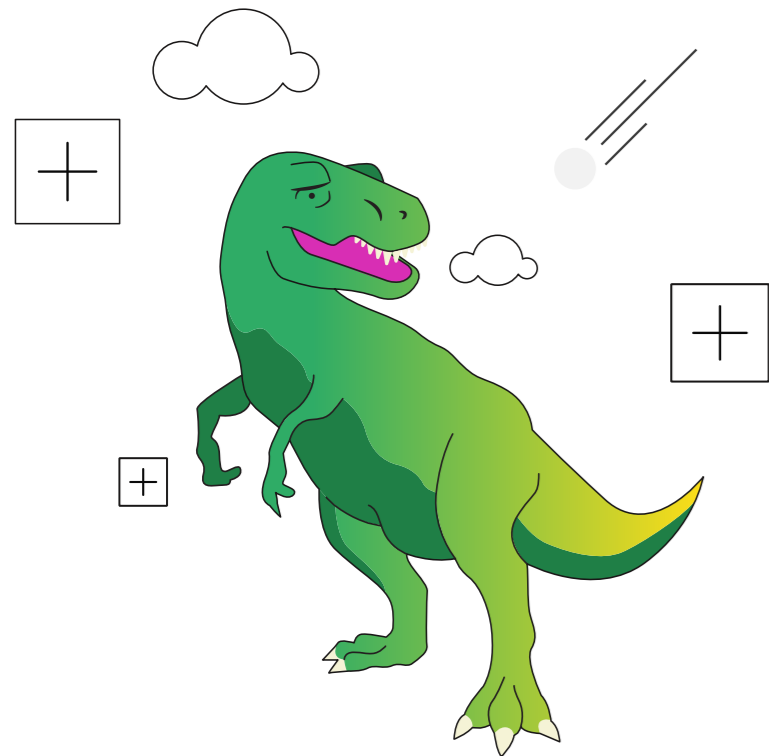


Style Guide

May, 2023



01. Logo

02. Colors & Gradients

03. Typography

04. Visual Elements

05. Photography & Illustrations

Our Brand

We have a rich brand story that is centered on innovation, customer success, and collaboration. CoreMedia GmbH was founded in 1996 in Hamburg, Germany by Sören Stamer and Jörg Liebe, who saw the potential for technology to help businesses build better relationships with their customers. Today, we are a leading provider of content management and digital experience solutions, serving some of the world's largest and most successful brands.

One of our key strengths is our commitment to innovation. Our platform is constantly evolving to keep up with the changing needs of the digital landscape. From headless content management to artificial intelligence and machine learning, we are at the forefront of the latest trends and technologies, ensuring that our customers always have access to cutting-edge solutions.

Customer success is another important part of our story. We take a consultative approach to working with our clients, creating tailored solutions that meet their specific needs. This approach has helped us build long-lasting relationships with our clients, many of whom have been with us for years.

Collaboration is also a core value at our company. We work closely with our customers, partners, and employees to create a culture of teamwork and innovation. This collaborative approach has helped us build a strong sense of community, with everyone working together to create the best possible solutions for digital experiences.

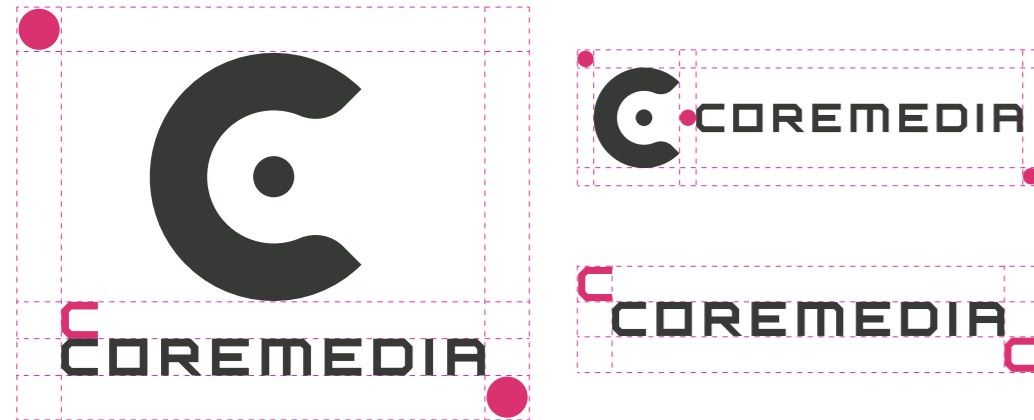
With our commitment to innovation, customer success, and collaboration, we are well positioned to continue our success well into the future. We are dedicated to elevating experiences and driving impact, awakening the full potential of content and empowering businesses to adapt their digital touchpoints quickly and efficiently across all localizations.

