

COOLBROOK 

The Coolbrook logo is a clear signpost for our brand and our primary visual symbol. It consists of elements which are the wordmark (Coolbrook) and symbol (the globe).

Wordmark

Symbol



Logo

Color Variations

While our default logo color is **Electric Blue**, we can also use the negative, **White**, version on top of blue – or other dark colored – 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 color values

Pantone	293 C
CMYK	C100 M68 Y0 K2
RGB	R13 G74 B241
Hex	#0d4af1

Electric Blue



Color Negative: White



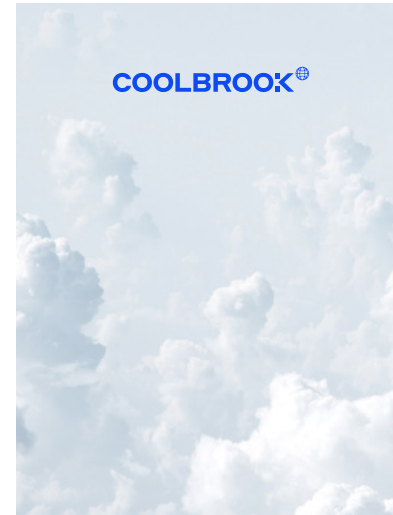
Clear space

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.



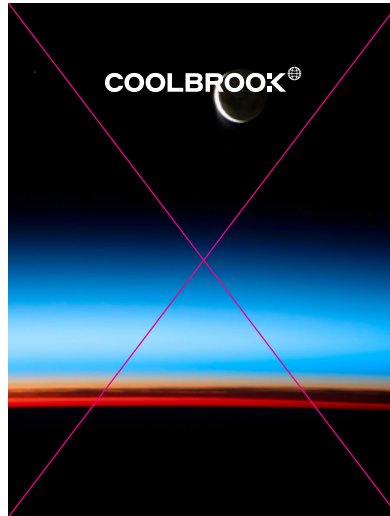
Consistent usage of our Electric Blue and White logos on colorful backgrounds like photographs helps to build recognition of our brand. The thoughtful placement of the logo ensures it is always rendered with proper impact and legibility – avoid too busy, colourful or hi-contrast areas.



Restrictions

Do not:

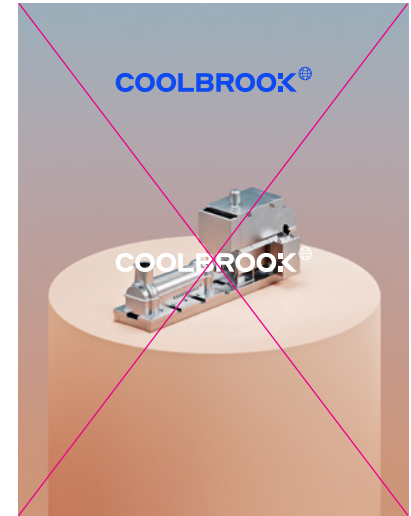
- Change the aspect ratio of the logo
- Change the color of the logo
- Use blue logo on colorful background
- Use the logo on too busy background
- Use the white logo on light background



Do not place the white logo on top of a white element



Do not place the white logo on light background so it is hard to read.



Do not place the blue logo on top of the colorful background – or any logo on busy area that makes it hard to read.

Contact for more
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