COTES

BRAND GUIDE

v2.1

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#1 BRAND

FRAMEWORK

#1
BRAND
VALUES

1

RESPONSIBILITY

We want to make a positive impact and a difference in the world. Therefore, sustainability is a top priority for how Cotes operates and for the products we deliver. We believe that freedom comes with responsibility and we expect our employees to be responsible. At Cotes, we take ownership of our roles and tasks. We take responsibility for being positive, supportive and proactive in our interaction with colleagues and customers.

2

QUALITY

High quality standards are who we are and what we are known for. We care for the products we make, we are skilled at what we do and diligent in improving our products, customer service and internal processes.

3

TRUST

We trust each other, and others trust us to do the right thing when it comes to our products, people and the planet. Trust is at the core of how we do business and is reflected in our honesty with each other and our customers in finding the right way to dry.

#1
BRAND
VISION + MISSON



THE LEADING PROVIDER OF SUSTAINABLE DRY-AIR SOLUTIONS

A vision is not a destination, it is the guiding star for people and for the company to keep going in the right direction.

Every day we must work towards this vision and maintain our position as the leading provider of sustainable dry-air solutions. This is critical to our success and the essence of being competitive in the market. Cotes strives to be the preferred supplier in our core (sustainable) segments, and we aim to deliver profitable and sustainable products for end customers and partners alike. Position for the business – the guiding star that articulates what Cotes would like to achieve.



THE RIGHT WAY TO DRY

Our tagline explains our reason for existing. At Cotes we strive to deliver the most efficient and optimal way of keeping important assets and environments dry.

Simply put, “the right way to dry” is the essence of what we do and how we do it.

#1
BRAND
TAGLINE

THE RIGHT WAY TO DRY

#1
BRAND
PROMISE

WE PROMISE:

To find the right dry-air solution for you, your business and the environment.

#1
BRAND
PERSONALITY



Cotes is an experienced and trusted partner in customised dry-air solutions, with your best interests at heart.

#1
BRAND
ATTRIBUTES

FUNCTIONAL
Protecting the client's business.

EMOTIONAL
Peace of mind.

EFFECT
Optimal production output.

#1
BRAND
POSITIONING STATEMENT

“For all businesses who want to maximise their production output, Cotes provides tailor-made adsorption dehumidifiers for better humidity control, more efficient processes and peace-of-mind.

#2 LOGO

VARIATIONS & USAGE

#2
LOGO

The COTES logo exists in four different versions:

- Original
- Original + payoff
- Inverted
- Inverted + payoff

The original logo is to be used for the majority of content.

The original logo + payoff is to be used on big scale promotional material like banners at trade shows and is only used as the center piece.

If in doubt, use the original logo.



Original logo



Original logo + payoff

#2
LOGO

The inverted logo is to be used on backgrounds and images that are too dark for the original logo.



Inverted logo



Inverted logo + payoff

#2
LOGO

ORIGINAL LOGO USAGE

The original logo is used on all colours (primary + secondary) exept the blues.

The choice of whether to place the original logo on an image needs to be an individually assessed every time - legibility must be prioritised.

COTES

COTES

COTES



#2
LOGO

INVERTED LOGO USAGE

The inverted logo is only used on the blues and other backgrounds that are too dark for the original logo.

The choice of whether to place the original logo on an image needs to be an individually assessed every time - legibility must be prioritised.

