COREALIS
THE PORT OF THE FUTURE

Logo Manual Guidelines

CONTENTS

TABLE OF CONTENTS

This manual/guide describes the visual and verbal elements that represent COREALIS identity.

These guidelines reflect COREALIS commitment to quality, consistence and style.

It is essential to follow the COREALIS logo guidelines in order to achieve the desirable consistency in the application of its identity and build strong awareness and recognition for its brand.

It will be a useful aid for the typographers and others employed, to produce branded items & to design and create COREALIS communications material.

In order to maintain the integrity of COREALIS identity and what it represents, it is important to apply all the elements of the toolkit properly and consistently.

LOGO USAGE

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign. The module used to determine the safe area around logo is the width of the letter "C".

Print Size
2,2 cm X 2,8 cm

Screen size
62 px X 79 px

Clear space

The Clear Space has been determined to ensure the proper visibility of the COREALIS logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the COREALIS logo always appears unobstructed and distinctly separate from any other visuals.

Minimum size

The Minimum size has been carefully determined to ensure that the COREALIS logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e. screen printing), the usage of the logo in a larger size is strongly recommended.

Semicircles
(container ships & city buildings):

The different size semicircles represent the variations in container ship size and load, while the different tallness highlights the variation in city buildings' height.

Lines: (connection & future)

Lines represent the bidirectional relation between the port and the urban space, underlining also the importance of the hinterland connection.

Primary font

COREALIS primary font is Lato.

The font is available free of charge, and supports most of the languages.

The Lato Font comes with 5 weights (normal+italic), but Hairline weight shouldn't be used.

Lato font is free for commercial use.

Lato Font supports most languages, and is constantly developed

Font weights

LATO Regular
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Light AaBbCcDdEe123
Regular AaBbCcDdEe123
Bold AaBbCcDdEe123
Black AaBbCcDdEe123

Substitution font

The Arial font is recommended to be used in headings of all printed materials that are editable and can be sent outside of COREALIS in an editable form.

Arial is available on most computers, as it is a system font.

Arial supports most of the languages.

For COREALIS deliverables, Times New Roman font (accompanied by Cambria font in headings) is suggested for its legibility in body text.
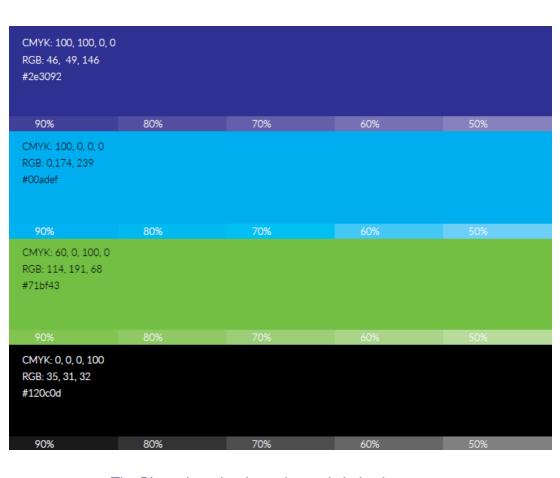
Font weights

Arial
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Regular AaBbCcDdEe123
Bold AaBbCcDdEe123

BRAND COLOURS

COREALIS main colours are: Blue / Light Blue /Green / Black

CMYK: 100, 100, 0, 0
RGB: 46, 49, 146
#2e3092

| 90% | 80% | 70% | 60% | 50% |

CMYK: 100, 0, 0, 0
RGB: 0,174, 239
#00adef

| 90% | 80% | 70% | 60% | 50% |

CMYK: 60, 0, 100, 0
RGB: 114, 191, 68
#71bf43

| 90% | 80% | 70% | 60% | 50% |

CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
#120c0d

| 90% | 80% | 70% | 60% | 50% |

The Blue, gives the dynamics and clarity that a port-related logo needs

The Light blue, is embraced as the colour of innovation

The green identifies the sustainable environmental vision of the project

Black is mainly used for typography

Do's and Dont's

Display the COREALIS logo only in the forms specified in this guide.

The COREALIS logo may not appear in any colour. Do not rotate, skew, scale, redraw, reproduce, alter or distort the COREALIS logo in any way. Do not combine the COREALIS logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

✓ Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.

✗ Never stray from the color palette

✗ Never stray from the color palette

✗ Never change or alter any fonts.

✗ Never rearrange elements of the design

✗ Never stretch or distort the Logo

✗ Never change the orientation of the logo with angles different than 0 or 90

LOGO VARIATIONS

Greyscale logos are for use in printed black and white publications such as newspapers. They are also used for internal documents that you know will be printed on black and white printers such as internal memos.
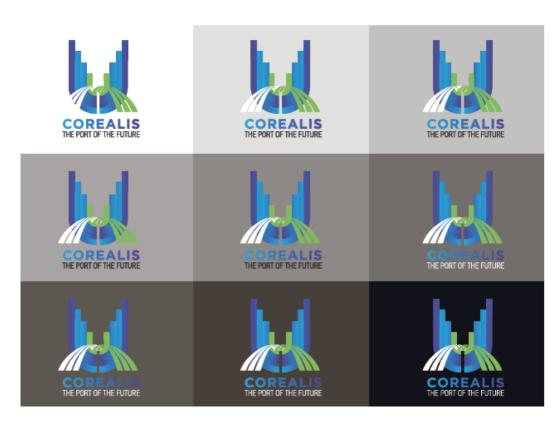

Positive

This is the primary format of the COREALIS logo and is used in every occasions except from the ones specifically mentioned in this guide.

Negative

This format of the COREALIS logo is only used when placing the logo on an image, a coloured background or a pattern.

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

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