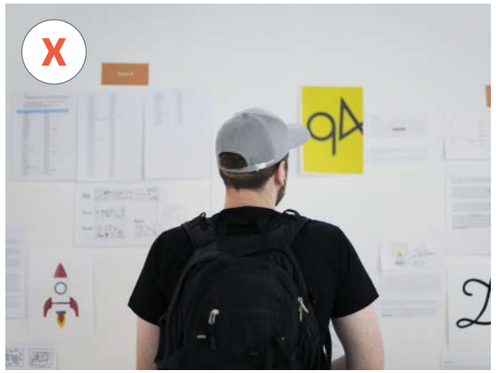
engaging action

slice of life, relatable

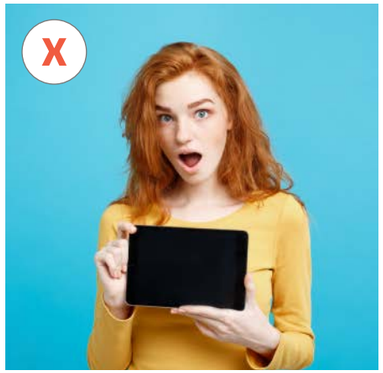


happy expression and positive action

presence of brand colors



disengaged, distant



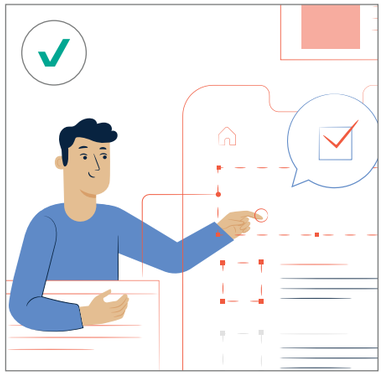
superficial and unrelatable

unhappy expression,
negative impression

lack of brand colors

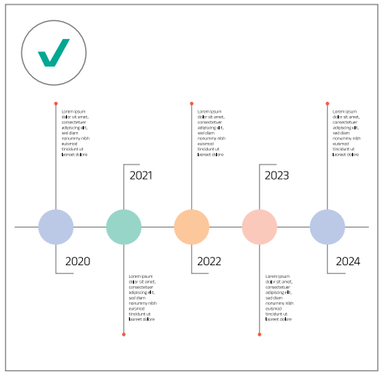
Choosing right illustrations

Choose the right illustrations for Coforge communication based on the visual imagery filters.



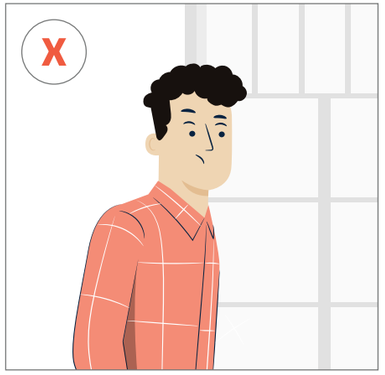
engaging, happy expression

within brand color palette



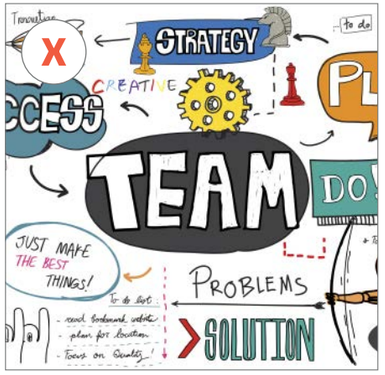
neat and professional

relatable



not engaging, unhappy expression

outside brand color palette

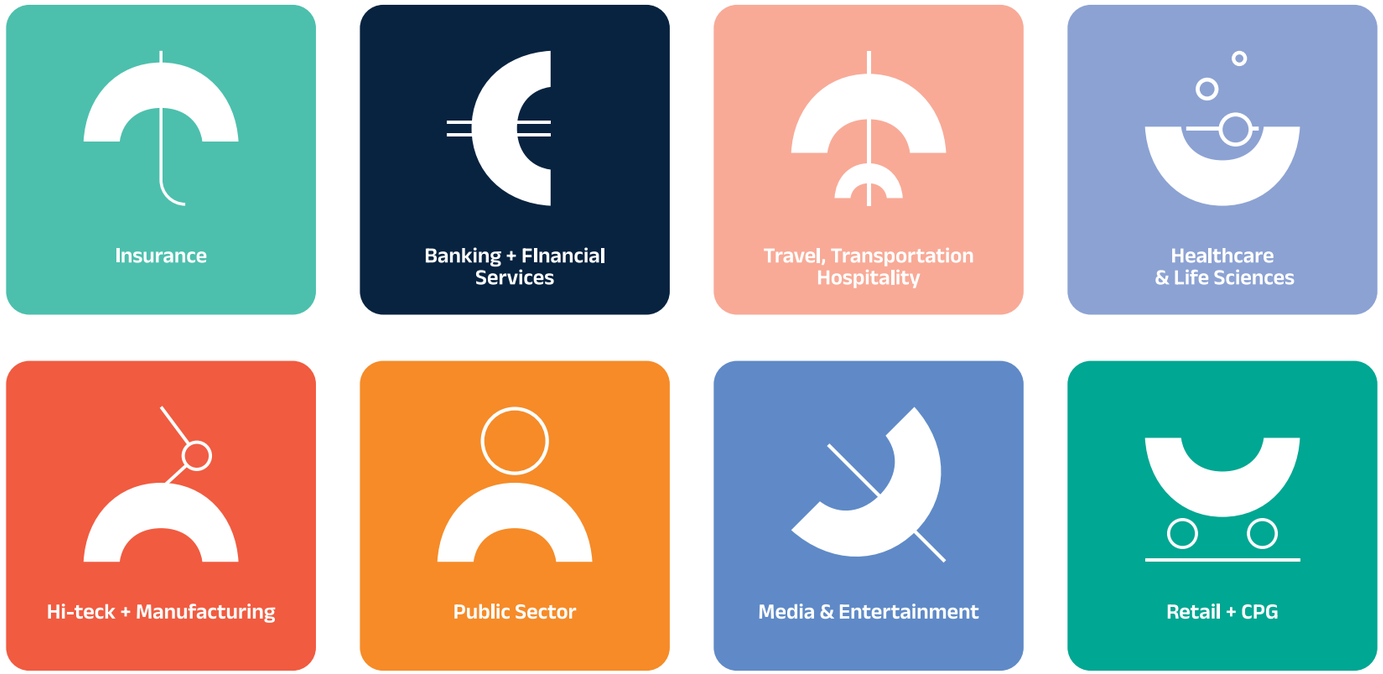


cluttered and confusing

abstract, unrelatable

Iconography set 1

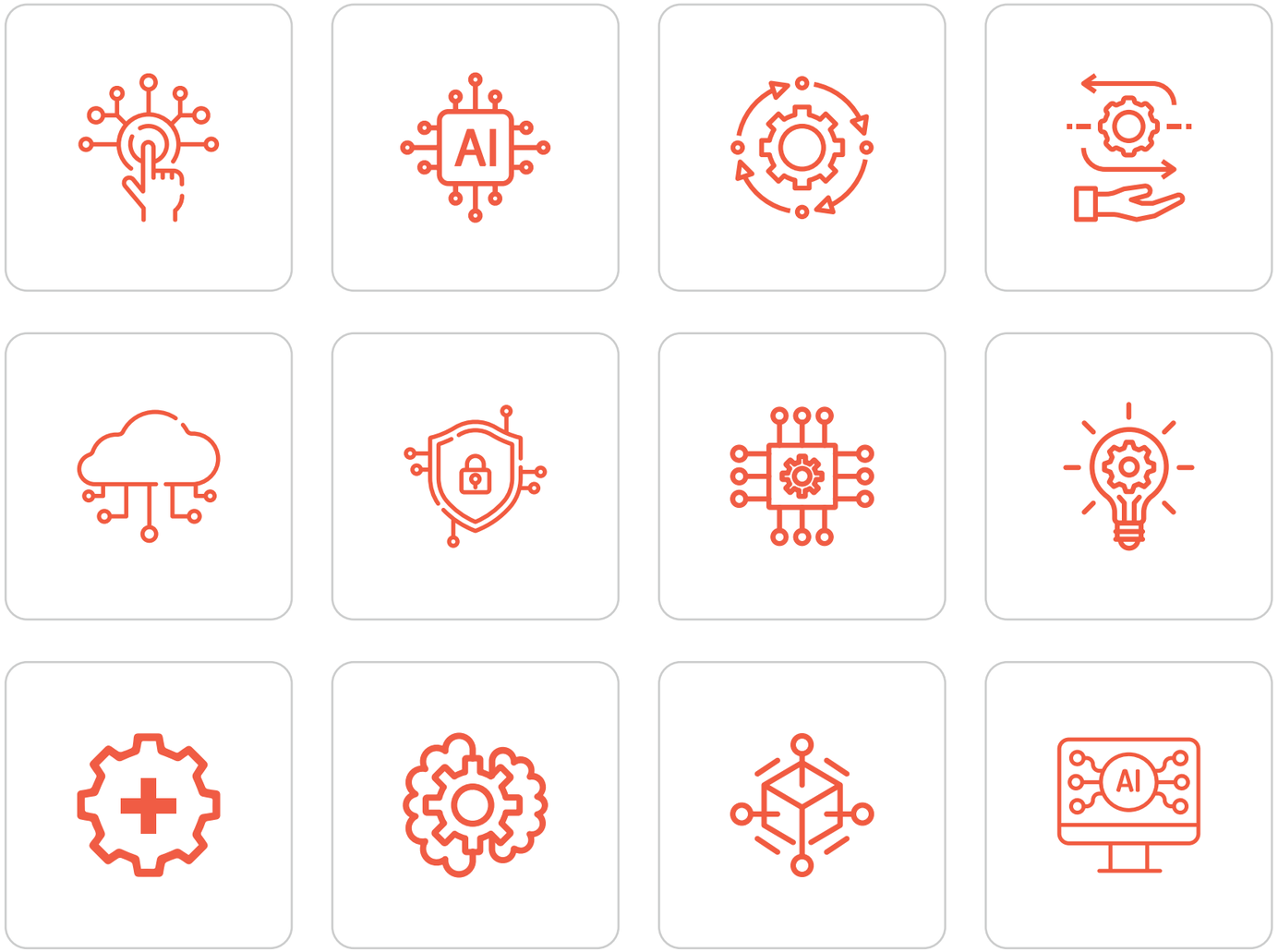
Industry icons
The first set of icons is a custom designed set to represent the industries Coforge works in. These icons have a clean bold look and are unique to Coforge.



Iconography set 2

Service icons
The second set of icons is used to represent the services Coforge provides

Features of icons set 2
- line drawings in a 1:1 space
- round edged strokes
- rendered in coral on white
- encased in round edged outlined rectangles double the size of the icons

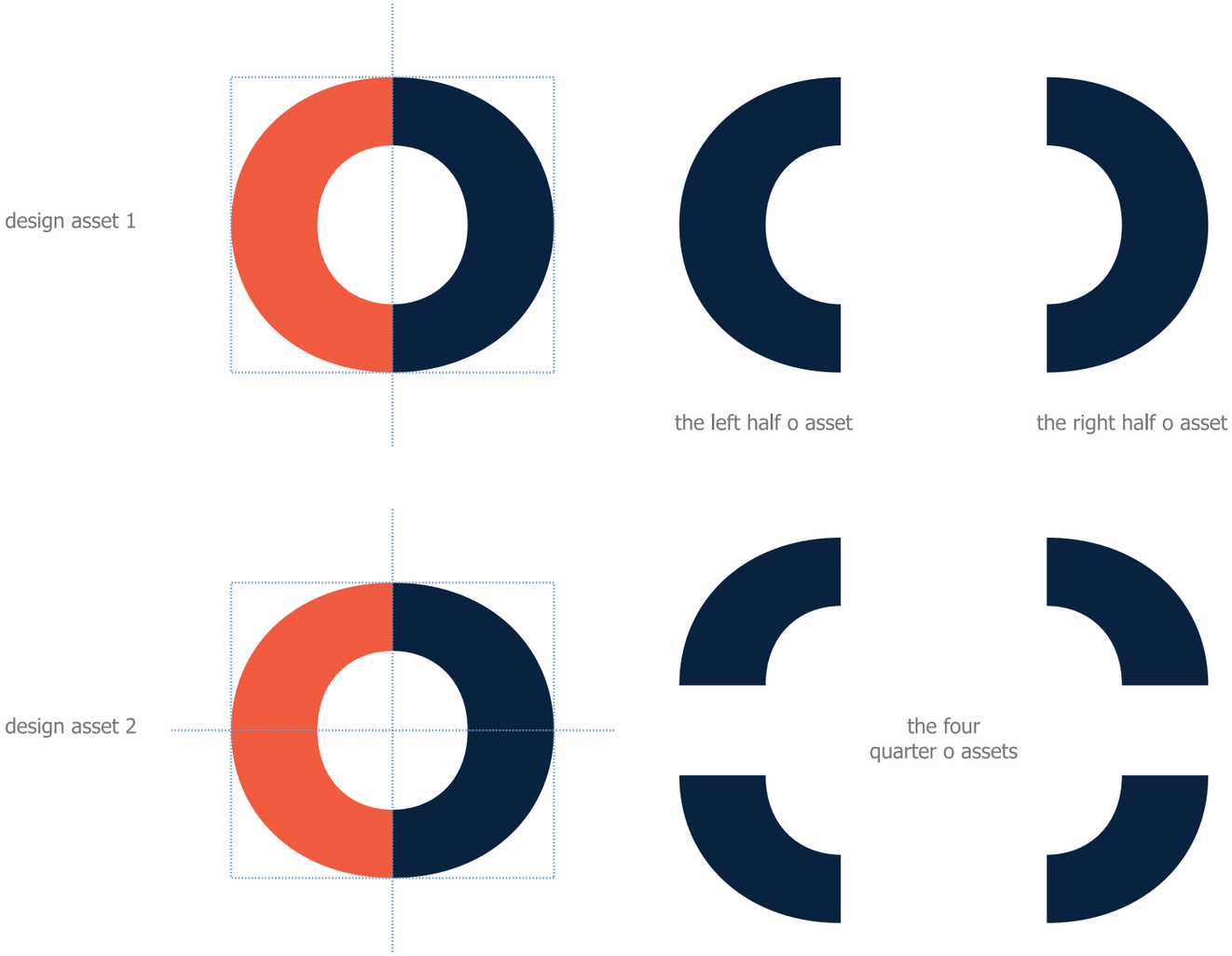


Design assets

Coforge has 2 design assets

1. **The half O**
   The o from the logomark is split in the center vertically to derive the half o. Either half can be used as whole in the foreground or in part in the background.