COTES

COTES

COTES

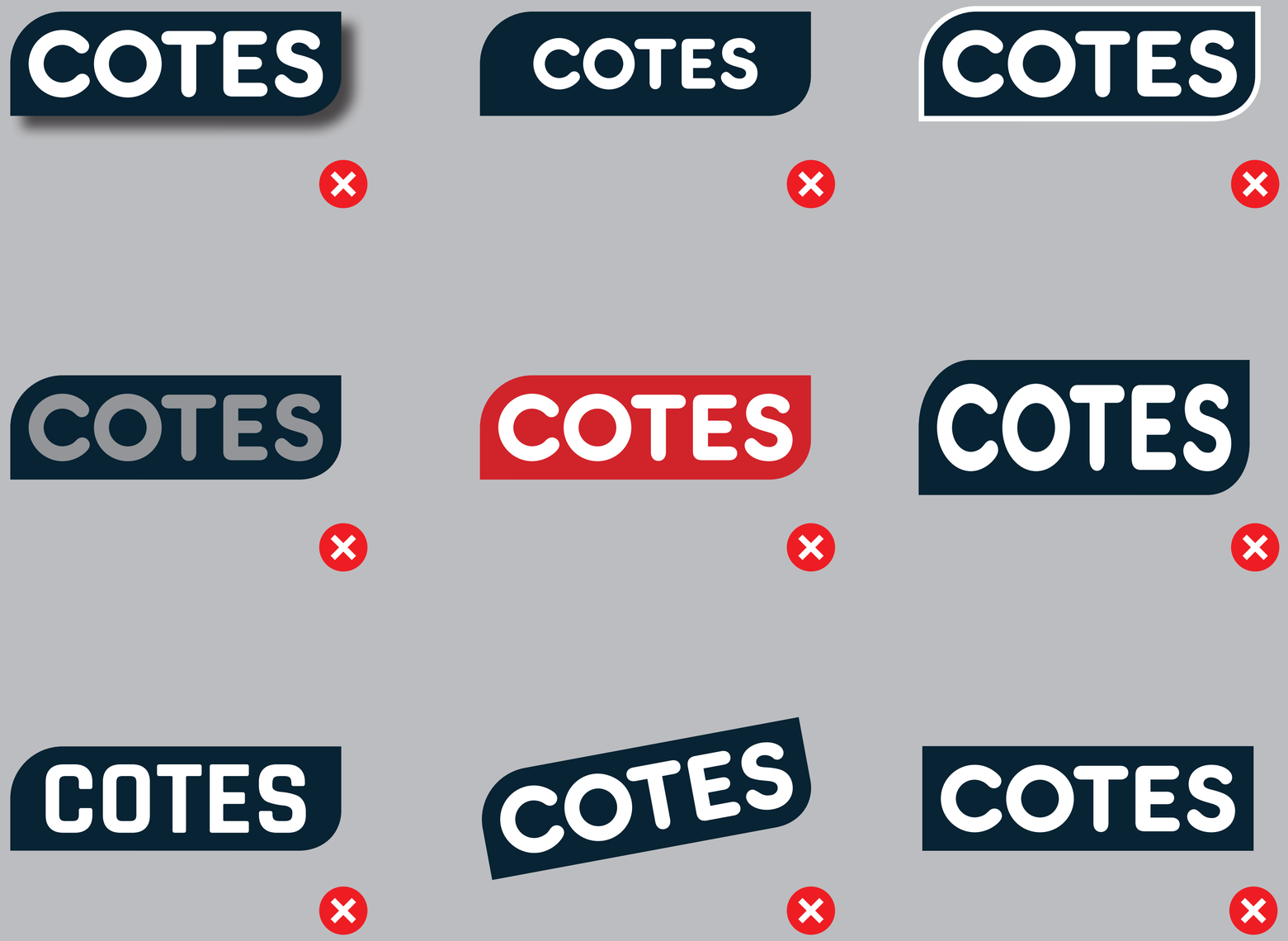


#2
LOGO

LOGO MODIFICATION AND EFFECTS

Modifying colours, scaling or rotating elements and adding effects to logos is not allowed in any way, shape or form.

This means that the vertical placement/modification of the logo that has been used in the past is no longer an option.



