



V01

Digital Brand Guidelines

COVALENTHQ.COM

COPYRIGHT ©2021. ALL RIGHTS RESERVED.

02 Brand Logo

**The heart, soul,
and center of our
brand identity.**

Our logo is how our users tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

PAGE 08

Primary Logo

PAGE 09

Other Marks

PAGE 14

Logo Sizing

PAGE 15

Clear Space

PAGE 17

Placement

PAGE 20

Common Errors



008

Primary Lockup



The brand logo identifies the Covalent brand as a whole. Always refer to this logo as the primary way of communicating the brand.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

009

Other Marks

Each lockup of the brand logo has two acceptable versions, depending on where and how the logo is used.

Each lockup of the brand logo has a Powered By Mark version for use: find these exports in the accompanying files.

When in doubt, simply use the version without a mark. The standard logo is acceptable for normal, day-to-day use, and as a secondary iteration in a longer document when the registered mark is used first.



010

Color Variations

Each brand logo lockup has four color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Full Color, Dark



Icon: Covalent Deep Blue, Aqua, Pink
Wordmark: Covalent Purple

Full Color, Light



Icon: Covalent White, Aqua, Pink
Wordmark: Covalent White

Single Color, Dark



Icon: Covalent Black
Wordmark: Covalent Black

Single Color, Light



Icon: Covalent White
Wordmark: Covalent White



011

PRIMARY LOCKUP

ICON-ONLY

WORDMARK LOCKUP

POWERED BY LOCKUP

A Scalable Identity System

Trying to fit the same mark simultaneously on different materials can be a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce our brand recognition across multiple touchpoints.

012

Icon-Only Lockup



When subtlety is desired, the Covalent icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is 32px for digital applications.

013

Wordmark Lockup

Covalent

When space is at an ultimate premium, the Covalent wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues.

Covalent I 16px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height 16px for digital applications.

Minimum Sizing

014

Logo Size



32px



32px



16px

PRIMARY LOCKUP

Minimum height is 32px for digital applications.

ICON-ONLY LOCKUP

Minimum height is 32px for digital applications.

WORDMARK

Minimum height is 16px for digital applications.

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce the logos smaller than the minimum sizes listed on this page.

Visualized Clear Space

015

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the width of the Covalent icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size of the logo.

Try to maintain the same clear space unit on all of the other logo variation lockups.



016

Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The full-color light version of the logo may be used on any approved solid-color backgrounds that offer clear contrast.



The full-color dark version of the logo may be used on any approved solid-color backgrounds that offer clear contrast.



The one-color, light version of the logo may be used on any dark photographic or gradient backgrounds when the full-color light version doesn't offer enough contrast.



The one-color, dark version of the logo may be used on any light photographic or gradient backgrounds when the full-color dark version doesn't offer enough contrast.

017 **Placement** of the logo on canvas is vital to a consistent visual style.

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

018. On The Web

019. On Social Media

020. Common Errors

018

On The Web

On the Covalent website, the logo will be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.