Elevate Experience. Drive Impact.



The CoreMedia logo is composed of the brand icon and the word mark. Two options are available – vertically stacked and horizontal. Which version is used depends on the space available and the orientation of the design at hand.

Logo Spacing



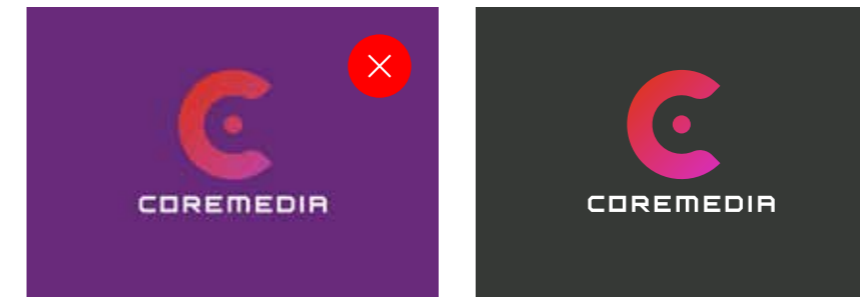
Enough space should be given around the logo to provide it with the space it needs to be seen clearly.

01. Logo

Vertically stacked

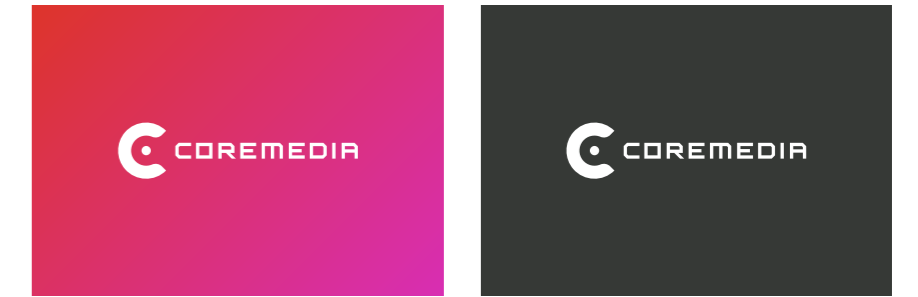


The white logo can be used on color/gradient backgrounds (including grey and black).

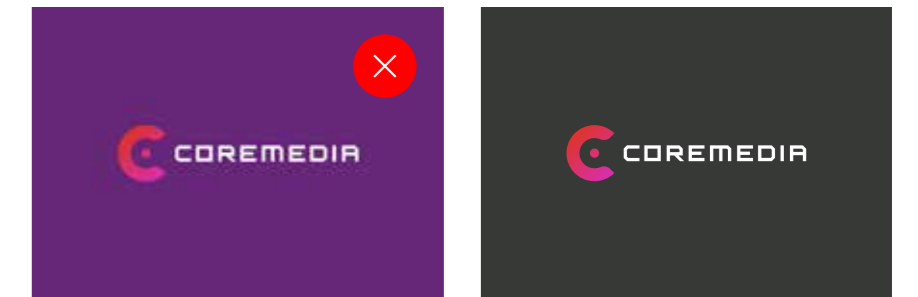


The colored logo should not be used on color backgrounds (except black).

Horizontal



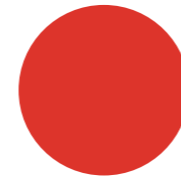
The white logo can be used on color/gradient backgrounds (including grey and black).



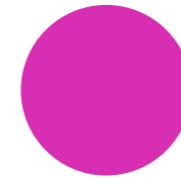
The colored logo should not be used on color backgrounds (except black).