#2
LOGO

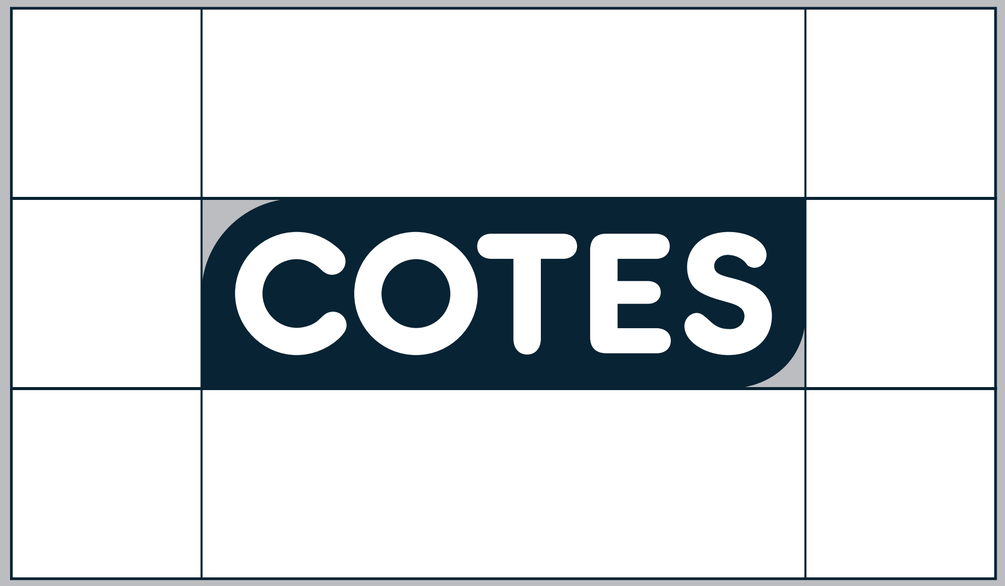
THE CLEAR-SPACE RULE
- ORIGINAL LOGO

Always position the logo for maximum impact and give it plenty of room to breathe.

This will help to ensure the logo's visibility and legibility.

The original logo should be placed in either the top left corner or the bottom right cornor depending on what works best for the format (see examples on page 54).

If in doubt, place it in the bottom right corner.



#2
LOGO

THE CLEAR-SPACE RULE
- ORIGINAL LOGO + PAYOFF

There isn't a clear-space rule for this logo as such, as it will most often be used as the center piece on promotional material.

The logo is always placed in the center and the scale can vary a lot on different formats.

The logo can be placed on different backgrounds (colors, pictures, patterns etc.) but it should always stand alone and not be accompanied by text.

Always give the logo room to breathe.