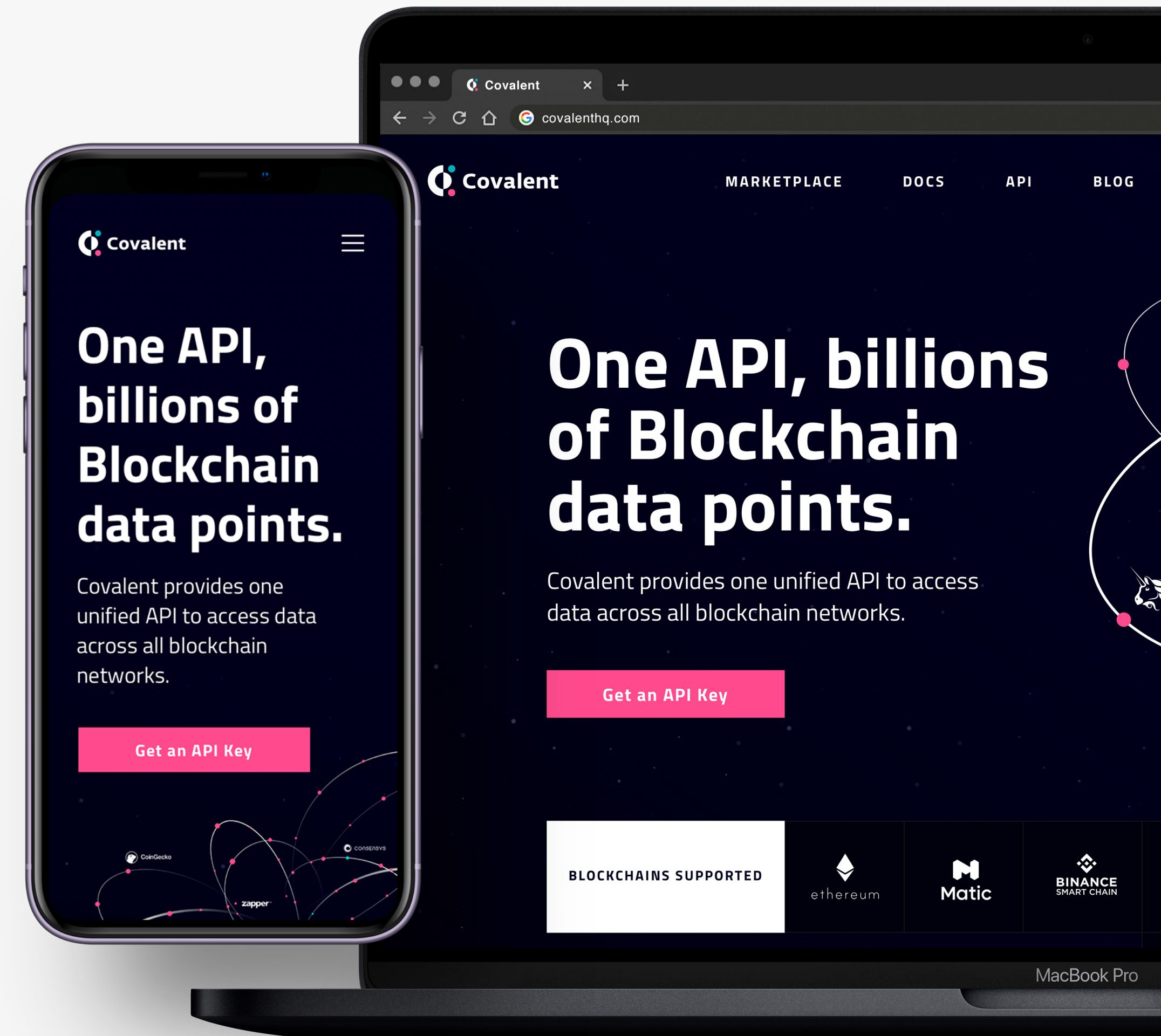
FAVICON

Our favicon—a 32px x 32px icon that is displayed in the browser next to the url—is the only other approved usage of our icon in solid form.



DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.



Placement

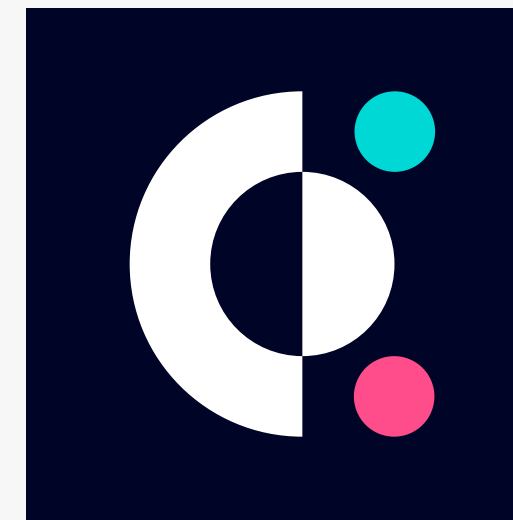
019

On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special cases.



