



BRAND MANUAL  
*Co-Creation Conference*

**2022**

# Co-Creation Conference

The Co-Creation Conference is the representation of teamwork without limits and without borders for sexual and reproductive rights.

For this reason we developed a brand with colors that enhance and show diversity and intersectionality.

We selected this palette of complementary colors as they effectively accompany our main brand, evoking a different and organic space.

The interaction and degradation of the colors shown by the logos represent the result of new knowledge products and translation from different perspectives.

The iconic and friendly soft figures make it easy to read and represent the discussion and knowledge exchange between the participants.

Regarding its structure, the logo proposal is solid and compact to reflect stability and security.

Being a sub-brand, we take the initial fonts, giving more relevance to the Calibri font that allows us to see through its fluidity and flexibility.

# Contents

- Logo
- Security area
- Colors
- Colors degrade
- Typography
- Rules for the good use of the brand
- Correct versions
- Correct applications
- Wrong applications
- Responsive version
- Brand expression
- Applications of the brand
- Stationery
  - Letterhead
  - Folder
  - Notebook
- Presentation template
  - Power Point
- Printed
  - Flyers
  - Bookmark
  - Banners
- Web desing
  - Microsite
- Web
  - Banners
- Social media
  - Post 1080 X 1080
  - Covers facebook, twitter and linkedin
  - Stories, facebook, twitter and instagram
- Zoom
  - Wallpaper
- Merchandising
  - Pen - bags
  - Name tag - pin
  - Face mask - mug

# Logo

The logo is the brand identifier commonly used in all applications.



## *Security area*

To ensure optimal application and perception of the logo symbol in all media and formats, a security area has been determined that establishes a minimum distance from texts and graphic elements equivalent to the symbol of the logo itself.

The minimum size at which the logo can be reproduced is 10cm wide.



# Colors

Color references are the Pantones specified here. If the printing conditions do not allow its use, the logo may be printed in four colors or in black.

This is the main color of the brand and the one that should predominate.

HEX: #8a2a5b



|           |        |
|-----------|--------|
| C: 40,63% | R: 138 |
| M: 92,34% | G: 42  |
| Y: 29,64% | B: 91  |
| K: 24,25% |        |

HEX: #d5599b



|        |        |
|--------|--------|
| C: 14% | R: 213 |
| M: 77% | G: 89  |
| Y: 1%  | B: 155 |
| K: 0%  |        |

HEX: #54bdc8



|        |        |
|--------|--------|
| C: 64% | R: 84  |
| M: 1%  | G: 189 |
| Y: 24% | B: 200 |
| K: 0%  |        |

HEX: #1a4d6d



|        |        |
|--------|--------|
| C: 93% | R: 26  |
| M: 62% | G: 77  |
| Y: 35% | B: 109 |
| K: 23% |        |

HEX: #31a1c4



|        |        |
|--------|--------|
| C: 73% | R: 49  |
| M: 18% | G: 161 |
| Y: 16% | B: 196 |
| K: 1%  |        |

HEX: #0d253f



|         |       |
|---------|-------|
| C: 100% | R: 13 |
| M: 83%  | G: 37 |
| Y: 46%  | B: 63 |
| K: 53%  |       |

HEX: #386c8d



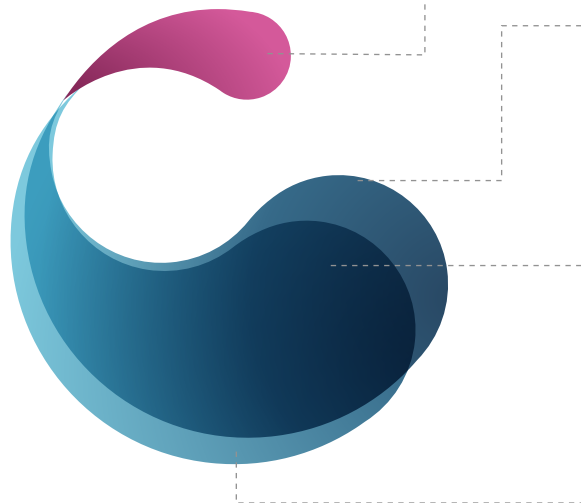
|           |        |
|-----------|--------|
| C: 80,5%  | R: 56  |
| M: 47,76% | G: 108 |
| Y: 28,58% | B: 141 |
| K: 12,56% |        |