02. Colors & Gradients

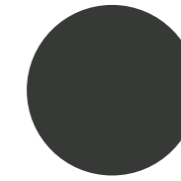
Primary



Red
HEX #dd342b
RGB 221, 52, 43
CMYK 9, 94, 96, 1

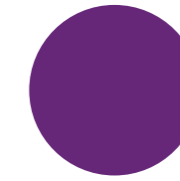


Magenta
HEX #d82eb4
RGB 216, 46, 180
CMYK 23, 87, 0, 0

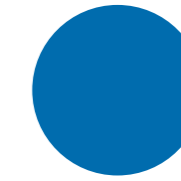


Dark grey
HEX #363936
RGB 54, 57, 54
CMYK 69, 60, 63, 54

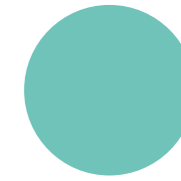
Secondary



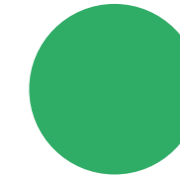
Purple
HEX #672779
RGB 103, 39, 121
CMYK 73, 100, 17, 5



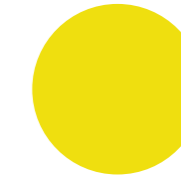
Blue
HEX #006cae
RGB 0, 108, 174
CMYK 90, 55, 7, 0



Monte Carlo
HEX #6fc3b8
RGB 111, 195, 184
CMYK 56, 4, 33, 0



Green
HEX #2fac66
RGB 47, 172, 102
CMYK 77, 7, 80, 0



Yellow
HEX #efdf0f
RGB 239, 223, 15
CMYK 10, 5, 100, 0



Light grey
HEX #f4f4f4
RGB 244, 244, 244
CMYK 4, 3, 3, 0

Gradients are always to be used **linear** at **-45°** (not radial).



Primary background
Red to Magenta
#dd342b to #d82eb4



Purple to Blue
(good for white text)
#672779 to #006cae



Magenta to Purple
(good for white text)
#d82eb4 to #672779



Monte Carlo to Purple
#6fc3b8 to #672779



Blue to Green
#006cae to #2fac66



Yellow to Red
#efdf0f to #dd342b

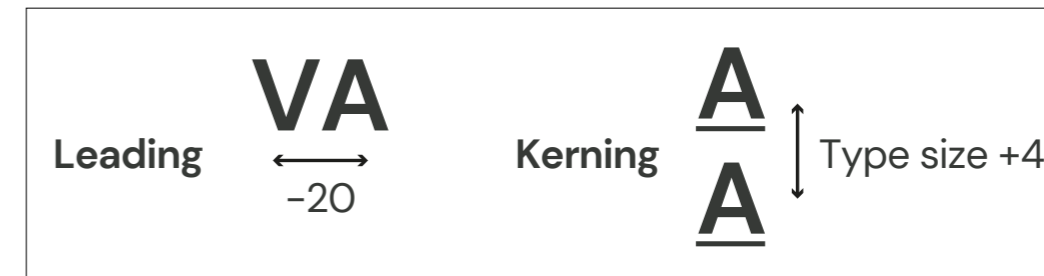
Gradients are always to be used **linear** at **-45°** (not radial).

DM Sans is a popular sans-serif font that was created specifically for digital screens and mobile devices, making it highly legible and easy to read, even at small sizes.

The design of DM Sans is simple and straightforward, with rounded corners and a clean, modern look. The font has several weights, including regular, medium, bold, and black, making it a versatile option for a wide range of design applications.

03. Typography

Main title	—————	DM Sans Bold <i>DM Sans Bold Italic</i>
Sub-title	—————	DM Sans Medium <i>DM Sans Medium Italic</i>
Body copy	—————	DM Sans Regular <i>DM Sans Regular Italic</i>



PLEASE NOTE: Should this font not be available to you, our web-safe fallback font is **Arial**.