2. **The quarter O**
   The o from the logomark is split both horizontally and vertically to derive the quarter o. Either of the four quarters can be used as whole in the foreground or in part in the background.



Design assets & color

Coforge design assets can be used in all of the brand colours except for black.

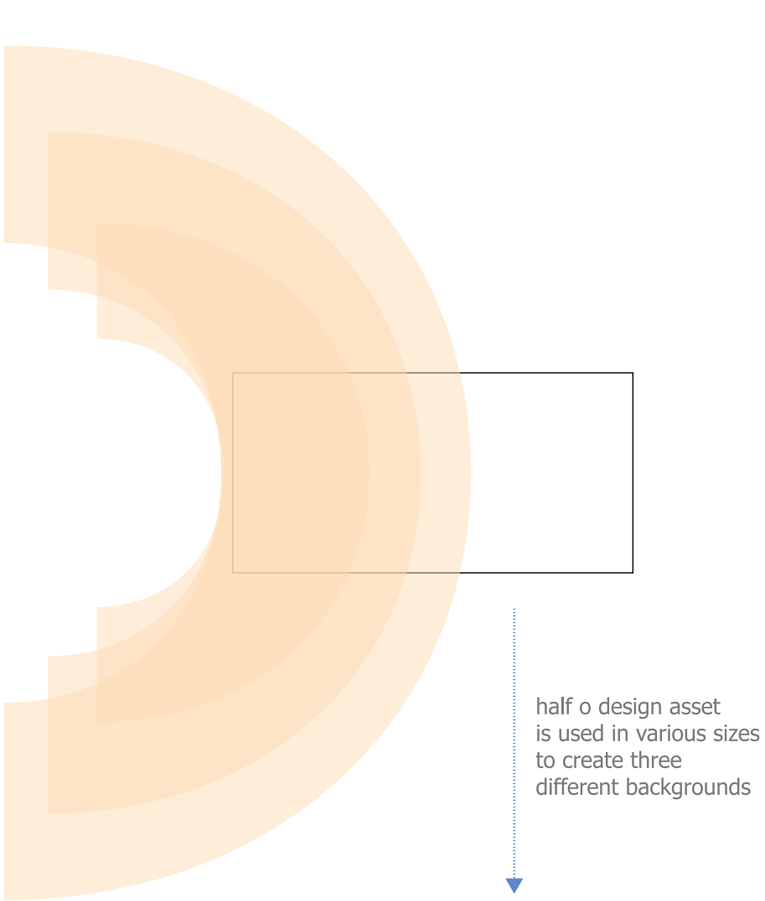
All the tints of the secondary brand colours can also be used for the brand assets.

The half o and quarter o design assets can be used in solid color or in outlines.

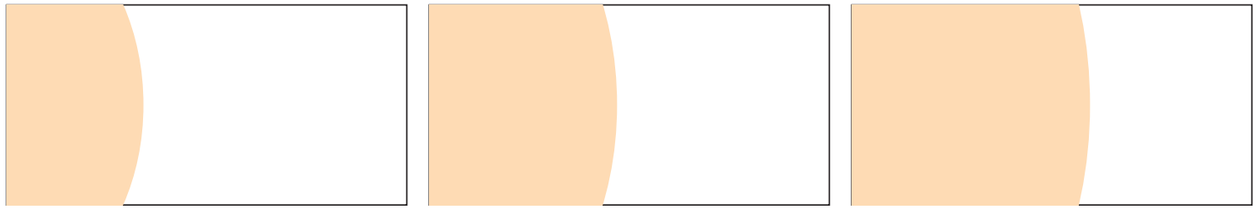
design assets in background

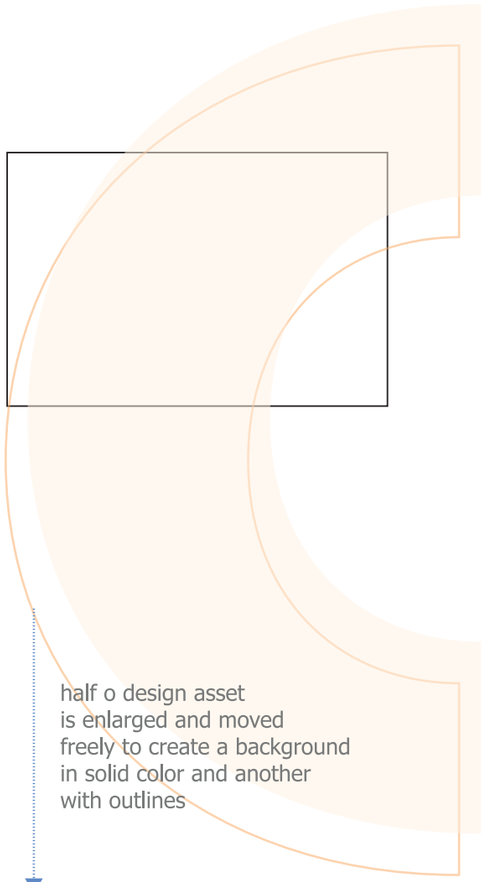
Enlarge a design asset and mask it inside the design space to create a background.

1. Enlarge a design asset to cover approximately 30% to 80% of the design space
2. Move it freely, left & right and up & down, to get a good space division
3. Use the design asset as a solid colour or as outlines
4. When using as outlines, more than 1 design asset can be used as long as it is the same kind

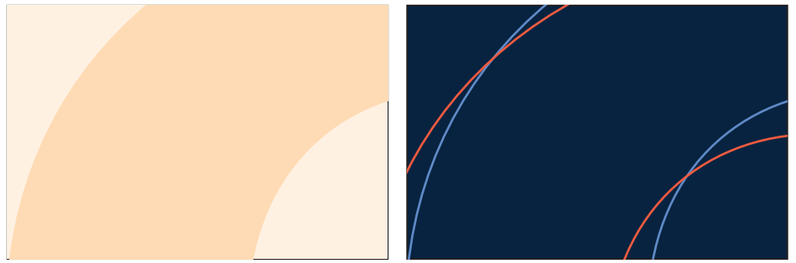


half o design asset
is used in various sizes
to create three
different backgrounds





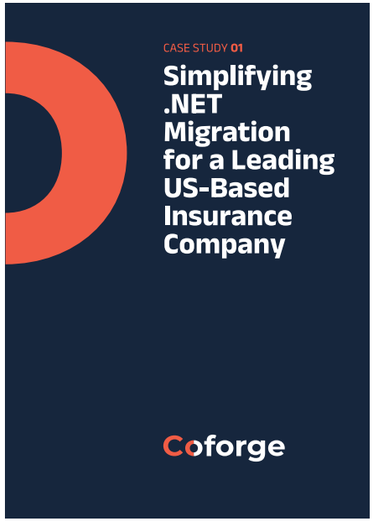
half o design asset
is enlarged and moved
freely to create a background
in solid color and another
with outlines



design assets in foreground

The half o or the quarter o can be used as a foreground graphic

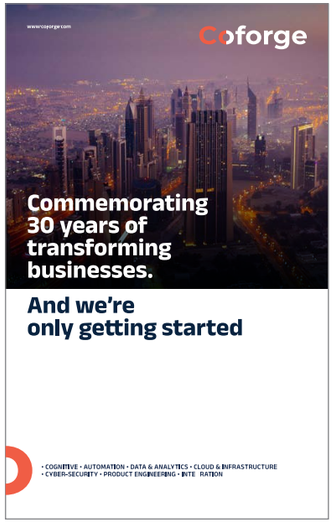
1. For use in the foreground, the width of the half o or quarter o should be between X/2 and X/12, where X is the shortest side of a design space.
2. The design assets can only be used in solid color in the foreground, never in outlines.
3. A design asset can be used multiple times in one illustration



half o at X/3

quarter o at X/2

half o at X/6
use of lines to highlight information



half o at X/12

design assets in illustrations

The design assets can be used to create illustrations

1. Rotate the half o and quarter o assets by increments of 45 degrees (0°, 45°, 90°, 135° and so on) to use effectively in an illustration
2. Resize the design assets as required as long as they do not lose their character

half o asset used in illustration

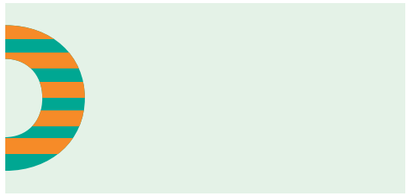
quarter o asset used in illustration

Design assets incorrect use

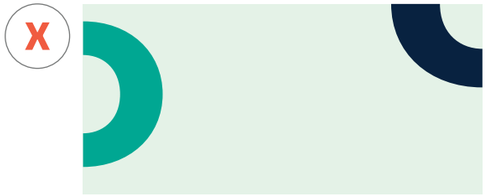
Common scenarios of incorrect use of design assets are demonstrated here.

do not use special effects on design assets in background or foreground use

Do not add gradients to the design assets in background or foreground use

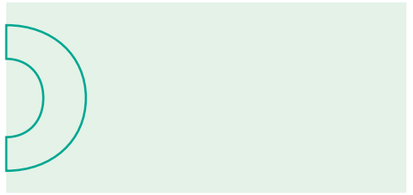


Do not fill a design asset with a pattern in background or foreground use

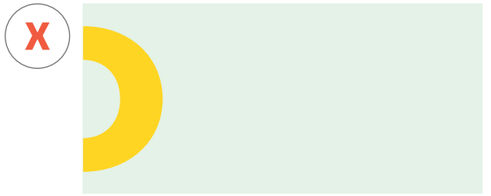


Do not use the half o and quarter o together in the foreground

Do not place the design assets floating, always place them against an edge unless in an illustration or icon



Do not use the design assets in outlines for foreground graphics, only for backgrounds



Do not use the design assets in non-brand colors in background or foreground use

LAYOUT

Design grid

To achieve a proportionate margin for any design space, divide the shortest side (X) by 30, irrespective of the measurement unit. This becomes the width of the margin on all four sides.