HEX: #7fcce0



|        |       |
|--------|-------|
| C: 52% | R:127 |
| M: 0%  | G:104 |
| Y: 12% | B:224 |
| K: 0%  |       |

# Colors degrade



HEX: #8a2a5b

C: 40,63% M: 92,34%

Y: 29,64% K: 24,25%

R: 138 G: 42 B: 91

HEX: #d5599b

C: 14% M: 77%

Y: 1% K: 0%

R: 213 G: 89 B: 155



HEX: #294965

C: 89% M: 64%

Y: 38% K: 28%

R: 41 G: 73 B: 101



HEX: #386c8d

C: 80% M: 47%

Y: 28% K: 11%

R: 56 G: 108 B: 141



HEX: #7fccce0

C: 52% M: 0%

Y: 12% K: 0%

R: 127 G: 204 B: 224



HEX: #37a3c6

C: 72,99% M: 18,04%

Y: 16,24% K: 0,89%

R: 55 G: 163 B: 198



HEX: #0d253f

C: 100% M: 83%

Y: 467% K: 53%

R: 13 G: 37 B: 63



HEX: #386c8d

C: 80,5% M: 47,76%

Y: 28,58% K: 12,56%

R: 56 G: 108 B: 141



HEX: #7fccce0

C: 52% M: 0%

Y: 12% K: 0%

R: 127 G: 104 B: 224

# Typography

The main typeface is the Calibri family in its Light, Regular, Bold versions.

The secondary typeface is the Foundry Bold and Regular family.

## Calibri

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

## Foundry

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

## *Rules for the good use of the brand*

To avoid undesired results in the implementation of the brand, a series of generic rules must be followed. The value of a brand depends largely on the discipline in its application.

In order not to weaken the visual message of the brand, it is essential to avoid counterproductive effects in its application.

A disorderly use of visual identity creates confusion and has a very negative impact on the brand's profile and on the public's perception of its values and services.

Ordering and applying the logo correctly is a guarantee that it will perfectly convey the hierarchy within the corporate image as a whole.

## Correct versions

Whenever possible, the mark will be applied in its main version. In the event that it is not possible for technical reasons, the black and white version will be used.

Main version



Negative main version



Black and white version



Black and White Version - Negative



## Correct applications

Maximum visibility, readability and contrast have to be ensured in all applications.

If the logo is to be applied on non-corporate backgrounds or photographs, it must be applied in black or white, depending on the brightness of the background.

Dark non-corporate color background



Light non-corporate color background



# Wrong applications

The logo has relative measures and proportions determined by the criteria of composition, hierarchy and functionality.

In no case will modifications of these sizes and proportions be made.

Wrong color application



Deformation



Wrong fonts



Wrong spacing



Wrong size



Color percentages



## ***Responsive version***

The brand must adapt effectively to the sizes. Here we show the minimum measurements and their adaptation.

### ***Maximum size***

Minimum 10 cm wide



### ***Medium size***

Minimum 5 cm wide



### ***Small size***

Minimum 1 cm wide



# ***Brand expression***

When brand is typed, it will be written as shown in the example.

## ***Correct writing***

Example of how the Co- Creation Conference brand is written

## ***Incorrect writing***

Example of how the CO- CREATION CONFERENCE brand is written

## ***Incorrect writing***

Example of how the co- creation conference brand is written

# *Applications of the brand*

To avoid undesired results when putting the brand into practice in different media, a series of generic rules must be followed.

Ordering and applying the logo symbol correctly is a guarantee that it will perfectly convey the hierarchy within the corporate image as a whole.