ICON AVATAR

Preferred avatar for use on all platforms.
All approved color combinations may be used.

Placement

020

Common Errors



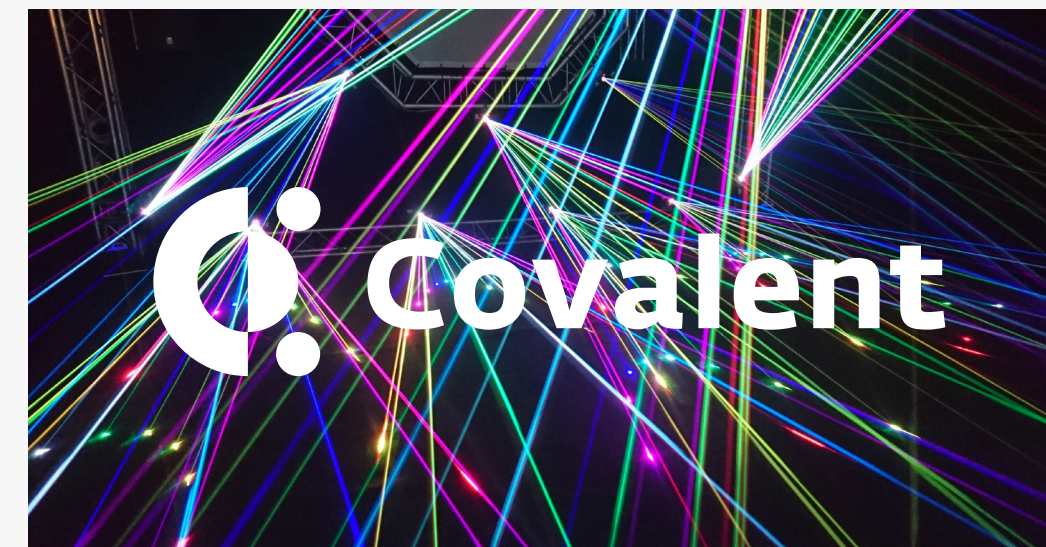
Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



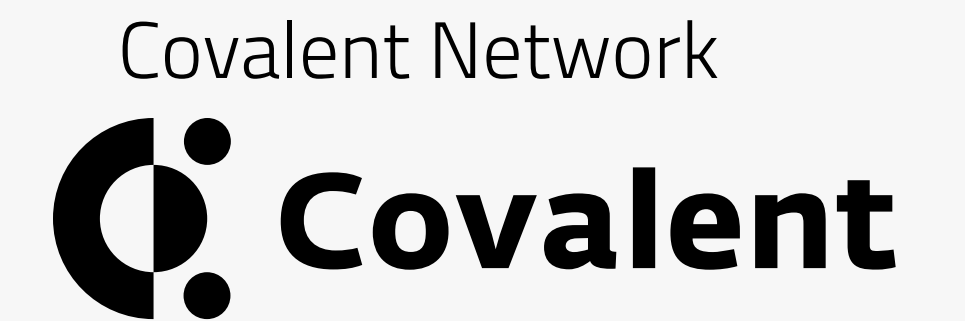
Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

Note: This is not a comprehensive list of errors. These are simply the most common executed errors.

03 Brand Colors

Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

PAGE 22

Primary Palette

PAGE 23

Using Neutrals

PAGE 24

Gradient Usage

PAGE 25

Approved Pairing

PAGE 26

Common Errors

Covalent Turquoise

CMYK: 65, 0, 26, 0
RGB: 0, 216, 213
HEX: #00D8D5

Covalent Pink

CMYK: 0, 81, 13, 0
RGB: 255, 76, 139
HEX: #FF4C8B

Covalent Deep Blue

CMYK: 100, 91, 49, 76
RGB: 0, 4, 38
HEX: #000426

Color Palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

Use of the Pantone Matching System is highly recommended to ensure color consistency across

any and all touchpoints. If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

Using Neutrals

Black, white and gray are vital components to the brand palette. Whenever possible, avoid variations of these. All of these should be used to define space on the website.