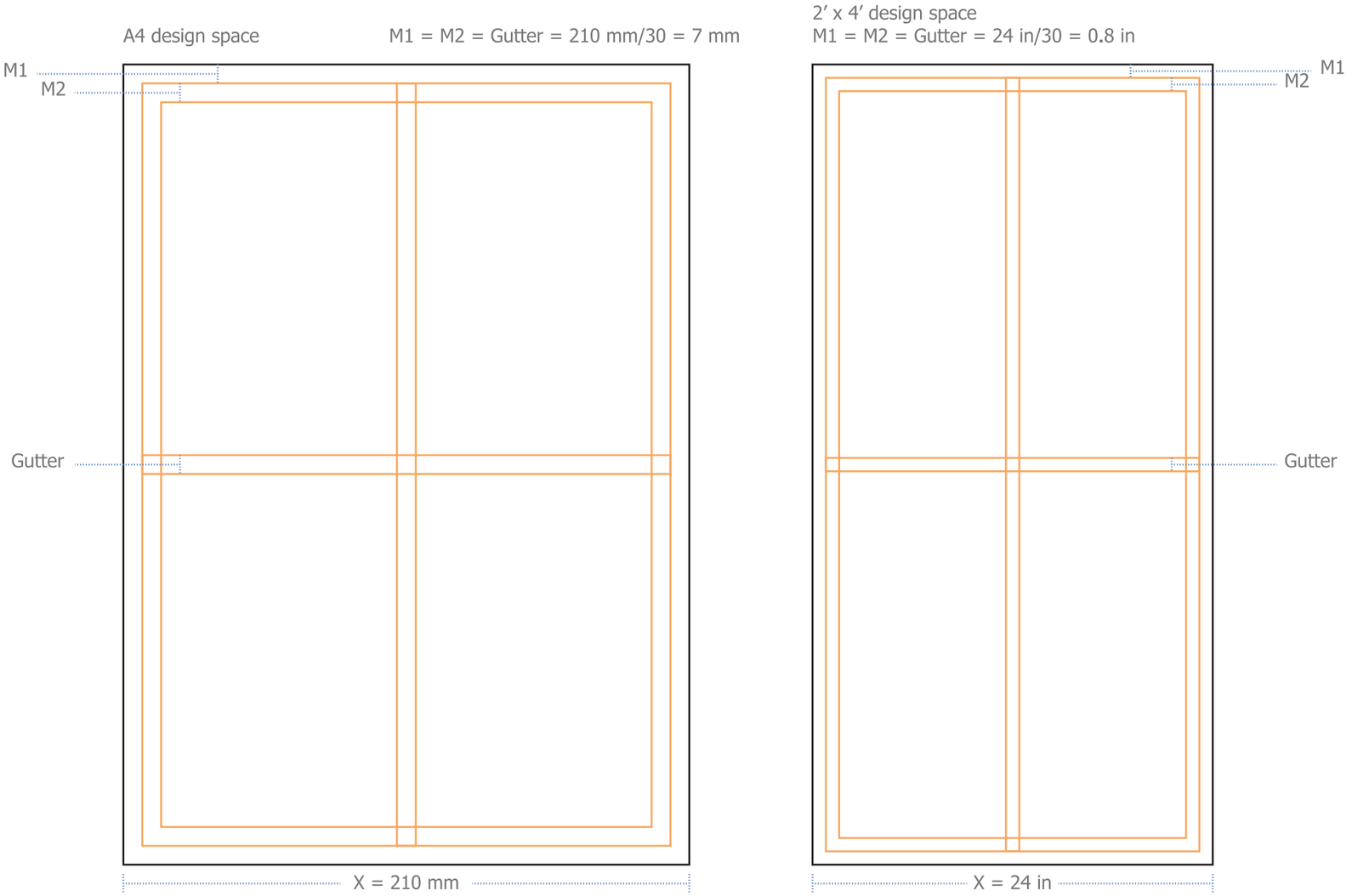
X = The shortest side of the design space

M1 = M2 = X/30

M1 - Images and backgrounds can bleed into this area. Page numbers, headers, footers, disclaimers, etc., can be placed inside M1 if necessary.

M2 - Safe area, no text should fall outside this area

X/30 is also the gutter space. The details of how to use the gutter to separate blocks of texts and visuals are provided on the following pages.

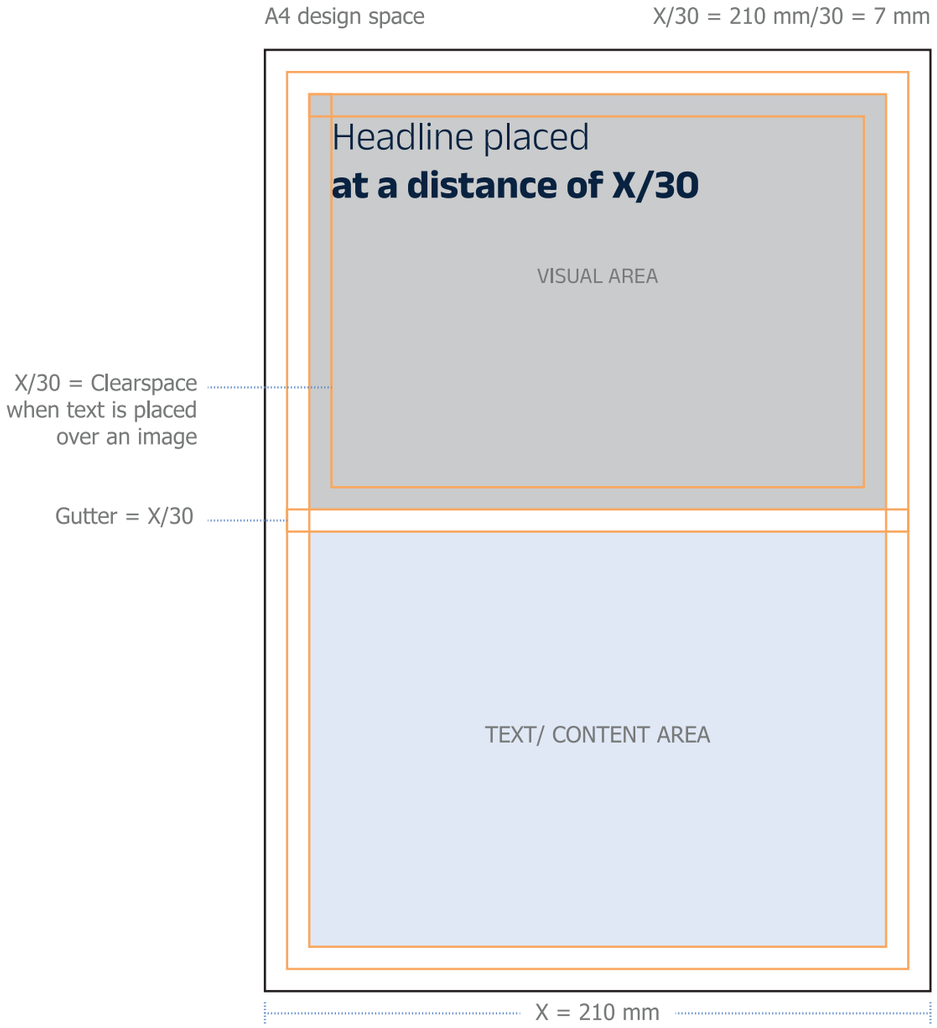


Grid
& layout

Gutter width = X/30

Use the gutter space to separate blocks of content or to separate columns and rows.

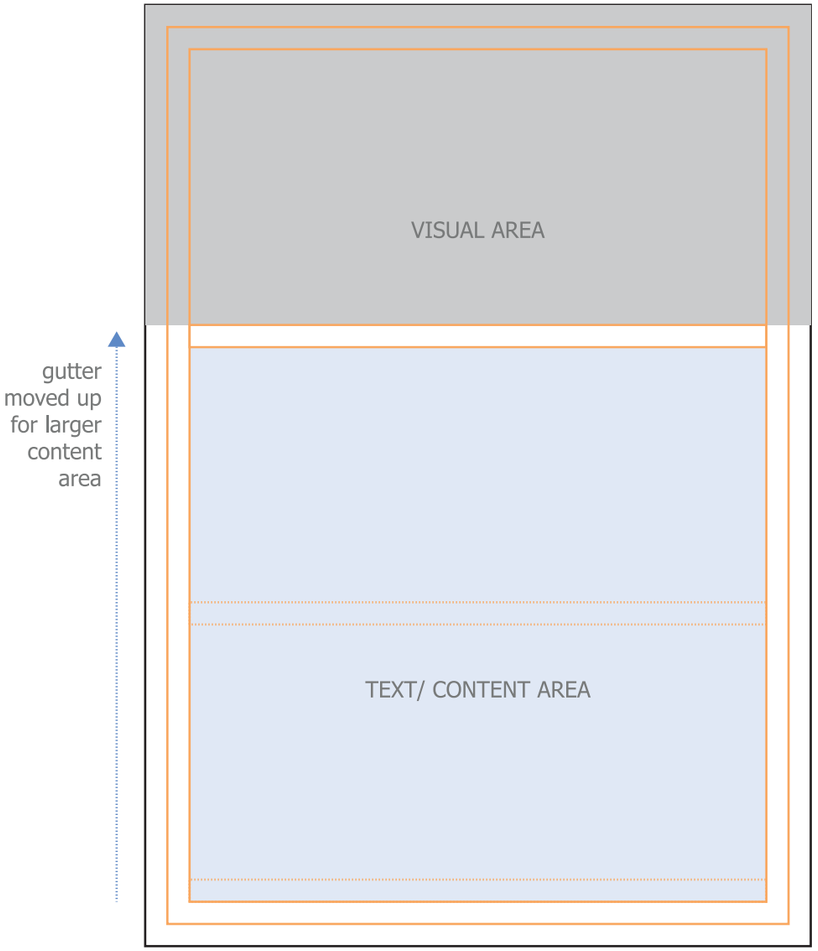
X/30 is also the minimum clearspace from the edge of an image on all sides when text has to be placed over an image.

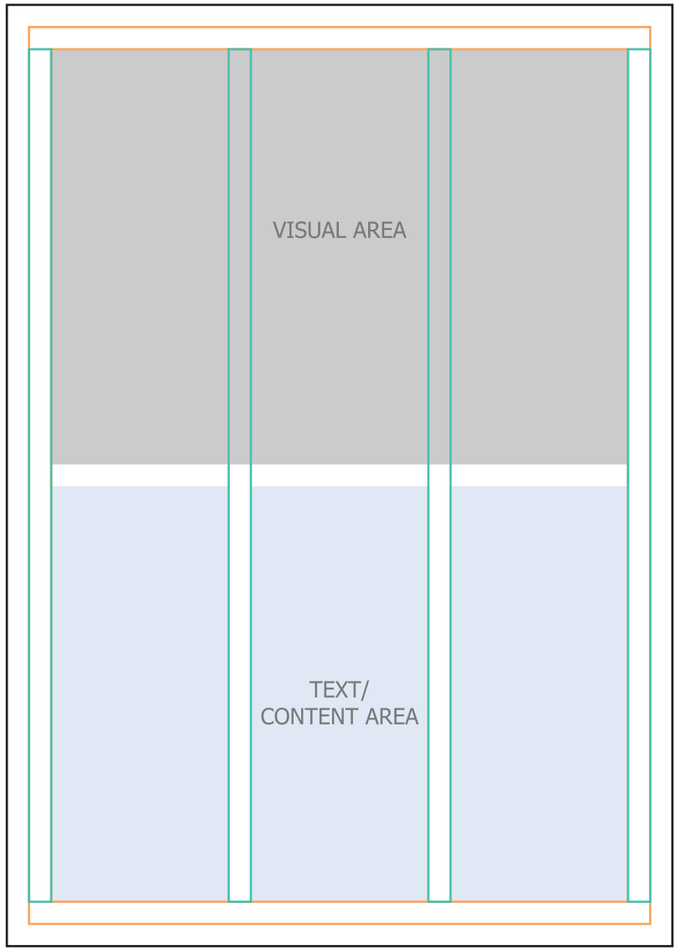


Grid
& layout

There are two ways to use the gutter to divide a design space for an effective layout.

1. Move the gutter up and down or left and right in increments of the gutter width to define visual and content areas. The gutters can be moved the same way to make guidelines to place content in the content area.
2. Distribute one or more gutters at equal distance from M1 to get multi-column grids.





two gutters are placed equidistant from M1 to create a 3 column grid

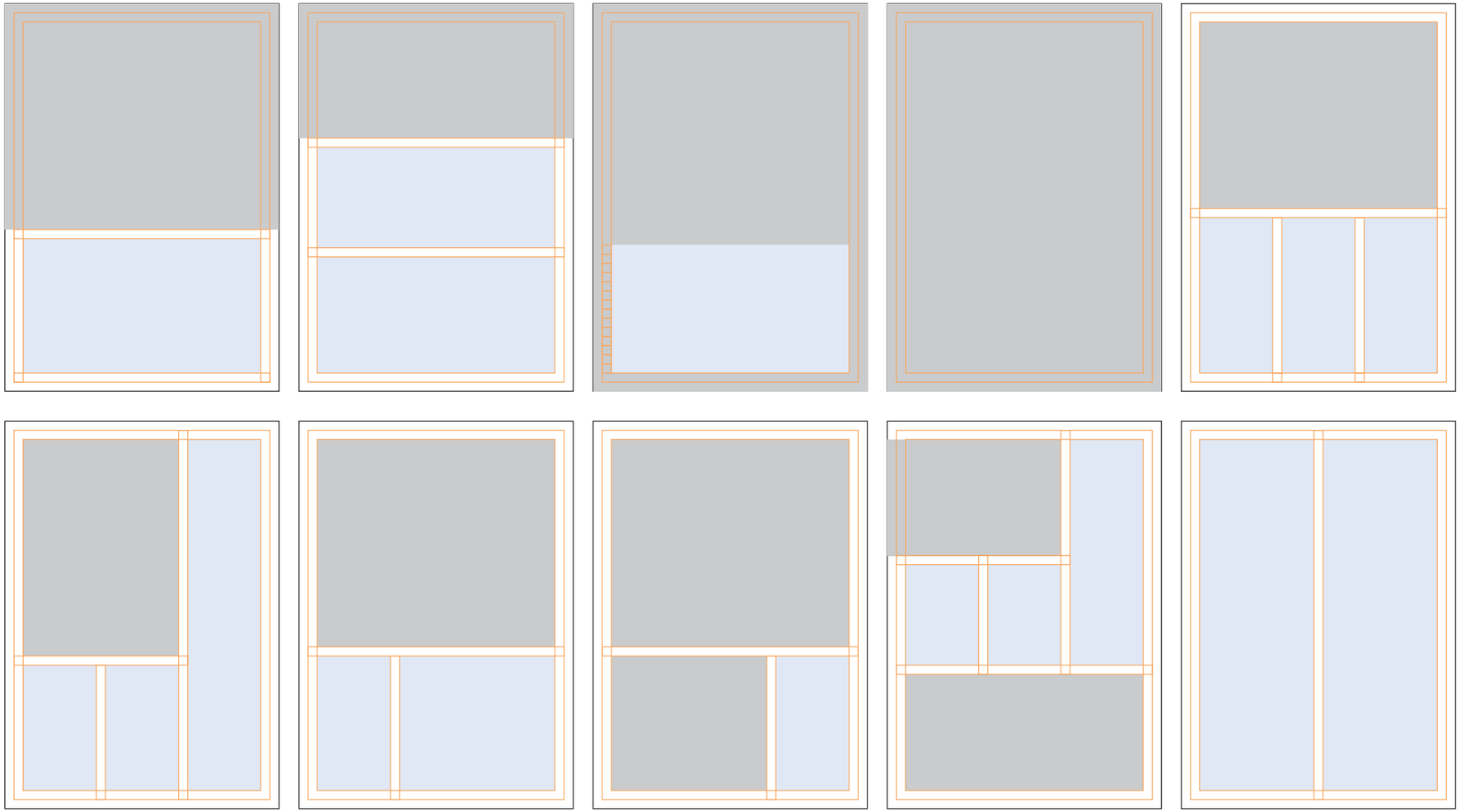
Layouts based on grid

Examples of how to use the x/30 gutter for both horizontal and vertical space division..

