Brand Guidelines
The Coforge Brand

Coforge translates to ‘working together’ with our clients to ‘create long lasting value’.

The organization’s vision of ‘Engage with the Emerging’ highlights its focus on delivering best-in-class solutions using new age technologies centred on Cloud, Digital, Data and Intelligent Automation. The mission, ‘Transform at the Intersect’ further cements its position as an expert in focused industry verticals of Travel & Transportation, Banking & Financial Services and Insurance.

This brand identity is conveyed through our primary colours—blue, which represents the value Coforge brings to client relationships through trust, dependability and strength, and Orange, which conveys camaraderie, confidence, growth and an unprecedented ability to adapt to change and transform organizations.

This document prescribes a set of rules that guide and govern the brand’s identity. These rules play an indispensable part in the representation of the brand values of Coforge.
The Brand logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space. The ratio of width to height of the Coforge logo is 7.7:1.
LOGO COLORS & USAGE

**PRIMARY LOGO**

**SPOT COLORS (PANTONE)**
- Coforge Blue : Pantone 2935
- Coforge Orange : Pantone 1375

**PROCESS COLORS (CMYK)**
- Coforge Blue : 100C 65M
- Coforge Orange : 55M 100Y

**RGB**
- Coforge Blue : R0 G97 B175
- Coforge Orange : R246 G139 B31

**B&W LOGO**

**B&W COLORS**
- Coforge Black : 100K
- Coforge Grey : 30K
- Coforge Grey : 60K
The Coforge logo can be used on a solid color or photo background. Use only the colors shown in the Brand Palette section.

For dark backgrounds, use the orange and white logo. On light backgrounds, use the orange and blue logo. You can use Drop Shadows if needed.
INCORRECT LOGO USAGE

Never distort the logo. Always scale in proportion.

Do not rotate logo.

Do not change typeset of logo.

A strong brand is applied consistently.

It is important our brand mark is never be changed or altered. Here are several examples of simple things to not do.

Always follow the rules outlined in the Coforge brand book.

Do not place the logo on a 100% tint of the primary colors or colors that visually conflict with the primary colors.
Brand Palettes
PRIMARY COLOR PALETTE

PROCESS COLORS (CMYK)
- Cyan: 100
- Magenta: 65
- Magenta: 55
- Yellow: 100

SPOT COLORS (PANTONE)
- Pantone 2935
- Pantone 1375

RGB COLORS
- R0 G97 B175
- #0061af
- R246 G139 B31
- #f68b1f
The Coforge logo should be used only on approved backgrounds colors.

The color most associated with the Coforge Brand is our blue and orange. They represent (insert actual text in this locations).
Typography
Hello, I’m Arial.
Hello, I’m Helvetica.
Thank You!