Create high contrast with the right combination of these with illustrative modules.

We recommend an expansive use of negative space in brand executions, which can be created mainly using either white or gray. Avoid using Black as this should be reserved for site furniture areas such as the footer.

Covalent White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

Covalent Gray

CMYK: 4, 3, 3, 0

RGB: 247, 247, 247

HEX: #F7F7F7

Covalent Black

CMYK: 78, 71, 62, 85

RGB: 0, 1, 13

HEX: #00010D

024

Gradient Usage

Color invokes emotion in a composition and gradients take these to another level of emotional connection with our users.

The Covalent gradient palette is made of one configuration for visual executions, such as graphics and backgrounds. When laying out content on gradient backgrounds, take extra precaution with using other dark colors .

This palette is best used for illustrative layouts or when depth is needed to break from compositions made with the neutral palette.

When reproducing these colors, please ensure accuracy on every touchpoint or execution.

Covalent Deep Blue

CMYK: 100, 91, 49, 76

RGB: 0, 4, 38

HEX: #000426

Covalent Black

CMYK: 78, 71, 62, 85

RGB: 0, 1, 13

HEX: #00010D

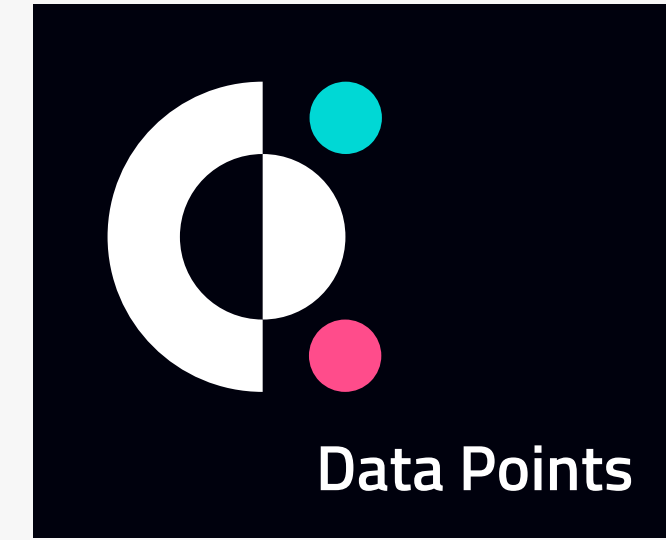
025

Approved Pairings

These are some examples of the approved pairings but others can be achieved by using our selected palette. Whenever possible, strive for legibility with contrast, especially when setting typography.



Covalent White text and icon on a Covalent Black background.



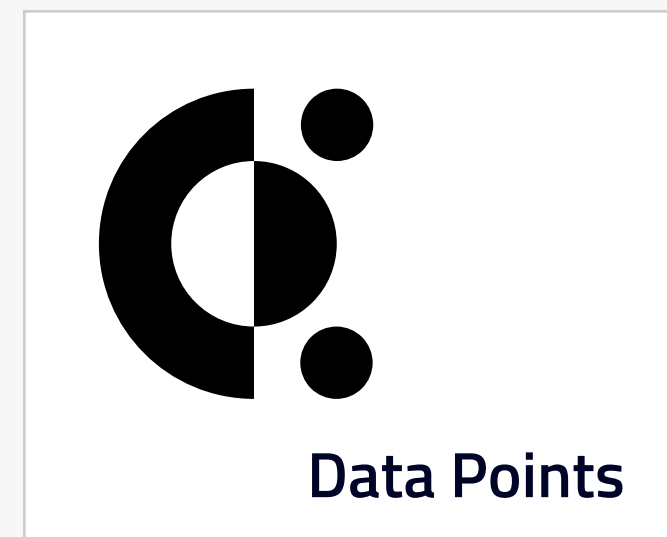
Covalent White text and full-color light icon on a Covalent Black background.