COTES
THE RIGHT WAY TO DRY

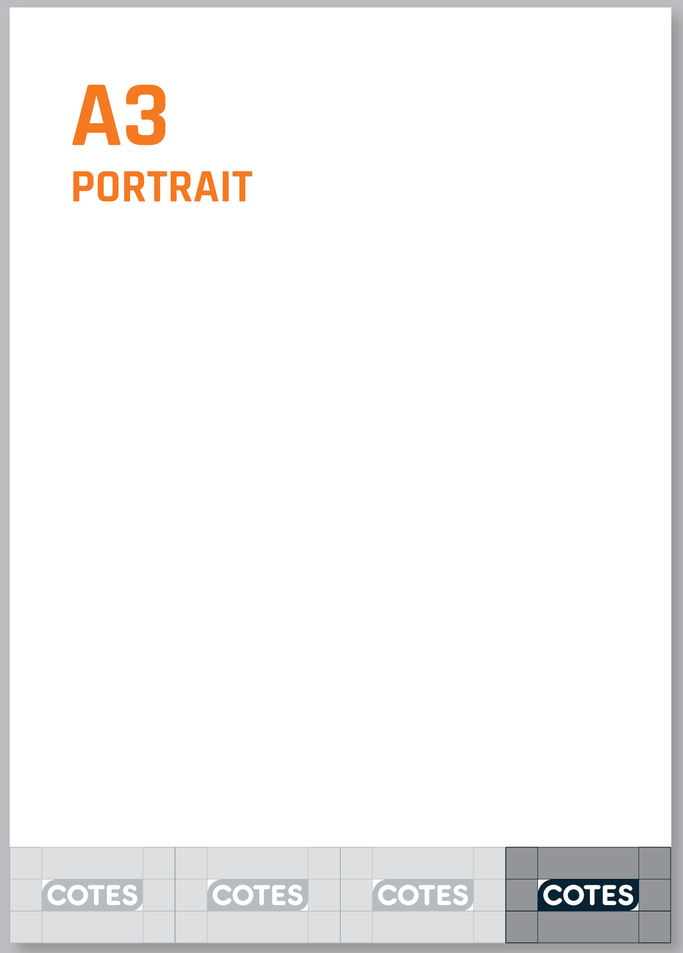
#2
LOGO

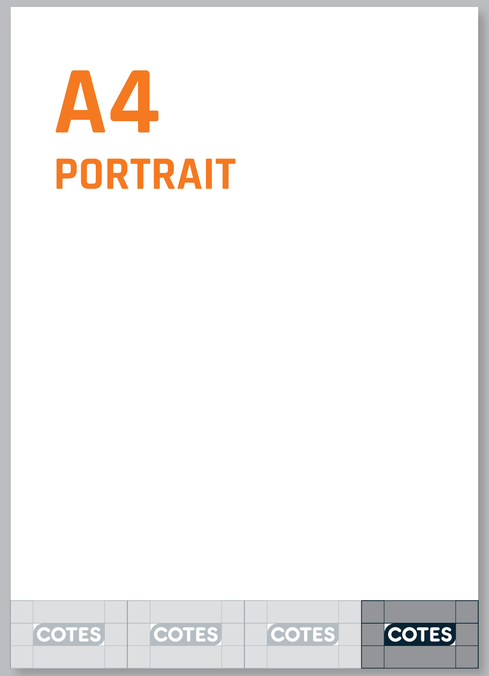
THE CLEAR-SPACE RULE

Understanding the clear-space rule is essential, as it is the standard for the logo position and scale on most printed communications.

In that regard, the clear-space rule should be maintained as the logo is proportionately enlarged or reduced in size.

The size of the logo on different formats is determind by placing the clearspaced logo four times in succession on the shortest side of the format.







#3 TYPOGRAPHY

STYLES, HIERARCHY & USAGE

#3
TYPOGRAPHY

STYLES

Rajdhani is Cotes' definitive brand typeface. It is a clean, modern sans-serif typeface that works well for display, body text, web and everything in between.

The font family is comprised of 5 different styles, ranging from light to bold.

Rajdhani is a google font, which enables us to use one typeface accross platforms and media.

The entire Rajdhani font can be downloaded here:

fonts.google.com/specimen/Rajdhani

Rajdhani Font Family

Light
Regular
Medium
SemiBold
Bold

About Rajdhani

Rajdhani has modularized letterforms and supports the Devanagari and Latin writing systems. The squared and condensed appearance may be interpreted as technical or even futuristic.

Typically round bowls and other letterform elements have straight sides in Rajdhani.

The stroke terminals typically end in flat line segments that are horizontal or vertical, rather than diagonal. Their corners are slightly rounded, giving stroke-endings a softer feeling, rather than a pointy one.

Rajdhani Black

ABCDEFGHIJKLMN
OPQRSTUVXYZÆØÅ
abcdefghijklmn
opqrstuvxyzæøå
1234567890

Rajdhani SemiBold

ABCDEFGHIJKLMN
OPQRSTUVXYZÆØÅ
abcdefghijklmn
opqrstuvxyzæøå
1234567890

Rajdhani Regular

ABCDEFGHIJKLMN
OPQRSTUVXYZÆØÅ
abcdefghijklmn
opqrstuvxyzæøå
1234567890

#3
TYPOGRAPHY

HIERARCHY

The text size and leading are set for a standard A4 format.

Notice that the increments are x 2.

Example:
Body copy = 10 pt.