The grey blocks indicate the main visual area, meant for photographs and illustrations.

The blue blocks indicate the area to compose text and supporting graphic content like tables, graphs, call to action units, etc.

For instances where text may need to overlap with an image, the guideline is provided on the previous page.

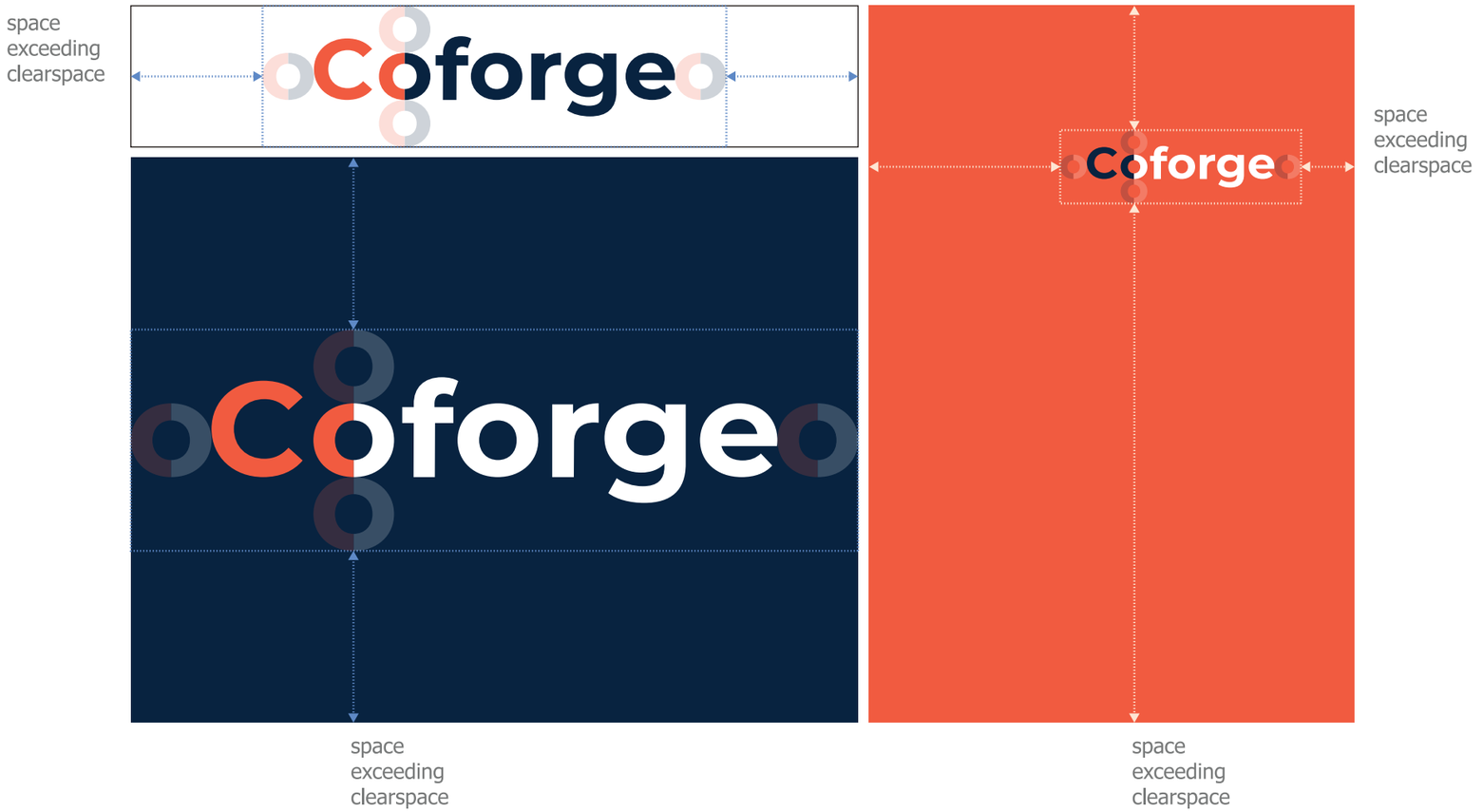


Clearspace in layouts

When placing the logo in a design space, the distance from the edges or margins should be at least equal to the defined minimum clearspace.

Even when stretching the logo for signages, etc. the minimum distance from an edge should be at least equal to the defined minimum clearspace.

There is no limitation on space exceeding the minimum clearspace around the logo.

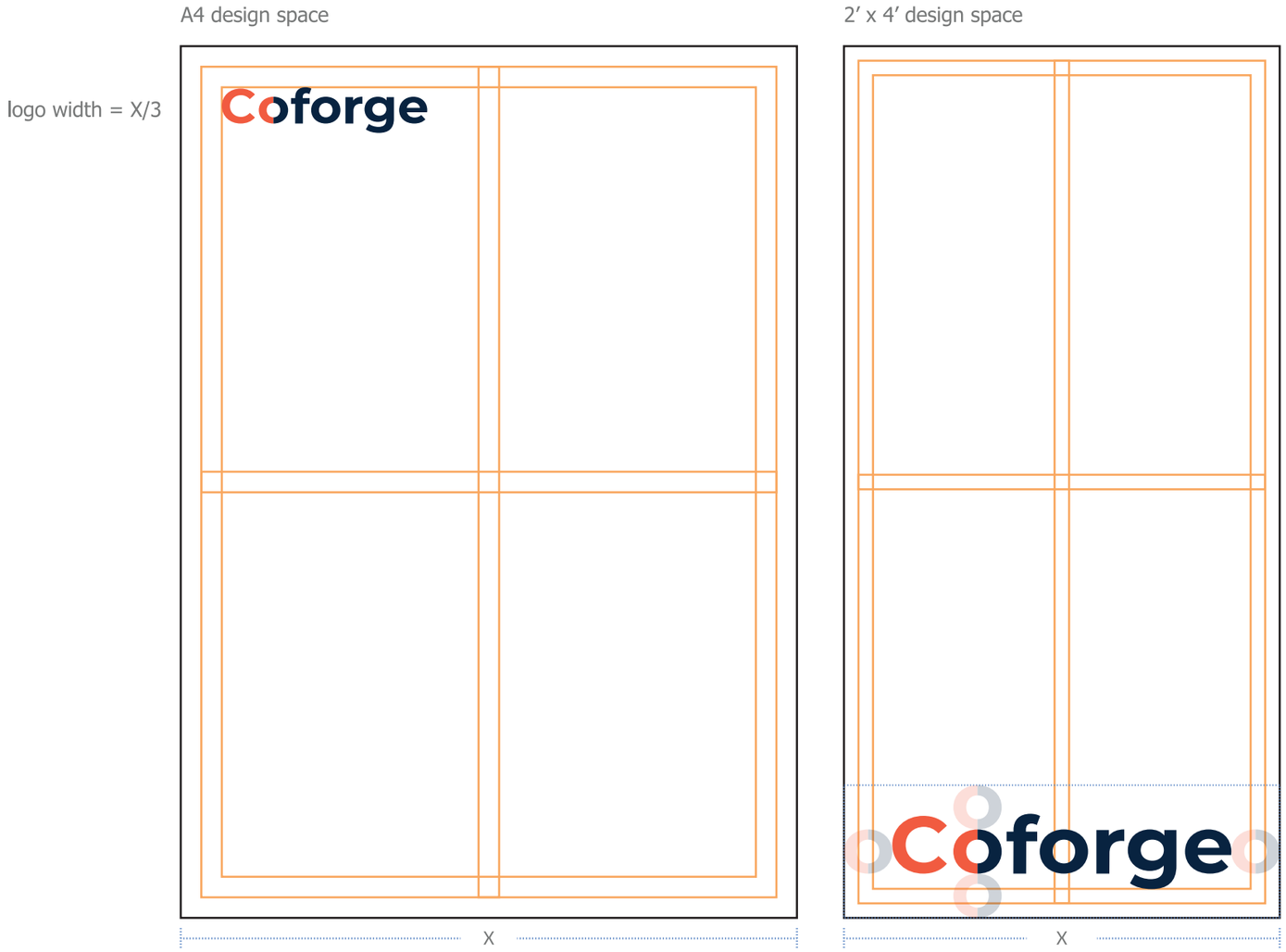


Logo scale in layouts

Minimum
logo width = X/4.5

X = shortest side of a design space

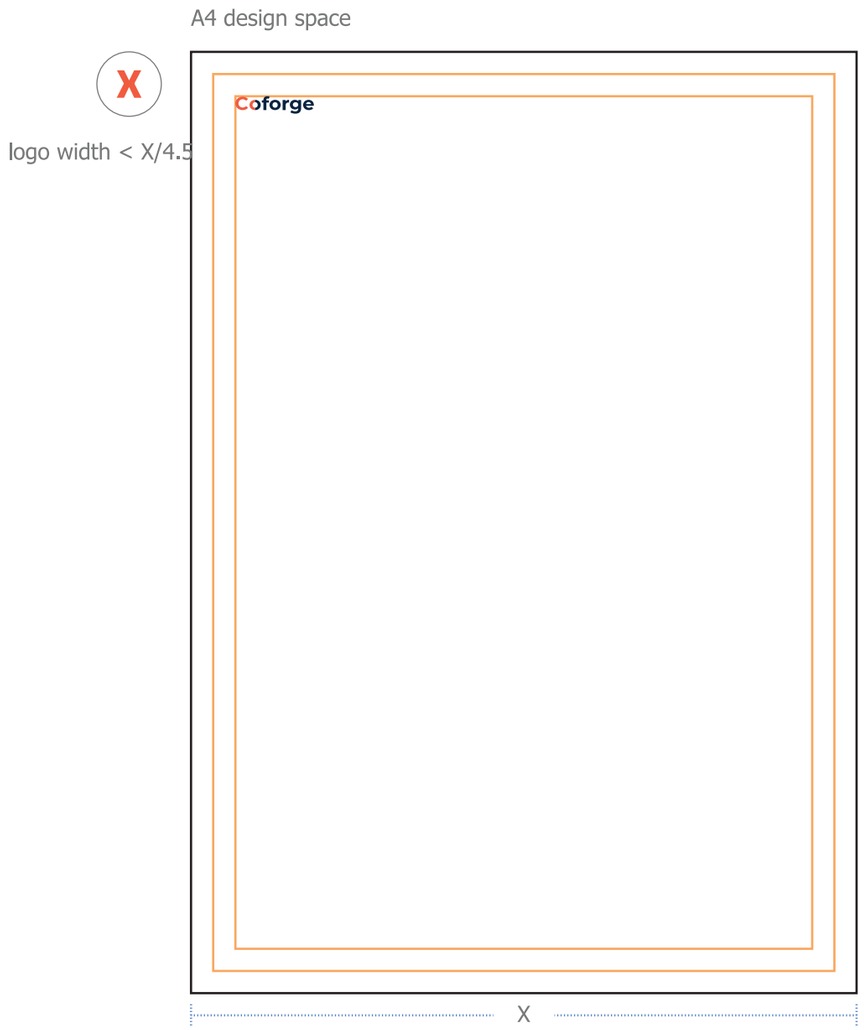
When stretching a logo across a design space, the minimum clearspace guidelines and margins should be kept in mind.



Logo scale incorrect use

The width of the logo should never never go below X/4.5, where X is the shortest side of a design space.

