THE

Coeury

BRAND GUIDELINES

The Coeury

ENDING OUR LOGOS

One name, drawn by hand.

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a large Blackletter C and the rest of our name in the same old-world lettering, for a look that is old, steady and local.

Our logo can be used in the following 3 styles. It is always one color: ink on light grounds, bone on dark ones.

01

The Coeury

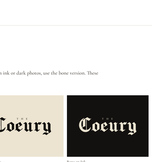
Our main logo. Use it first, anywhere people may be meeting The Coeury for the first time: the top of the website, the thank pictures, print.



02

Coeury

The name alone. Use it where the main logo doesn't fit the space, or where it's already clear you're reading The Coeury.



03

The C

The C can through a solid square. Use it in small spaces where the name would be too small to read: profile pictures, the browser tab, the app icon.



BACKGROUNDS

Where the logo sits.

The ink logo is for white and light backgrounds. On ink or dark photos, use the bone version. These are the preferred backgrounds.



Ink on Paper — Ink on Bone — Bone on Ink

ANATOMY

The parts of the logo.

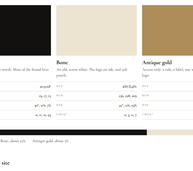
The C carries the logo. The rest of the name sucks into it, and a small THE sits above. The parts never move apart.



CLEAR SPACE

Give it room.

Keep clear space on every side equal to a quarter of the logo's height. Nothing else, text, photos or edges, goes inside it.



MINIMUM SIZE

Never too small.

Below these sizes the lettering fills in. Use a smaller style instead.

Coeury
130 px wide
The Coeury · 32 mm in print

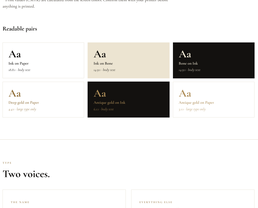
Coeury
110 px wide
Coeury · 30 mm in print

C
24 px
The C · 7 mm in print

LOGO MISUSE

Always the same.

The logo should always look the same. Don't change it, add to it or rearrange it.



Do not apply a gradient to the logo. — Do not change the logo's colors outside of the brand palette. — Do not rotate or tilt the logo.

Do not distort or stretch the logo in any way. — Do not remove or superimpose any part of the logo. — Do not add shadows, outlines or glows.

PAIRING OUR COLORS

Ink, bone and a touch of gold.

This primary palette should be used on all branded materials. These colors are the foundation of our brand. Tap a color or a code to copy it.

Ink
The ground and the words. Most of the brand lives here.

HEX	#1a1a18
RGB	26, 25, 23
CMYK	0%, 4%, 12%, 90%
PANTONE	Black 6 C

Bone
For ink, warm white. The logo on ink, and ink panels.

HEX	#f6f1e8
RGB	246, 241, 232
CMYK	0%, 2%, 5%, 4%
PANTONE	9 C

Antique gold
Accent only: a rule, a label, one word. Never the logo.

HEX	#b8860b
RGB	184, 134, 11
CMYK	0%, 27%, 94%, 28%
PANTONE	7409 C

Ink, almost 70% — Bone, almost 15% — Antique gold, about 3%

On the news site

The news pages set on white paper, so reading is easy all day. Gold on white is Deep gold, for small labels and large words; keep long reading in Ink.

Paper
The page of the news site.

HEX	#ffffff
RGB	255, 255, 255
CMYK	0%, 0%, 0%, 0%

Tint
Bands and panels on the news site.

HEX	#f8f4ef
RGB	248, 244, 239
CMYK	0%, 2%, 4%, 3%

Deep gold
Gold words on white, where Antique gold is too light to read.

HEX	#93702f
RGB	147, 112, 47
CMYK	32%, 52%, 100%, 12%

* Print values (CMYK) are calculated from the screen colors. Confirm them with your printer before anything is printed.

Readable pairs

Aa
Ink on Paper
sizes · body text

Aa
Ink on Bone
type · body text

Aa
Bone on Ink
type · body text

Aa
Deep gold on Paper
type · large type only

Aa
Antique gold on Ink
type · large type

Aa
Antique gold on Paper
type · large type only

TYPES

Two voices.

THE NAME

Blackletter, drawn

The name in our logo is drawn lettering, redrawn from Chomsky by hand. It is never typed: use the logo files.



EVERYTHING ELSE

Cormorant Garamond

Headlines in Bold, reading in Medium, small labels in Semibold spaced capitals. Free from Google Fonts. Where it isn't available (email, documents), use Georgia.

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm nopqrstuvwxyz

0123456789 .,:;'"!? $ %

HEADLINES & COPY · EXAMPLE

A headline says plainly what happened.

The lede adds the second most important fact, in one sentence.

Reading text is Medium, about 19 pixels on a screen, with plenty of room between lines. Every story links its sources and keeps opinion in its own labeled box.

FILES & USAGE

The right file, every time.

The website header, light pages	the-coeury-ink.svg
On ink or a dark photo	the-coeury-bone.svg
Share pictures and print	the-coeury-ink.pdf or the-coeury-bone.pdf
A tight space, a byline, a sign-off	coeury-wordmark-ink.svg
Social profile pictures	coeury-icon-ink.png
Phone home screen, app	coeury-app-icon.png
Embroidery, engraving, one-color print	the-coeury-ink.pdf (one color, no shading)

SOCIAL MEDIA

On a profile.

The C goes in the round profile picture; the main logo in bone goes on the ink banner. Ensure the logo has space on all sides.