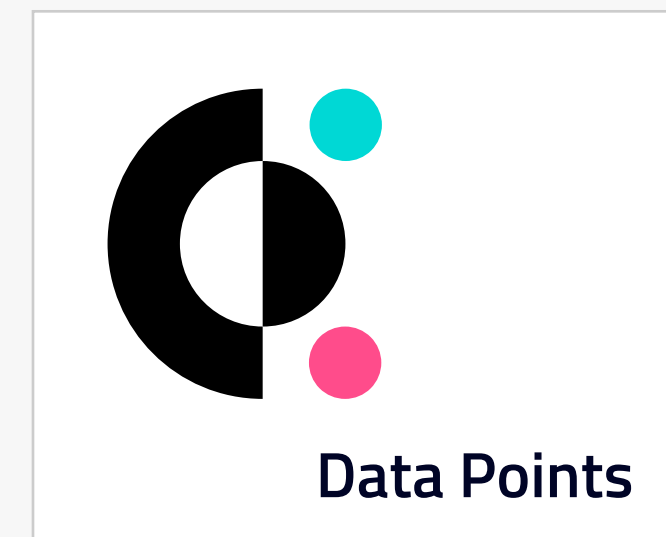
Covalent Pink text and single-color light icon on a Covalent Deep Blue background.



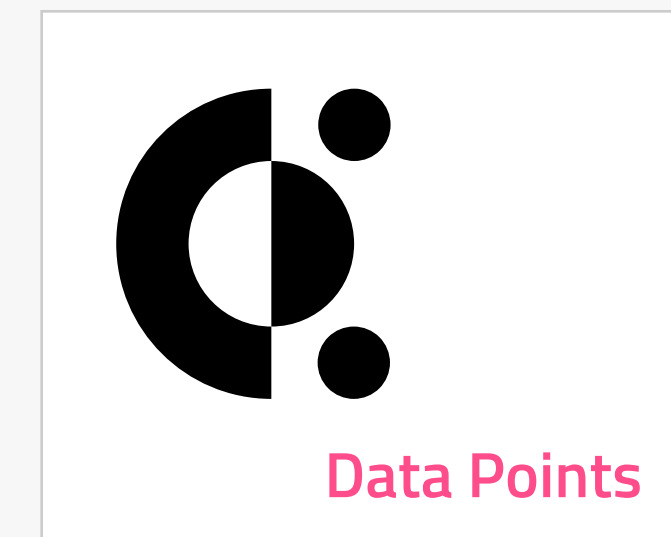
Covalent Pink text and full-color light icon on a Covalent Deep Blue background.



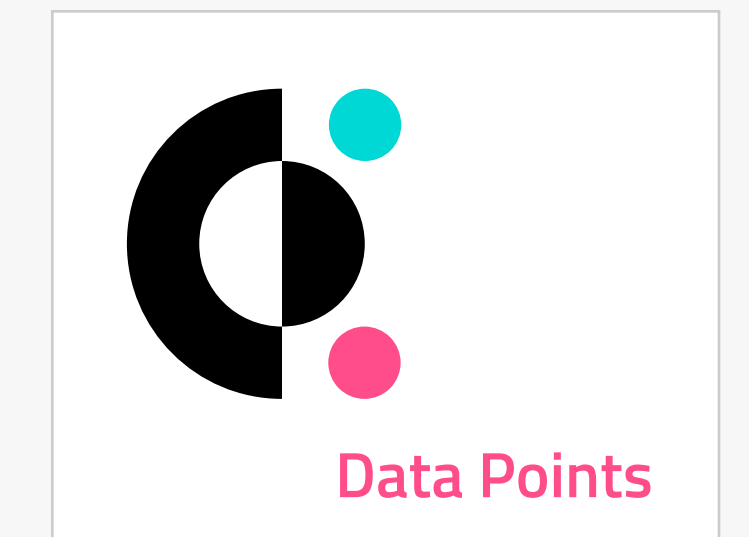
Covalent Deep Blue text and single-color dark icon on a Covalent White background.



Covalent Deep Blue text and full-color dark icon on a Covalent White background.