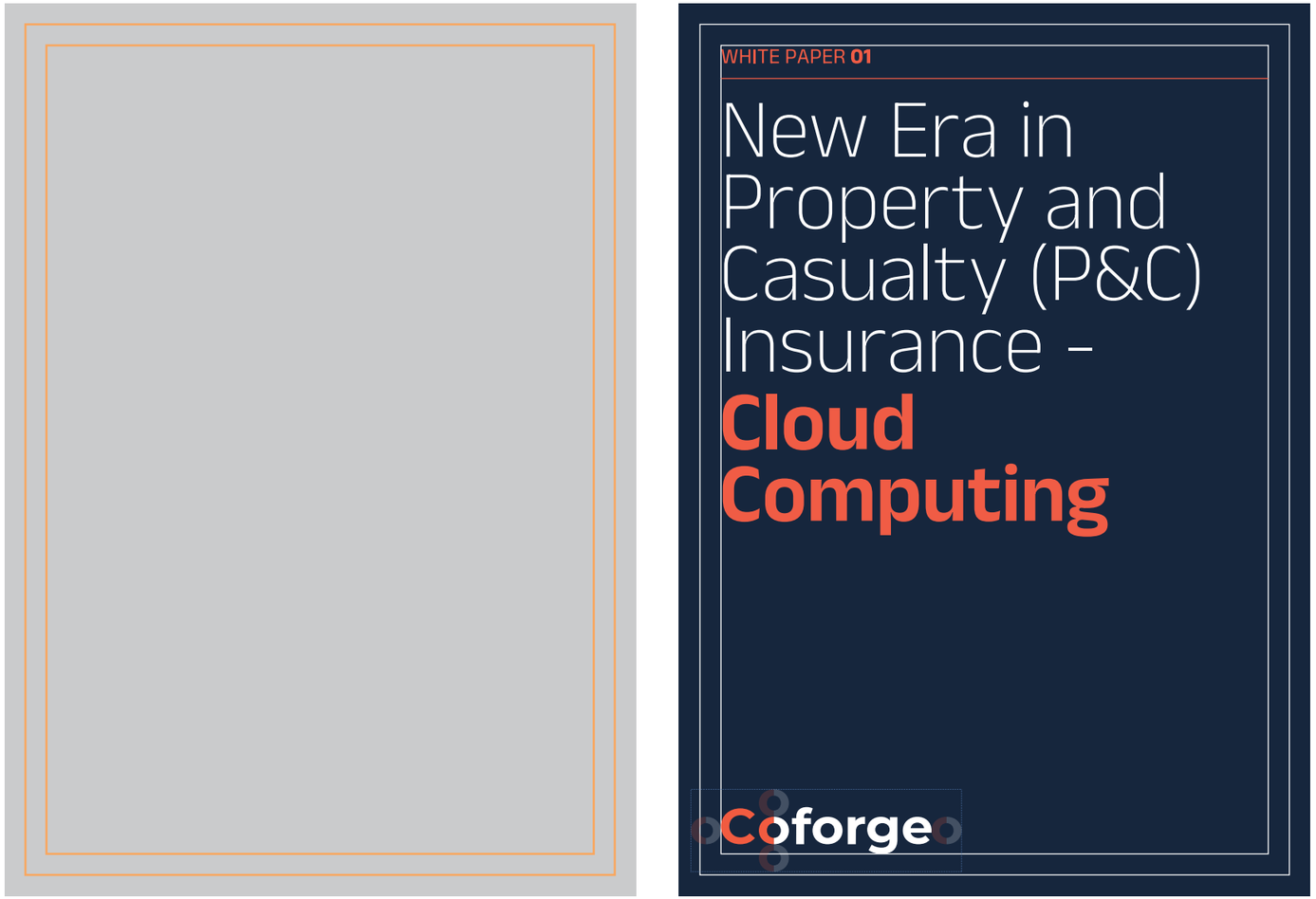
When stretching a logo across a design space, the minimum clearspace guidelines and margins should be kept in mind.



A4 layout example

A4 White Paper Cover

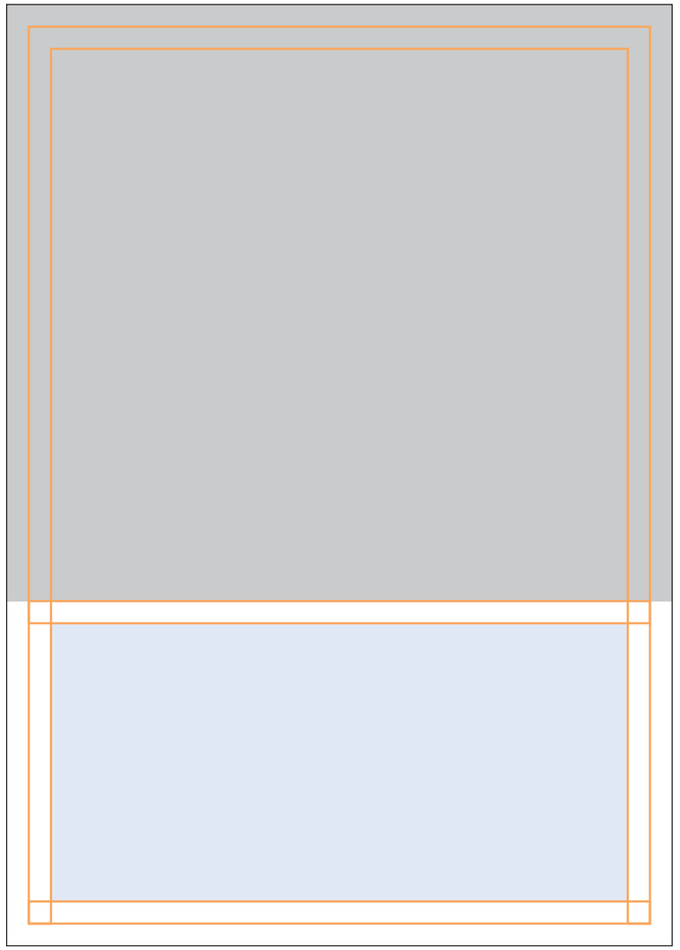
1. Full bleed background
2. Logo and typography follow guidelines



A4 layout example

A4 Brochure Cover

1. Image and background bleeding into M1
2. Logo and typography follow guidelines



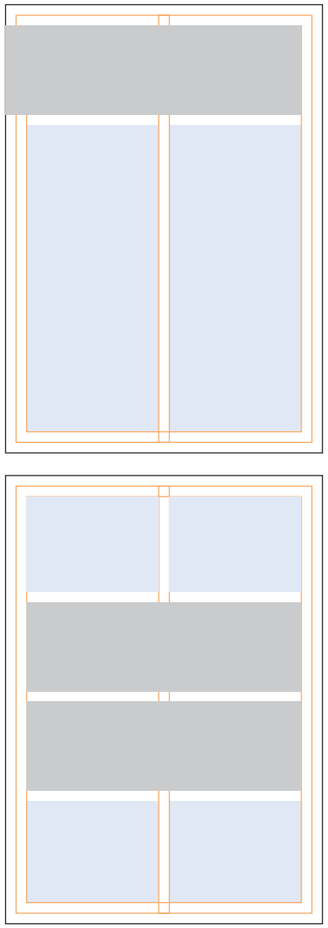
grid

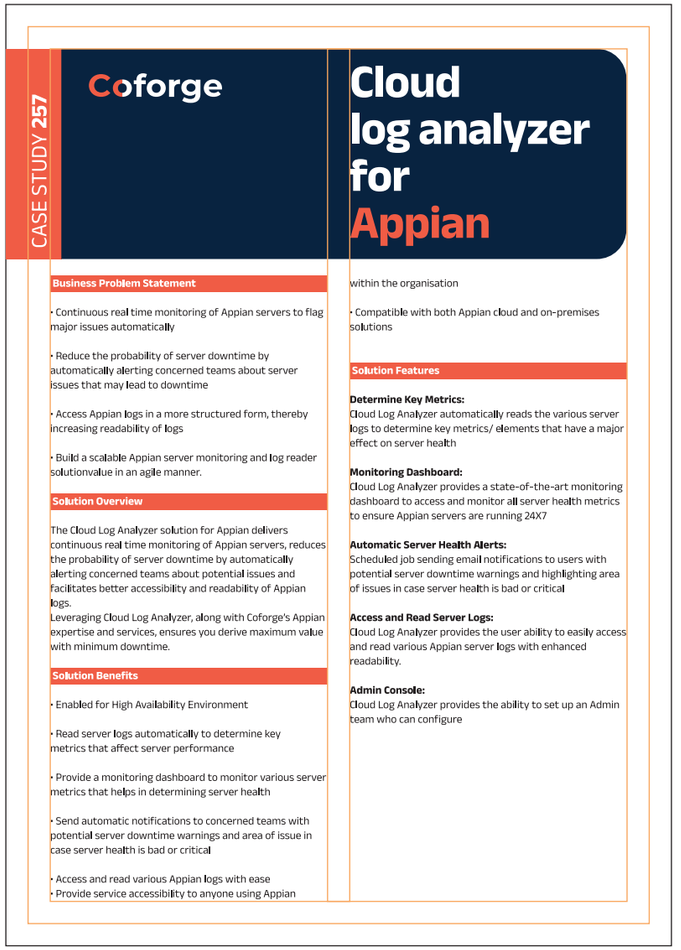
layout based on grid

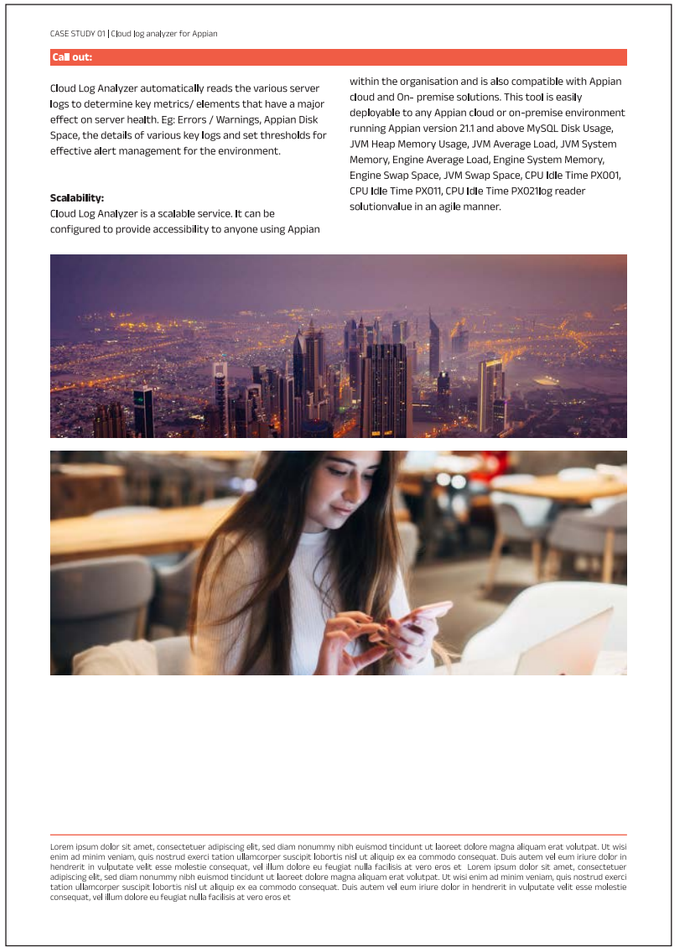
A4 layout example

A4 Case Study

1. Two column, text heavy layout
2. Case Study number placed inside M1 while all other text content is placed inside M2
3. Use of gutter space for column division
4. Logo and typography follow guidelines



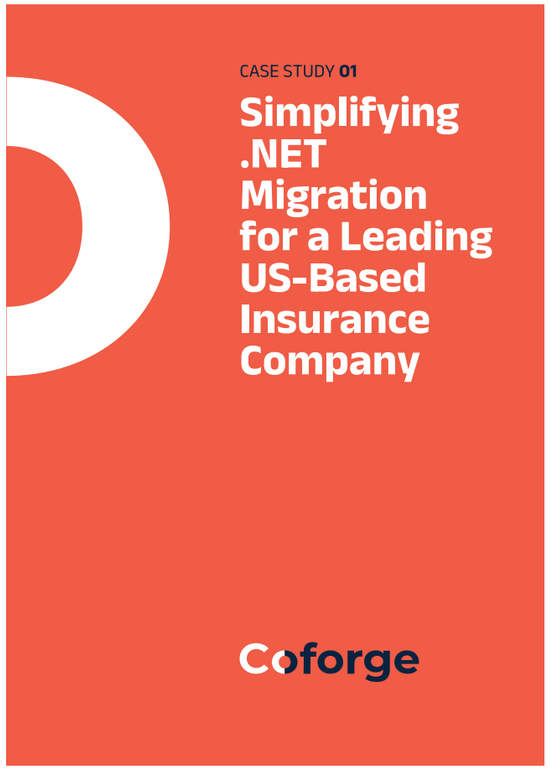




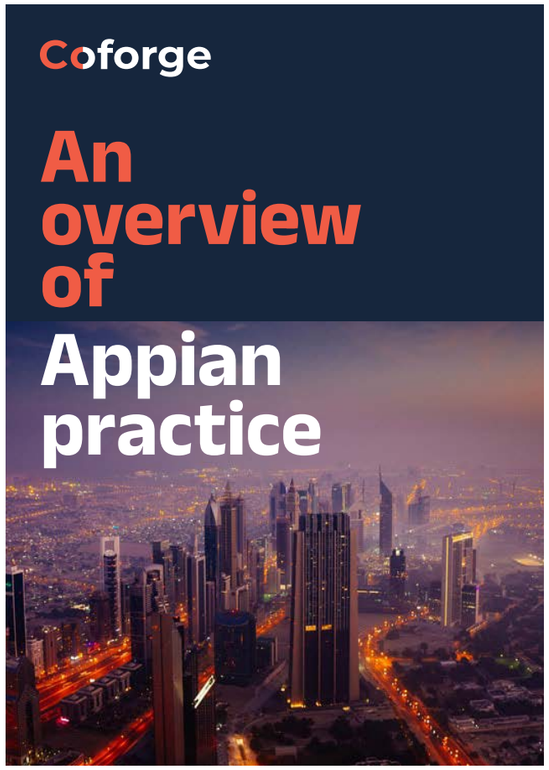
grids → layout based on grid → layout based on grid