10 pt. x 2 = 20 pt.
Subheading = 20 pt.

20 pt. x 2 = 40 pt.
Headline = 40 pt.

If there is no subheading, the headline would be equal to body copy x 2 - so in this case headline would be = 20 pt.

The byline and body header are always same font size as the body copy.

Rajdhani SemiBold 10/12 pt. - ALL CAPS

Byline - used to divide into category when needed

Rajdhani Bold 40/40 pt. - ALL CAPS

Headline - short and to the point

Rajdhani Medium 20/24 pt.

Subheading - briefly, objectively and comprehensively summarizes the angle of the article

Rajdhani Regular 10/12 pt.

Body copy

Rajdhani Bold 10/12 pt. - Baseline shift 2 pt.

Body header - short and sweet if possible - max. 2 lines

HUMIDITY MANAGEMENT

WHAT EXACTLY IS HUMIDITY?

Humidity is the amount of moisture present in the air.

Absolute humidity is the amount of moisture present in a particular volume of air, and is normally measured in grams/m3.

Relative humidity, on the other hand, is the relationship between the actual amount of moisture present and the maximum amount that the air could contain. Relative humidity is always measured in percentages.

Relative humidity and dew point

This film explains the relation between relative humidity and the dew point, and how you can manage this to get the results that suit you best.

#3
TYPOGRAPHY

HEADER

1. Short and to the point.

2. Be critical when formatting the header - in this example the header is okay, but with minor tweaking it works better.

1. Keep it simple



ENSURING CONSISTENT OUTPUT — USING LESS ENERGY

Air specifications are crucial for the cost-effectiveness, performance and operating costs of spray drying and fluid be operations.



ENSURING CONSISTENT OUTPUT

Air specifications are crucial for the cost-effectiveness, performance and operating costs of spray drying and fluid be operations.

2. Be critical



CONTROLLED HUMIDITY REDUCES OUTPUT FLUCTUATIONS

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CONTROLLED HUMIDITY REDUCES OUTPUT FLUCTUATIONS

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#3
TYPOGRAPHY

SUB-HEADER

1. The sub-header should briefly, objectively and comprehensively summarise the angle of the article,

Try to keep sub-header at no more than four lines.

2. Be critical when formatting the sub-header – in this example the sub- header is okay, but with minor tweaking it works better.

1. Keep it simple



PREVENTING
BACTERIAL GROWTH

Carefully controlled temperatures and conditions are often crucial for the many different parts of your brewing process. But these temperature differences often give you difficulties with things like:



PREVENTING
BACTERIAL GROWTH

Carefully controlled temperatures and conditions are often crucial for the many different parts of your brewing process.

2. Be critical



PREVENTING BACTERIAL
GROWTH

Carefully controlled temperatures and conditions are often crucial for the many different parts of your brewing process.



PREVENTING BACTERIAL
GROWTH

Carefully controlled temperatures and conditions are often crucial for the many different parts of your brewing process.

#3
TYPOGRAPHY

BODY HEADER

As with headlines, keep it simple.

1. Keep the text to a minimum and always try to keep it to one line if possible.

2. Be critical when choosing a body header - in this example the body header should have been re-written, but in some cases that won't be possible.

3. If the body header reaches two lines, use a soft return (line break) to visually optimise the text.

1. Keep it simple



Preventing corrosion increases manufacturing costs

To counter all this and to be able to ensure their customers the necessary reliability metrics, manufactures of offshore wind turbines have to use materials, components and coatings featuring higher corrosion ratings and IP classifications – which are always more expensive



Preventing corrosion can be expensive

To counter all this and to be able to ensure their customers the necessary reliability metrics, manufactures of offshore wind turbines have to use materials, components and coatings featuring higher corrosion ratings and IP classifications – which are always more expensive

2. Be critical



Preventing corrosion increases manufacturing costs

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#3
TYPOGRAPHY

BODY COPY

1. Text is always set to align left. Never use left justified or full justified when formatting text.

2. Do not hyphenate words.

There is no need to hyphenate words, since we are using align left to format our text. Use a soft return (shift + enter) to optimise the text instead.