Covalent Pink text and single-color dark icon on a Covalent White background.



Covalent Pink text and full-color dark icon on a Covalent White background.

026

Ensure Accessibility

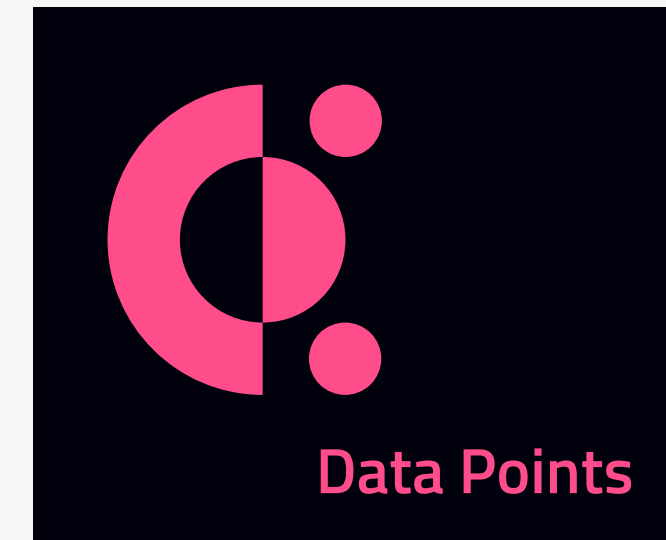
Everyone should be able to read what we write and see what we make. When it comes to laying out text information color contrast is vital to ensure an accessible execution. Here are some of the common possible errors. We recommend maintaining a minimum contrast ratio of 4.5:1.

When in doubt, check the contrast ratio using tools like contrast-ratio.com.

Common Errors



Do not combine Covalent White text and Covalent Pink icon.



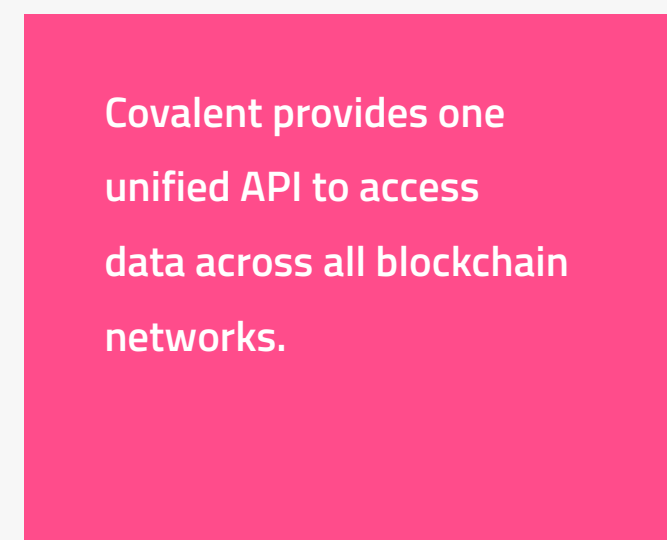
Do not combine Covalent Pink text and Covalent Pink icon.



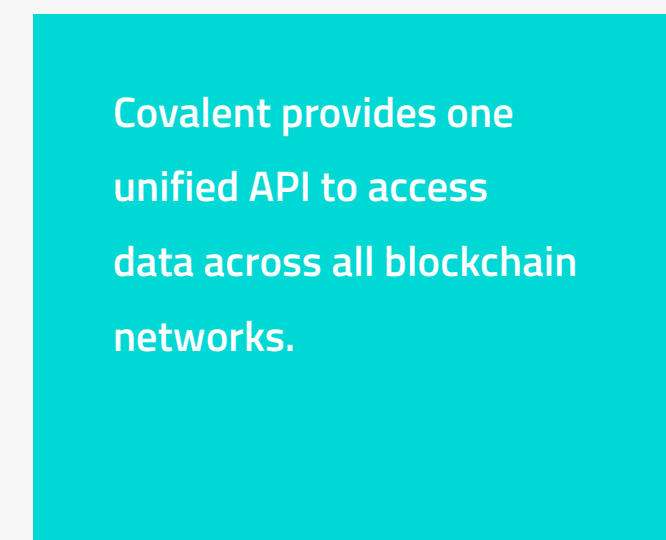
Do not combine Covalent Turquoise text and Covalent Turquoise icon.