A4 templates

white paper cover layout



case study cover layout

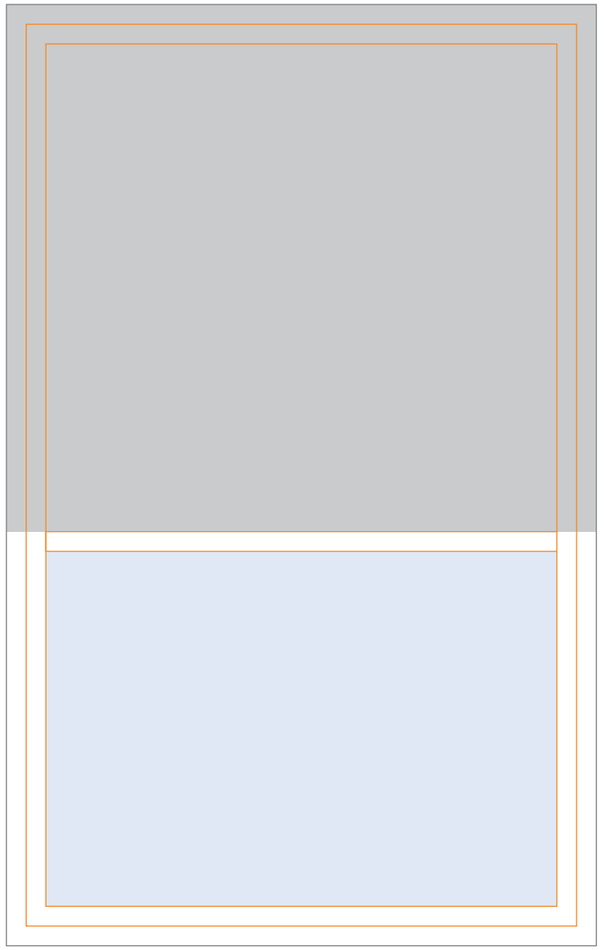


brochure cover layout

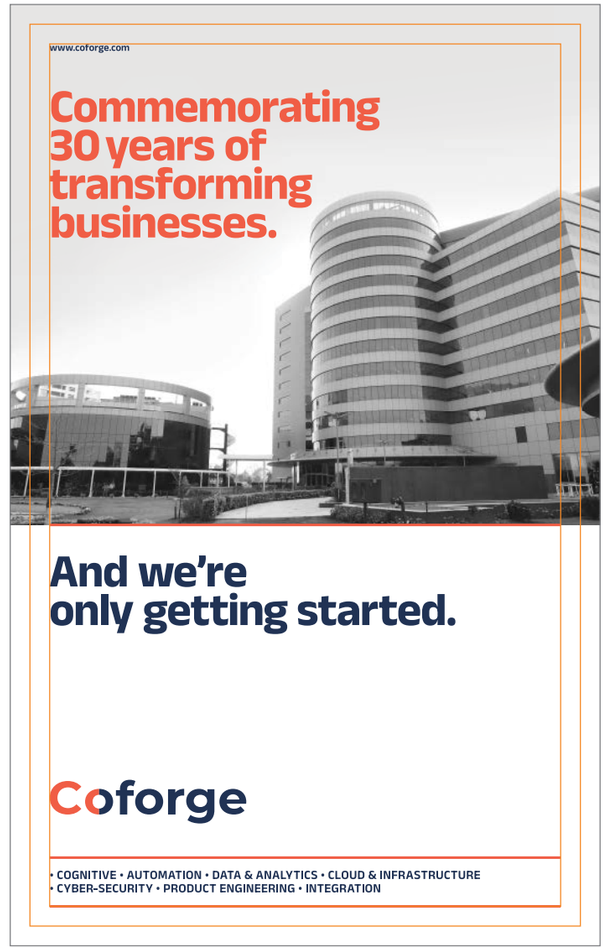
point of view cover layout

Advertisement layout example

1. Image with overlapping text
2. Logo and typography follow guidelines



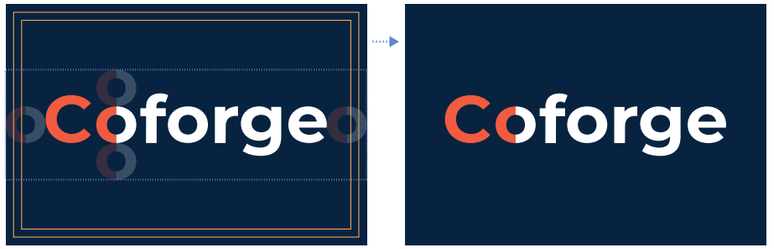
grid



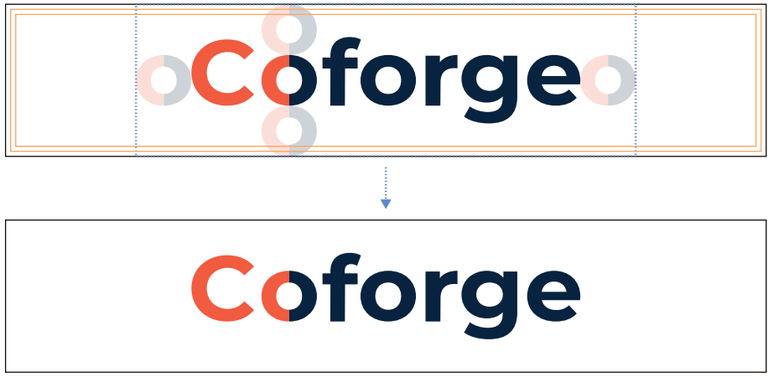
layout based on grid

Signage layout examples

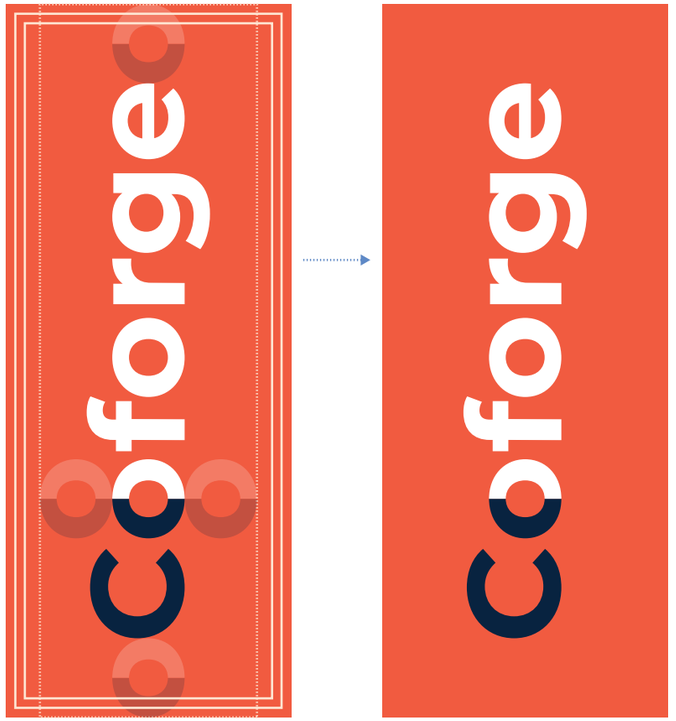
Horizontal and vertical signage layouts where logo placed within the margins minding the minimum clearspace.



3:2 signage layout based on grid



5:1 signage layout based on grid



1:2.5 vertical signage layout based on grid

Outdoor media layout examples

1:2 vertical banner

1:2 standee

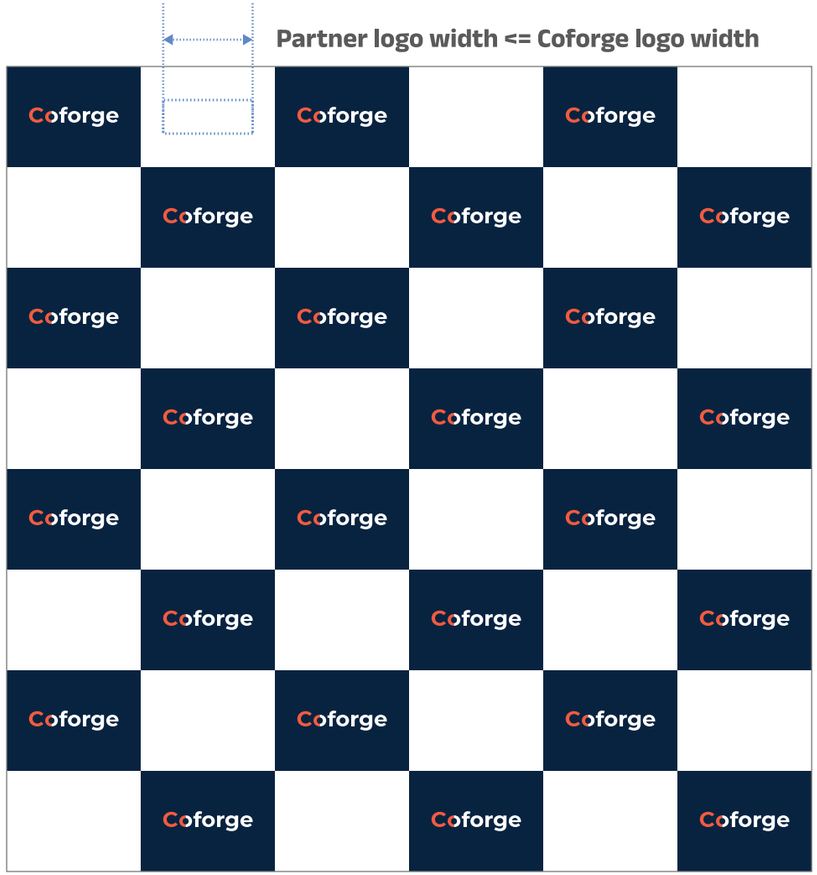
vertical scroll

2:1 horizontal banner

horizontal gantry / banner

Backdrops

For partnered events, use backdrops in primary colors.
For internal events, secondary colors can be used for backdrops.