As a rule of thumb, paragraphs should be no longer than 50-60 characters including spaces and punctuation.

1. Justification



Conventional filtration isn't enough to remove corrosive salts from the air. In offshore operating environments, these salts are usually dissolved in moisture. This corrosive solution tends either to be sticky and clog up the filter, or pass right through in liquid form. The renowned low efficiency of such filtration systems means moisture laden with corrosive salts is spread throughout the insides of the nacelle and tower.

The hotter and more humid the wind turbine site, the bigger the problems with corrosion and filtration.



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The hotter and more humid the wind turbine site, the bigger the problems with corrosion and filtration.

2. Hyphenation



Conventional filtration isn't enough to remove corrosive salts from the air. In offshore operating environments, these salts are usually dissolved in moisture. This corrosive solution tends either to be sticky and clog up the filter, or pass right through in liquid form. The renowned low efficiency of such filtration systems means moisture laden with corrosive salts is spread throughout the insides of the nacelle and tower.

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The hotter and more humid the wind turbine site, the bigger the problems with corrosion and filtration.

#4 COLOURS

CODES, PSYCHOLOGY & COMPOSITIONS

#4
COLOURS

COLOUR CODES

1. Primary colours are the core colours of a brand and help consumers to quickly identify the brand.

2. Secondary colours highlight and compliment the primary colours.

Note that secondary colours are used for presentation elements where the primary colour palette might not be sufficient - e.g. diagrams, pie charts etc.

1. Primary colours

CMYK: 95 - 75 - 55 - 60
RGB: 23 - 40 - 52
HEX: #172834

PANTONE 296 C

CMYK: 0 - 65 - 100 - 0
RGB: 238 - 114 - 3
HEX: #EE7203

PANTONE 1585 C

CMYK: 0 - 0 - 0 - 0
RGB: 255 - 255 - 255
HEX: #FFFFFF

PANTONE WHITE C

2. Secondary colours

CMYK: 90 - 60 - 40 - 40
RGB: 29 - 68 - 89
HEX: #1D4459

PANTONE 7700 C

CMYK: 0 - 0 - 0 - 50
RGB: 157 - 157 - 156
HEX: #9D9D9C

PANTONE COOL GRAY 5 C

CMYK: 80 - 0 - 100 - 0
RGB: 19 - 165 - 57
HEX: #13A539

PANTONE 354 C

#4
COLOURS

THE BLUES

Blue is the colour of the sky and sea. It is often associated with depth and stability. It symbolises trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Blue is considered beneficial to the mind and body. It slows the metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolise piety and sincerity.

You can use blue to promote products and services related to cleanliness.



#4
COLOURS

ORANGE

Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity.

As a citrus colour, orange is associated with healthy food and stimulates appetite. Orange is symbolic of strength, endurance and safety.



#4
COLOURS

GREY

Gray is associated with intellect and compromise. It's a diplomatic colour, negotiating all the distance between black and white.

Gray is typically considered to be conservative, elegant and cool, as well as a bit mysterious.

We also associate gray with wisdom.

#4
COLOURS

WHITE

White is associated with light, goodness, innocence and purity. It is considered to be the colour of perfection.

White is also associated with safety and cleanliness.

#4
COLOURS

GREEN

Green is a colour that can evoke powerful emotions. It is a dominant colour in nature that makes you think of growth. Think of nature and see the incredible variety of shades of green expressing renewal and life.

Green evokes a feeling of abundance and is associated with refreshment and peace, rest and security.



#4
COLOURS

CORRECT COLOUR COMBINATIONS

Here are four examples of correct text and colour combinations.

Text colour is either primary blue or white. Never secondary colours (except for the byline and body header which can be orange).

The byline and body header colour is orange when used on white or dark blue backgrounds. On any other backgrounds the byline and body header are the same colour as the rest of the text.