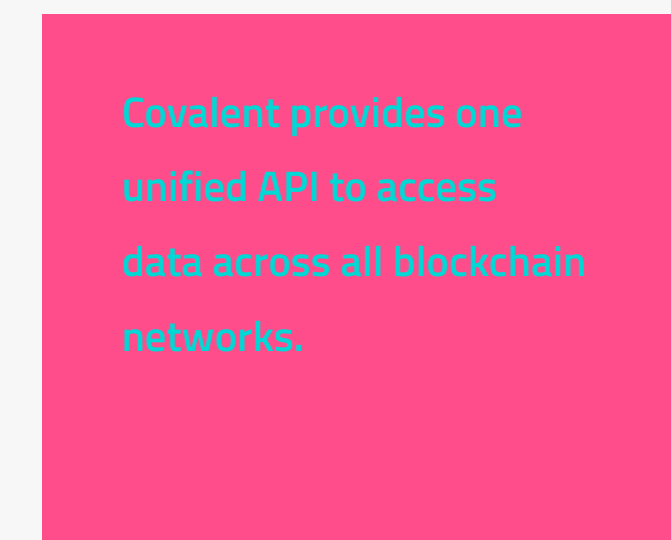
Do not combine Covalent Pink text Covalent Turquoise icon.



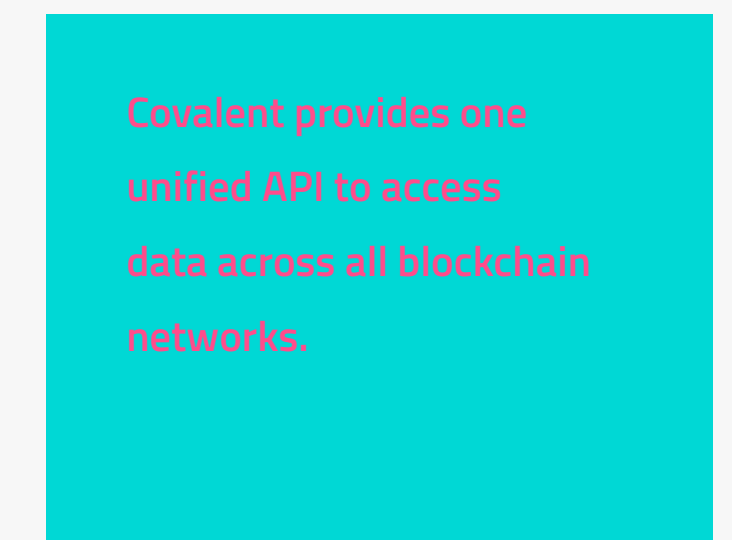
Do not combine Covalent White text below 18pt size on a Covalent Pink background.



Do not combine Covalent White text on a Covalent Turquoise background.



Do not combine Covalent Turquoise text on a Covalent Pink background.



Do not combine Covalent Pink text on a Covalent Turquoise background.

04 Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

PAGE 28

Primary Typeface

PAGE 29

Approved Weights

PAGE 30

Using Type

PAGE 31

Digital Type

Titillium Web

The typeface we chose for headings on all brand executions.

**A workhorse
sans-serif**

Titillium is born inside the Accademia di Belle Arti di Urbino as a didactic project Course Type design of the Master of Visual Design Campi Visivi. The aim of the project is the creation of a collective fonts released under OFL. Each academic year, a dozen students work on the project, developing it further and solving problems. Any type designer interested in the amendment or revision of Titillium is invited to co-operate with us, or develop their own variants of the typeface according to the terms specified in the Open Font license.

ACCEPTABLE ALTERNATIVES

Titillium Web should be used for every brand execution on everything we do.

In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

