

**Coolbrook Brand Manual**  
The Logo

**COOLBROOK** 

# The Coolbrook Logo

The Coolbrook logo is a clear signpost for our brand and our primary visual symbol. However, other component parts play an important role in establishing the Coolbrook visual style. These elements are:

- Colors
- Typography
- Imagery
- Tone of voice

Coolbrook Logo consist of corporate brand elements which are the Wordmark (Coolbrook) and Identification Shape.



## Color Variations

**While our default logo is blue**, we can use the Color Reverse version on top of blue box or surface.

Use the black version on layouts that are black and white only or in cases that are necessary due the color restrictions.

### Coolbrook Electric Blue

Pantone	293 C
CMYK	C89 M55 Y0 K12
RGB	R13 G74 B242
Hex	#0d4af2

### Color Positive



COOLBROOK®

### Color Reverse



# Clear space

**Clear space** is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials.

The minimum required clear space for the logo is defined by the measurement as shown. This measurement is equal to the height of the letter O in the word mark.



# Usage with backgrounds



**Consistent usage** of our Electric Blue or White logos on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility.



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**COOLBROOK** 