HUMIDITY MANAGEMENT

WHAT EXACTLY IS HUMIDITY?

Humidity is the amount of moisture present in the air.



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HUMIDITY MANAGEMENT

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#4
COLOURS

INCORRECT COLOUR COMBINATIONS

Here are four examples of incorrect text and colour combinations.

Text colour is either primary blue or white. Never secondary colours (except for the byline and body header which can be orange).

Always use white on orange and grey, as this combination is the most legible.

The byline and body header are either orange, dark blue or white (depending on the background) never a secondary colour.

HUMIDITY MANAGEMENT

WHAT EXACTLY IS HUMIDITY?

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#5 IMAGES

STYLE & TONE

#5
IMAGES

STYLE & TONE - PORTRAITS

Keywords for images:

- Genuine
- Stylized
- Good lighting
- Passion

Nothing beats reality.









#5
IMAGES

STYLE & TONE - PORTRAITS

Here are four images that are in-line with our keywords, but are executed badly.

The images look very staged, some are over-manipulated and they have a “stock image” (fake) feel to them.

These images do not meet the standards used by Cotes.









#5
IMAGES

STYLE & TONE - INDUSTRY

Keywords for images:

- Dramatic
- Good lighting
- Stylized
- Focus on the real world

The intention is for the view to associate the image with the value added by Cotes.









#5
IMAGES

STYLE & TONE - INDUSTRY

Some of these images are in-line with our keywords, but are executed badly.

Others have the wrong focus, looks staged or over-manipulated and some look like they where taken with a mobile phone.

These images do not meet the standards used by Cotes.









#6 GRAPHICS

ELEMENTS, CHARTS & ICONS

#6
GRAPHICS

ELEMENTS

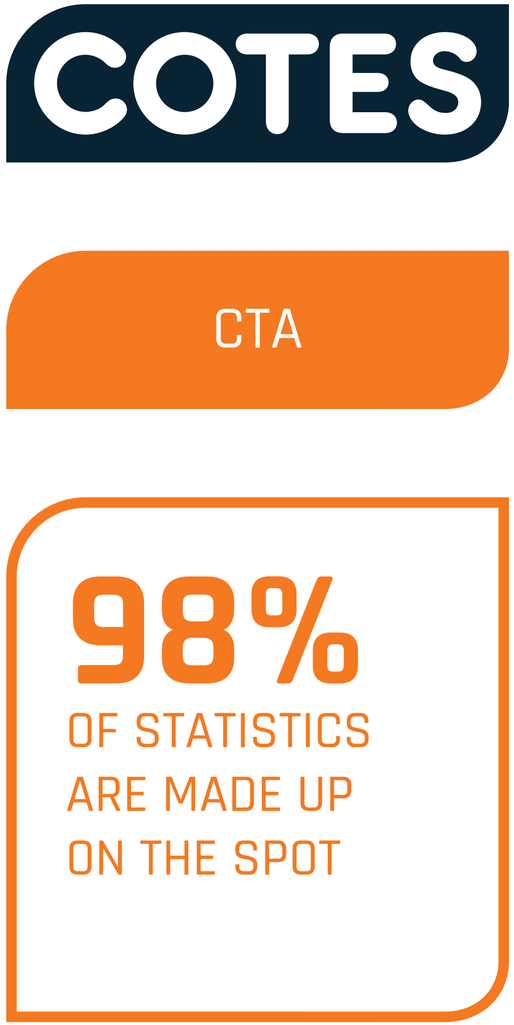
The shape of the logo can be used to create text boxes, buttons, info boxes, pictures frames etc.