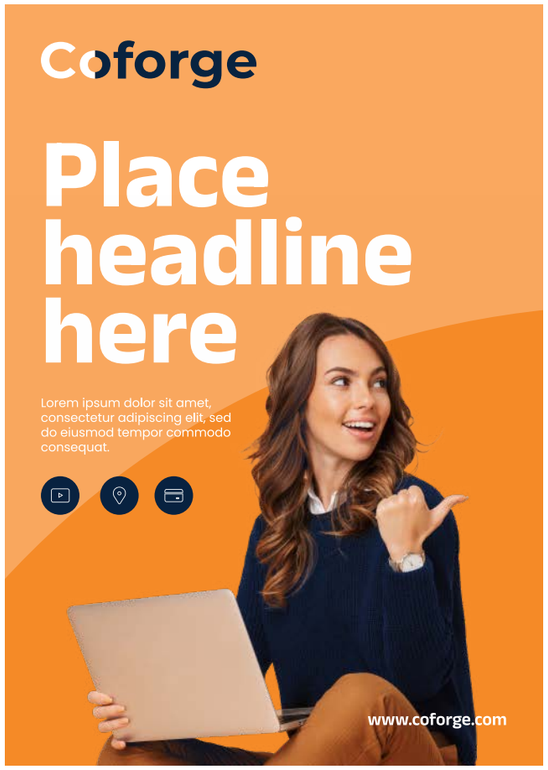


Backdrop style 1
Place partner/ event logo in alternate boxes if required

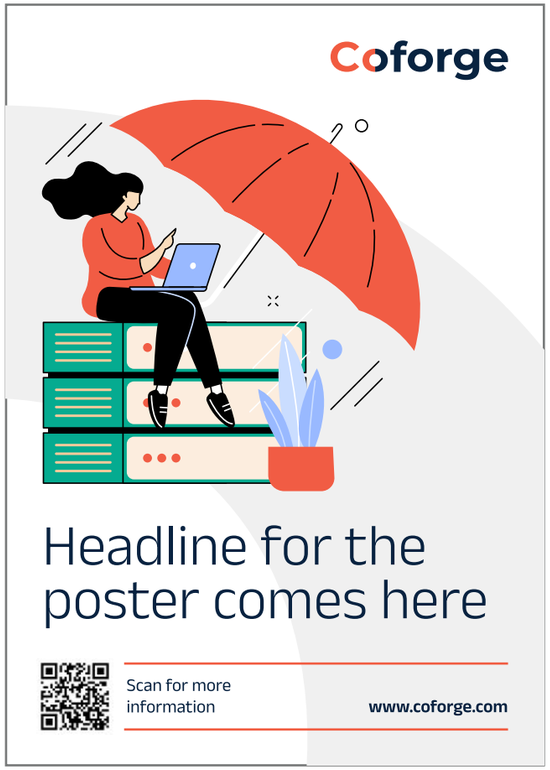
Backdrop style 2

Poster Templates

Poster style 1

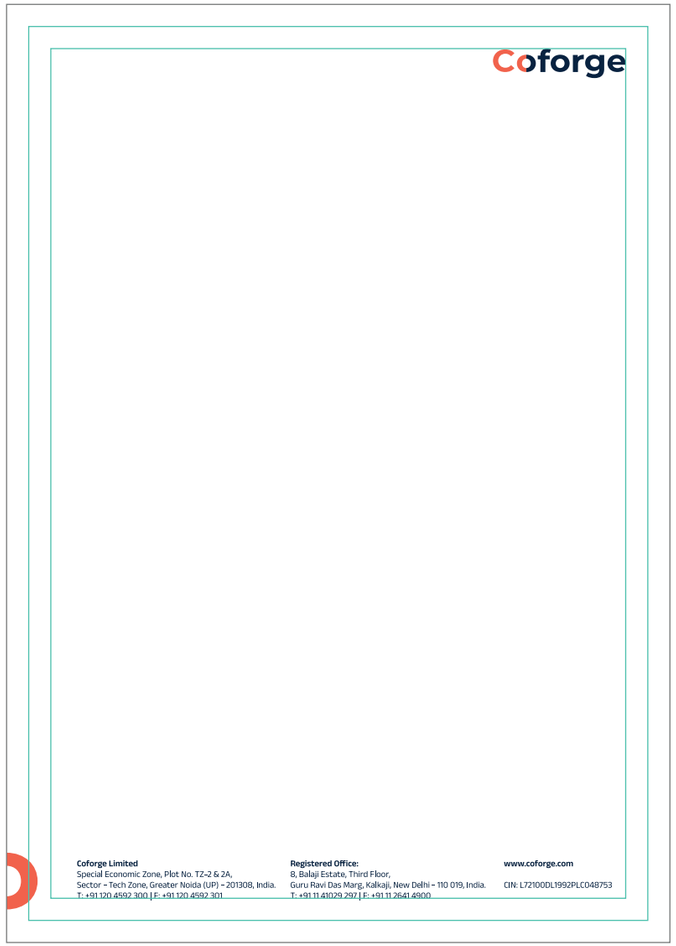


Poster style 2

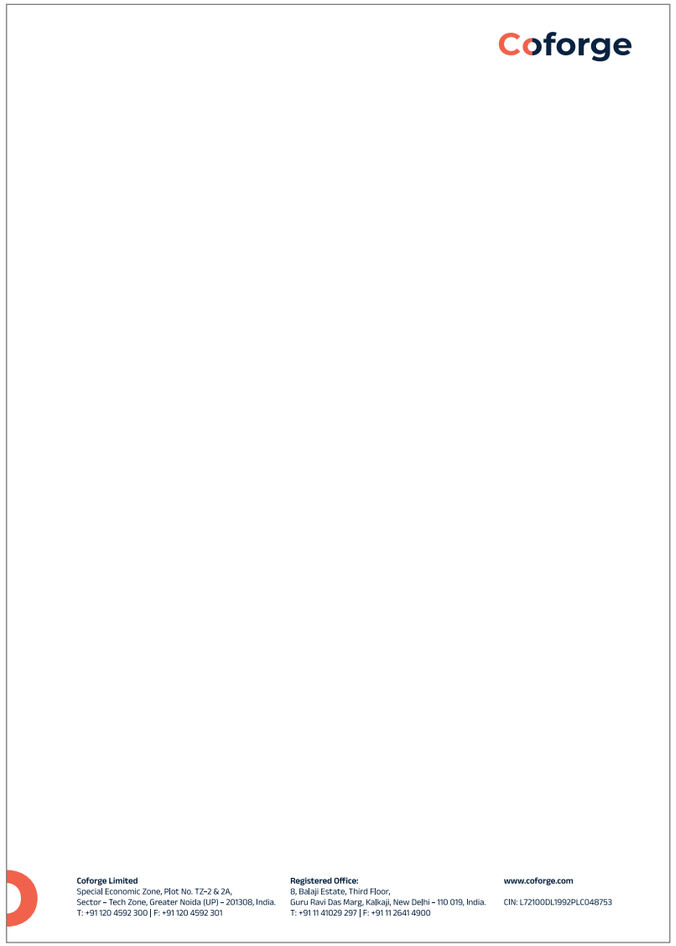


Poster style 3

Stationery



Letterhead grid layout



A4 Letterhead: 210 mm x 297 mm

Business card grid layout

Business card: 88 mm x 50 mm

Stationery

Envelope grid layout

Envelope: 30.5 cm x 23.5 cm

Stationery

Coffee mugs

Notepad cover style 1

Notepad cover style 2

Notepad pages

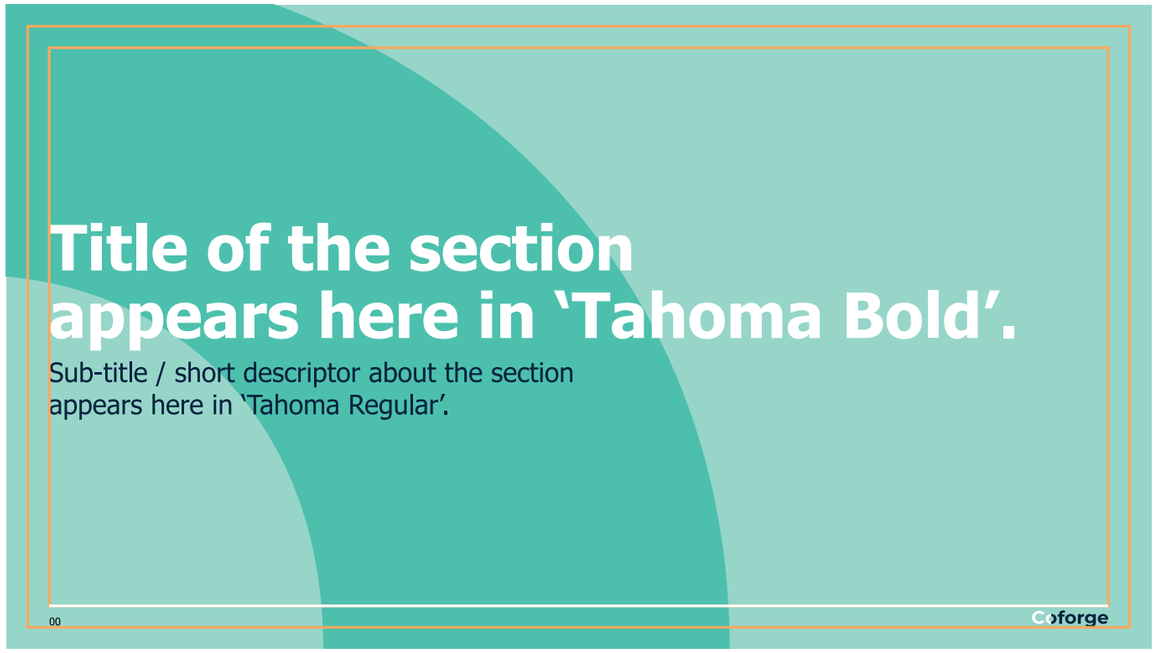
Presentation slide layout example

1. 16:9 presentation slide with X/30 margins
2. Background can be in one of the secondary colors
3. Font used in presentations is Tahoma

section title slide

background using brand design asset

typography following the guidelines



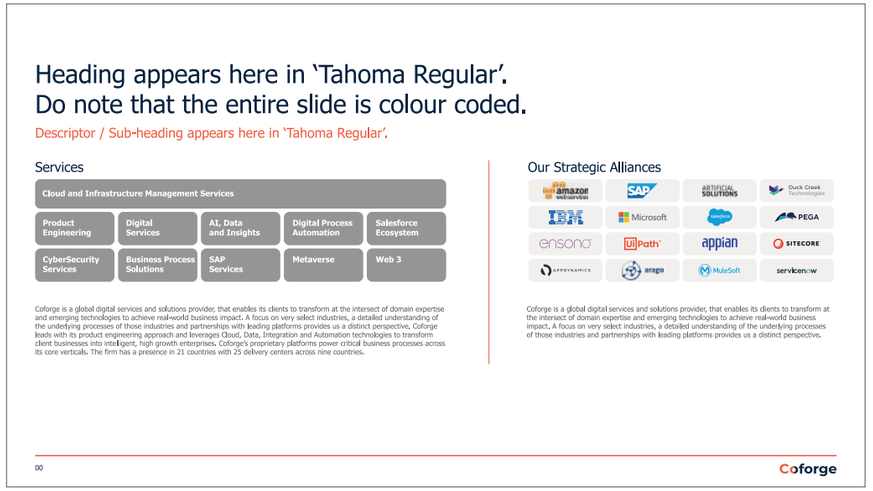
Presentation slide layout example

1. Background should be in white and light gray for content heavy slides
2. Font used in presentations is Tahoma
3. Headlines should be in navy blue and sub-headline in coral
4. Infographics should be in light secondary colors

content slide

white and light gray background for maximum visibility of content

navy blue headline, coral subheadline and coral design accents

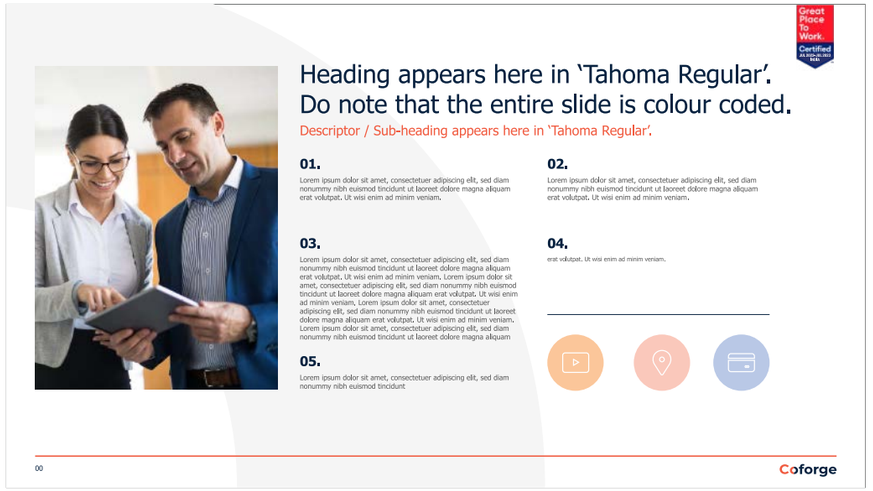


content slide

white and light gray background for maximum visibility of content

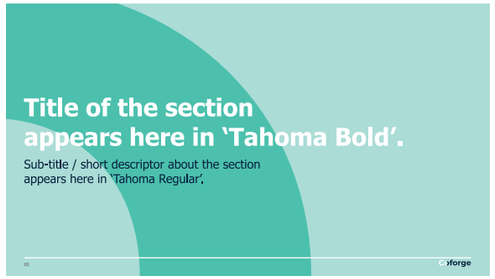
navy blue headline, coral subheadline

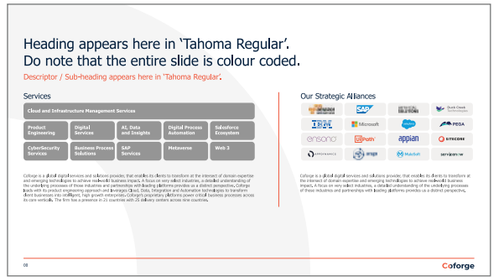
infographics in light secondary colors

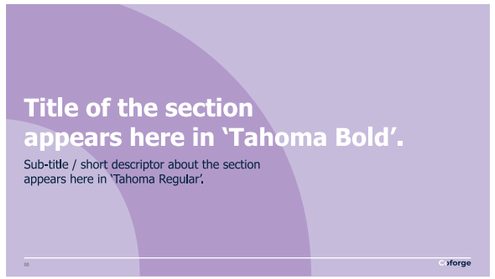


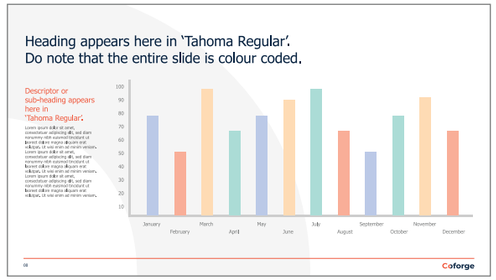
Presentation templates

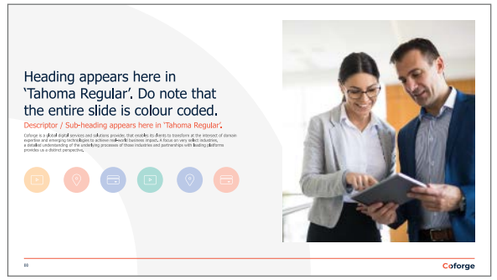
For more details on designing Coforge presentations, refer to the Presentation Guidelines.