# Stationery

## Letterhead

Measures: 21.59 cm x 27.94 cm



# Stationery

Folder



Letter and legal size

# Stationery

Notebook

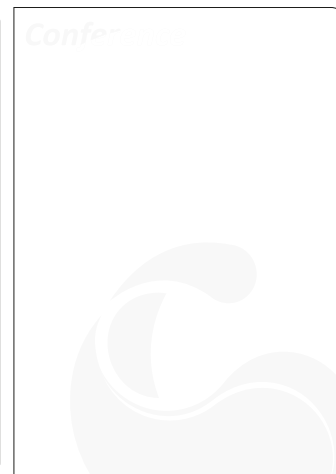
Letter, half letter and legal size



Back Cover



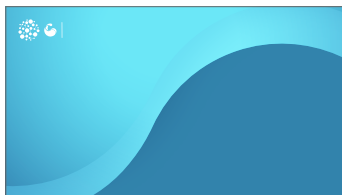
Front Cover



Page

# Presentation template

Power Point



# Printed

Flyers  
Bookmark



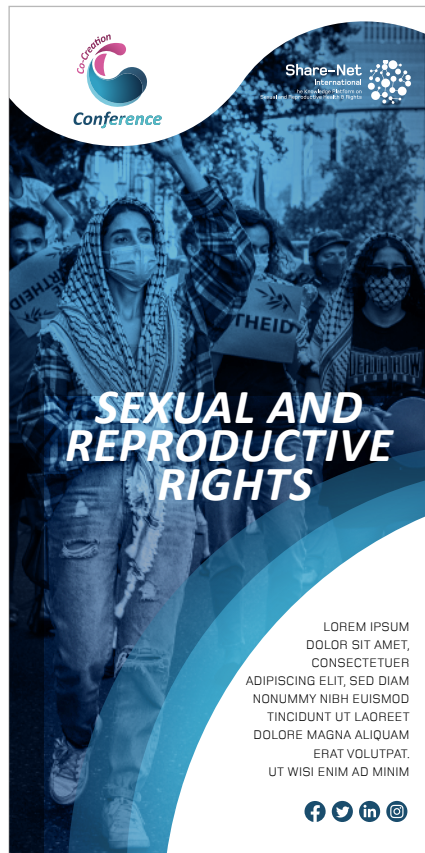
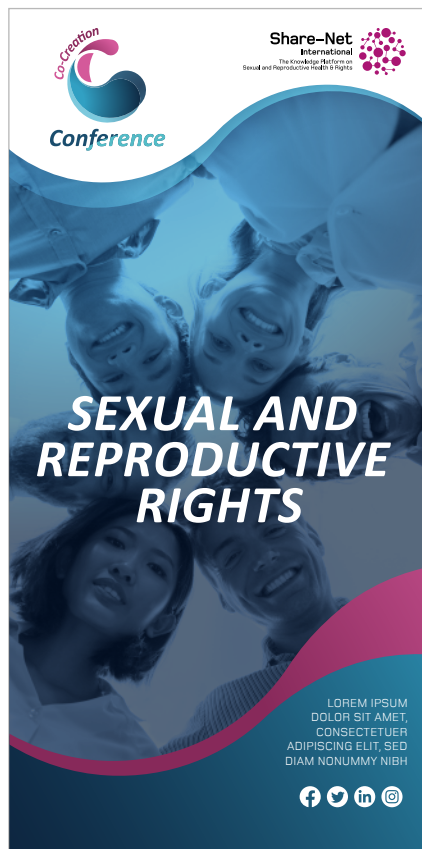
Measures: 13,97 cm x 21,59 cm

Measures: 5,1 x 20,3 cm



# Printed

## Banners



# Web desing

Microsite



# Web

## Banners



# Social media

Post 1080 X 1080



# Social media

Covers facebook, twitter and linkedin.

Facebook: 851 X 310 pixels



Twitter: 1500 X 500 pixels



LinkedIn: 1584 X 396 pixels



# *Social media*

Stories, facebook, twitter  
and instagram.

Instagram and facebook: 1080 X 1920 pixels



Zoom: 1920 X 1080 pixeles

# Zoom

Wallpaper



# Merchandising

Pen - bags

Pen



Bags



# Merchandising

Name tag - pin

Name tag



Pin



# Merchandising

Face mask - mug

Face mask



Mug





**2022**  
Brand Manual  
*Co-Creation Conference*