



Rules and guidelines for the elements of C2V brand

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C2V 

C2V 

C2V

+



Business Name

Symbol

=

C2V

Off Black

Balanced
Minimal
Corporate

CODES

C71 M65 Y64 K69
R46 G46 B44
Hex #2E2E2E

Gold 1

Sophistication
Elegance
Exclusivity

CODES

C32 M36 Y68 K3
R176 G155 B98
Hex #B09B62

Gold 2

CODES

C05 M55 Y75 K05
R191 G171 B105
Hex #BFAB68

Gold 3

CODES

C13 M20 Y60 K0
R221 G199 B124
Hex #DDC77C

Gold 4

CODES

C8 M18 Y54 K0
R230 G208 B138
Hex #E6D08A

Gold 5

CODES

C5 M16 Y49 K0
R236 G214 B150
Hex #ECD696

Logo Grid.



Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scaleability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. The visual design guidelines will provide this information to ensure that the brand is used correctly. Here we want to illustrate the construction or guidelines of our logo.

Legibility.



C2V

70mm | A2



C2V

45mm | A3



C2V

30mm | A4/A5

Minimum Size



C2V

20mm | 60px

App Icon / Favicon



32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The C2V favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.

— Typography.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif: **Proxima Nova** and **Playfair Display**.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+="/*)\$%&

Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Semibold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Extra Bold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / *) \$ % & ©

Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Bold

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Black

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Application Examples.

The following section brings some of the identity elements together to show the C2V in application.

Please use these example applications as a visual guide to help you create your communications.



16.09.20

Letterhead Design

Dear Mr Jones,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet tincidunt congue. Morbi non tristique nunc. Nunc pulvinar vestibulum massa, ac accumsan odio. Praesent a mi ipsum. Suspendisse quis dui aliquet, placerat metus eget, ultrices orci. Suspendisse non ultricies nisl, et maximus turpis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet tincidunt congue. Morbi non tristique nunc. Nunc pulvinar vestibulum massa, ac accumsan odio. Praesent a mi ipsum. Suspendisse quis dui aliquet, placerat metus eget, ultrices orci. Suspendisse non ultricies nisl, et maximus turpis. Pellentesque iaculis condimentum elit sed rutrum. Etiam congue, ante at vestibulum tincidunt, enim tortor mattis nibh dignissim lobortis neque massa quis felis. Mauris nec congue dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet tincidunt congue. Morbi non tristique nunc. Nunc pulvinar vestibulum massa, ac accumsan odio. Praesent a mi ipsum. Suspendisse quis dui aliquet, placerat metus eget, ultrices orci. Suspendisse non ultricies nisl, et maximus turpis.

Best regards,

Albert Samuels

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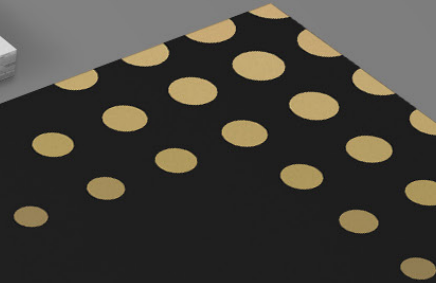
www.c2v



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C2V



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5678

9101

1121

JOHN H. SMITH

09/29



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