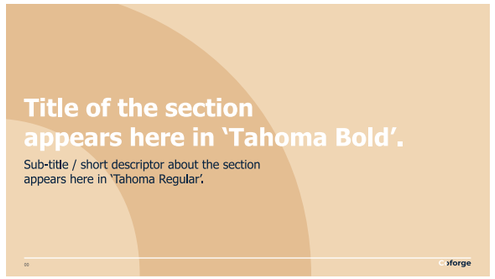


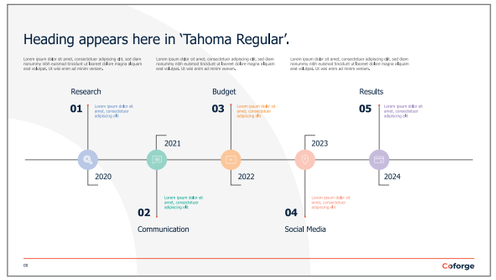


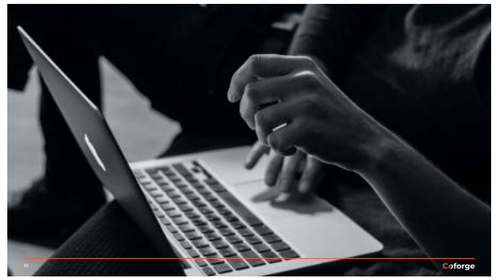




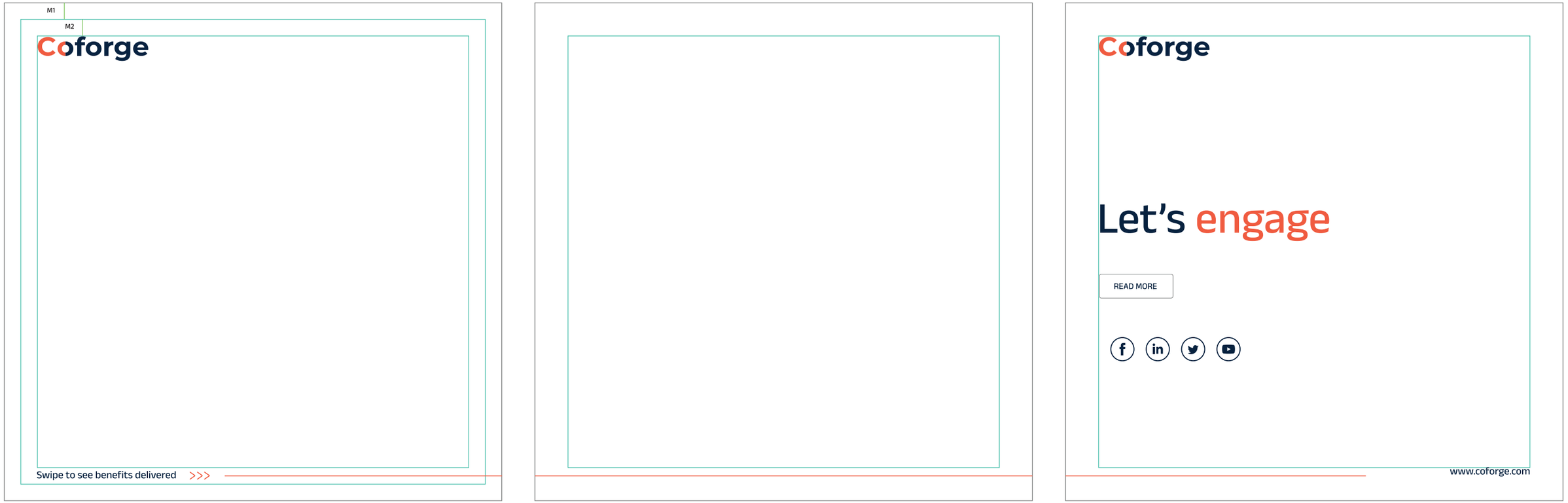








Social media templates



Carousel type post grid layout

Social media templates

1:1 grid layout

1200 x 628 px grid layout

Social media layout examples

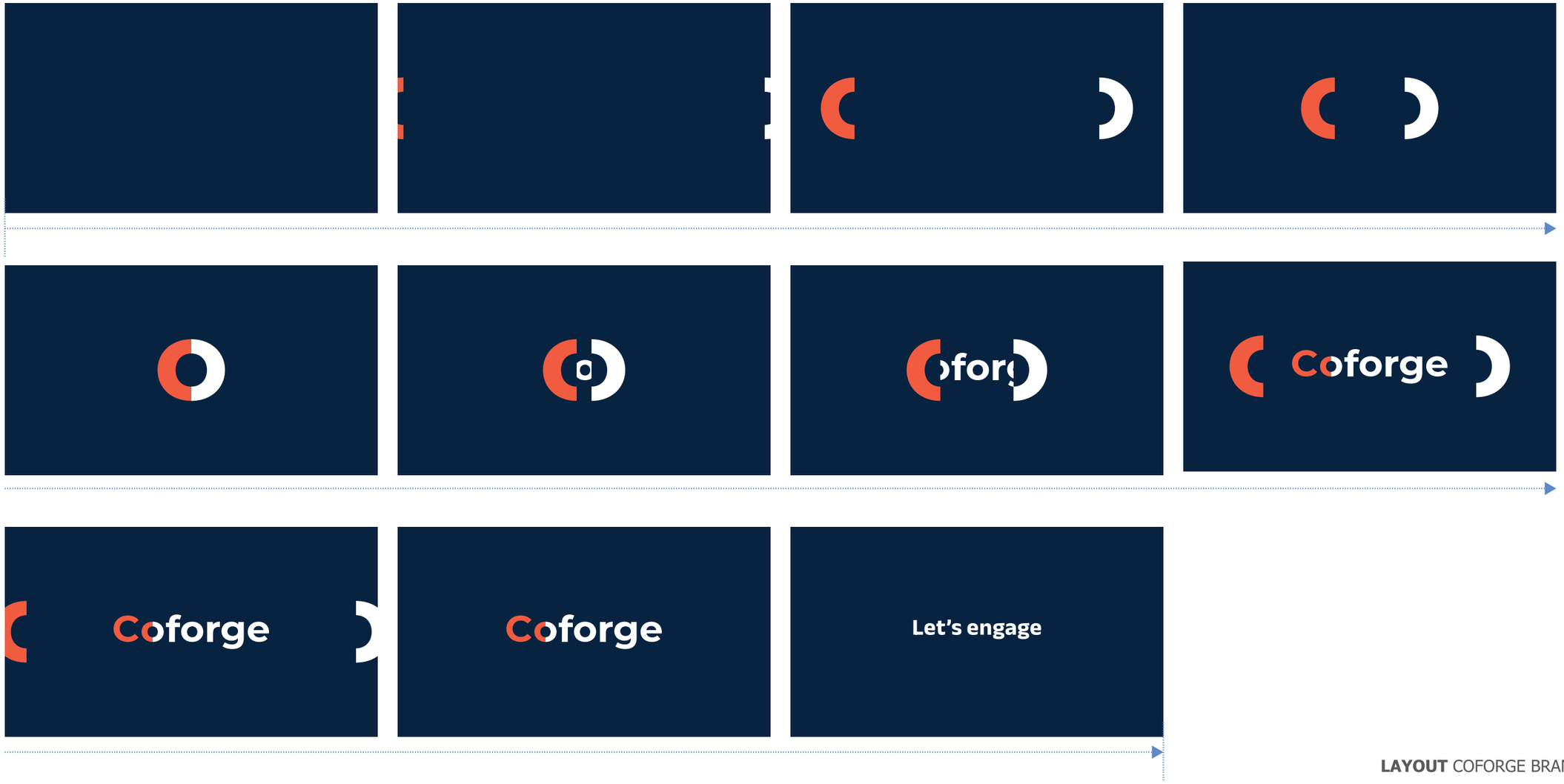
1:1 design examples

2:1 design examples

VIDEOS

Logo animation

Here are some key frames in sequence showcasing Coforge logo animation. Logo reveal animation begins after the footage of the film fades into the blue background.



Videos - Logo placement

Coforge logo should be placed on top left in all videos.For thumbnails/ cover images, the logo should be placed on left bottom.

Default logo clearspace and margin rules should be followed.

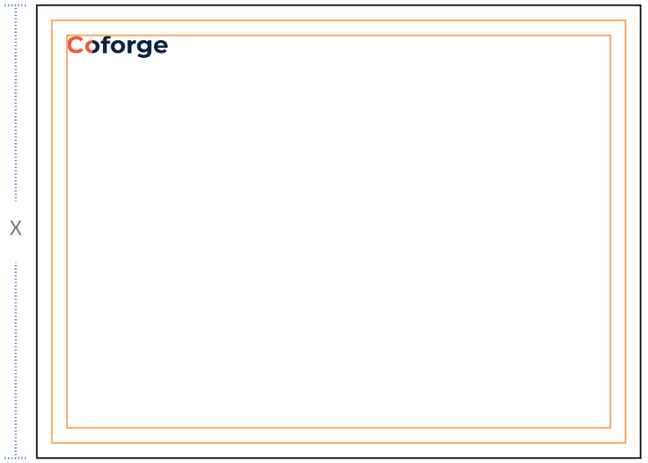
Logo width = X/4.5
X = shortest side of a design space

Minimum Logo width = 42 px

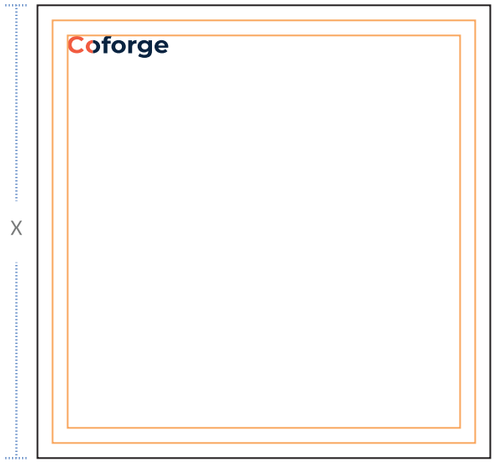
logo width = 42 px video thumbnail

logo width = X/4.5 16:9 aspect ratio

logo width = X/4.5 4:3 aspect ratio



logo width = X/4.5 1:1 aspect ratio



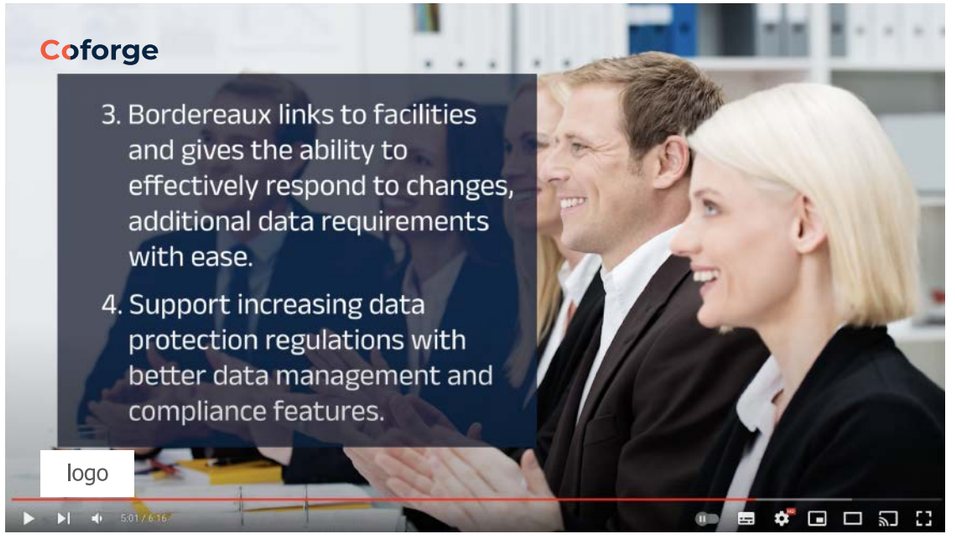
Video layout examples

Partner or supporting logos should be placed on bottom left, below Coforge logo.

If the Coforge logo cannot be placed on top left (e.g., a third party platform video has its own logo there) then it can be placed on top right.

Text in videos should follow all the standard typography guidelines.

Partner or supporting logo placement



Pre-existing third-party logo

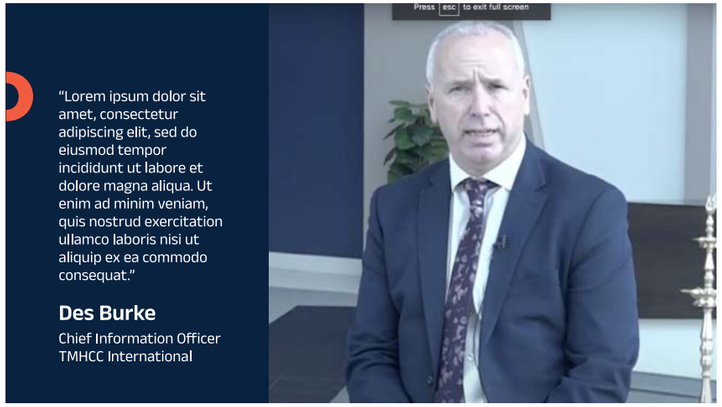
alternate Coforge logo placement

Super styling option 1

- Using the half o design asset to mark the placement of text
- Using a solid color patch in a brand color for longer text content
- All text content follows standard typography rules set for Coforge

titles or introductory message

credentials or image information in short



large amount of text or information

single line text

Super styling option 2

- Using a vertical line to mark the placement of text
- Using a solid color patch in a brand color for longer text content
- All text content follows standard typography rules set for Coforge

titles or introductory message

credentials or image information in short

large amount of text or information

single line text