04. Visual Elements

Watermark

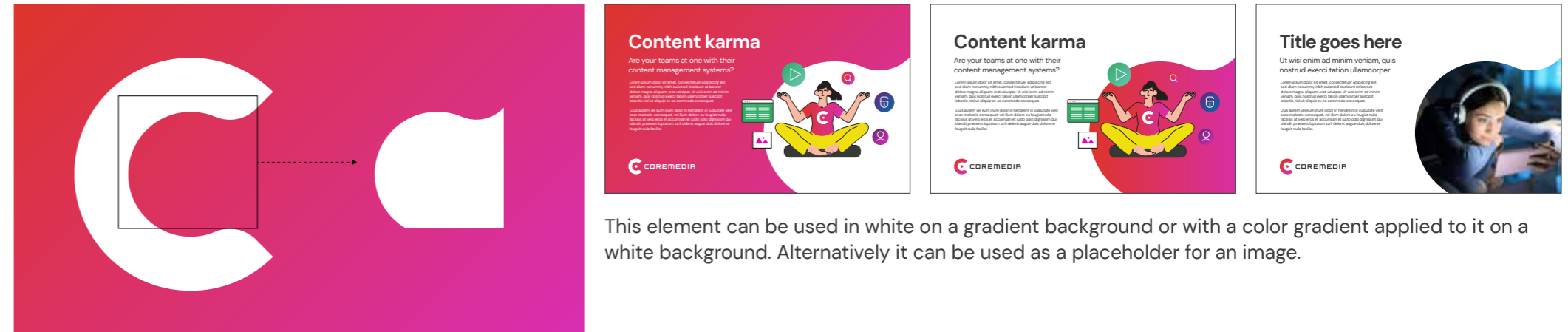
The icon can be used as a watermark on a gradient background. **The white version should be used and at 5% – 10% opacity.**

In the example below, the watermark can be used at a large scale (up to half the width of the artboard space) and the bottom of the part can be cropped.



Curve

The curve from the inner section of the C-shape can be used as a visual element – for example to create a space for an image or text.



This element can be used in white on a gradient background or with a color gradient applied to it on a white background. Alternatively it can be used as a placeholder for an image.

Photography

The images we use should come across as natural as possible (therefore no filters or color overlays are used). We want to step away from images that feel like stock photography. The people featured should come across as casual and friendly.



05. Photography & Illustrations

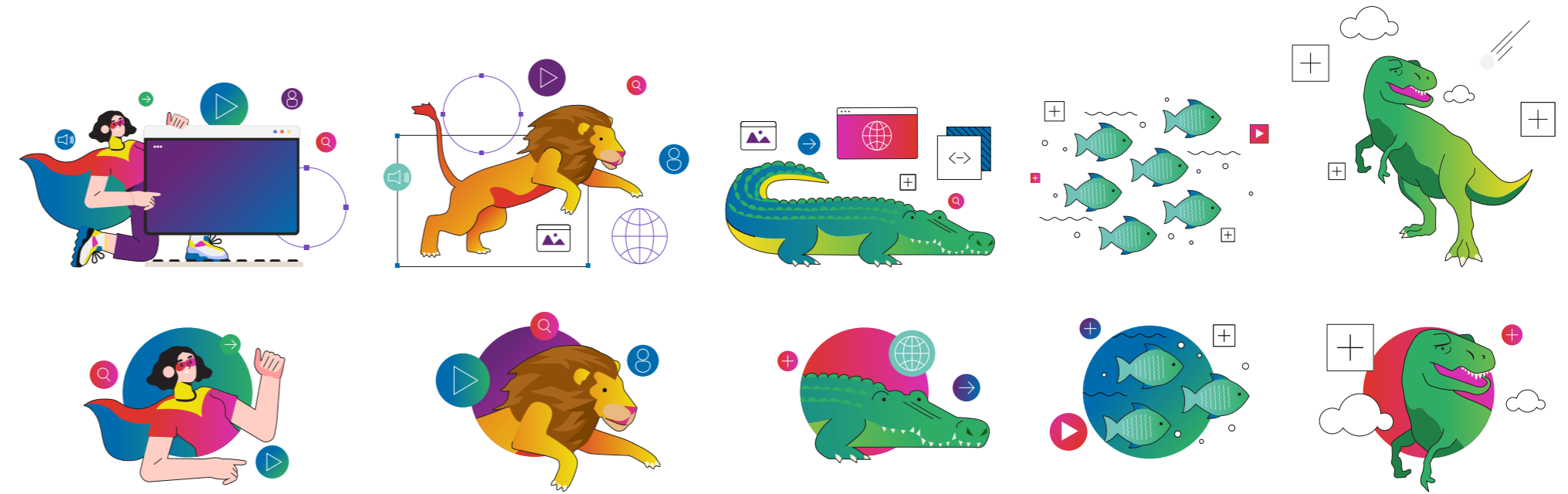
Illustrations

Illustrations can be used as part of the overall brand communication to help convey a message or idea. The illustration style is bright and simple, including characters interacting with the elements around them, that represent the digital space. The elements can be arranged and used individually if required.

The illustrations pick out colors and gradients from the brand palette.



The Digital Evolution Model





COREMEDIA