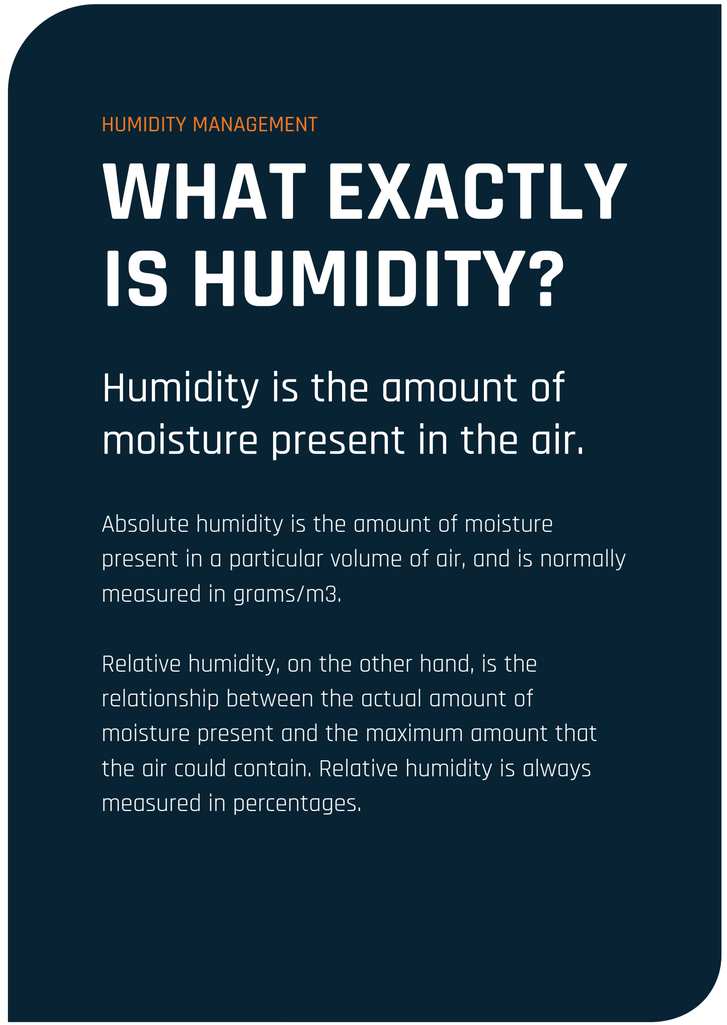
WARNING
This effect should be used with caution and only one element using this effect can be present on a page at a time.

“Never together” - eg. an element textbox together with an element CTA button is a “no go”. The same goes for a page with an element textbox and a statistics box - don’t do it.

The logo is allowed to be on the same page as an element, but never inside an element (such as a text box).

Note that the two corners of the logo are not equally round. The same goes for boxes.





#6
GRAPHICS

ELEMENTS - HOW TO DETERMINE ROUNDNESS OF CORNERS

The corner roundness is determined by the logo size on any given format (see page 9). This translates to every box where this effect is used eg. text boxes, buttons, info boxes, pictures frames etc.

Note that the two corners of the logo are not equally round. The same is true for boxes.



#6
GRAPHICS

STATISTICS BOX

The statistics box is always a square with rounded top left and bottom right corners (see page 34 on how to determine the corner roundness).

Use the frame width formula to determine line thickness.

Only use primary colours (blue, orange, white) and always use the most easy to read colour according to the background.

Keep it short - no more than five lines and preferably only three.

Use only one statistic per box and only one box per spread.

THE FRAME WIDTH FORMULA

X times Y / 100 = xx
X is determined as a specific unit = 0,75
Y= Size of the shortest side of the publication, defined as either cm, mm or px.

Example
Calculating the frame width for the A4 format (210x297mm): 0,75(X) x 210mm (Y) /100 = 1,575 mm (rounded up or down to the nearest whole figure = 2 mm)

6/10
MOLD RELATED CASES, CAN BE SOLVED BY OPENING THE WINDOW

98%
OF STATISTICS ARE MADE UP ON THE SPOT

98%
OF STATISTICS ARE MADE UP ON THE SPOT

98%
OF STATISTICS ARE MADE UP ON THE SPOT

#6
GRAPHICS

STATISTICS BOX



#6
GRAPHICS

CHARTS

Pie chart

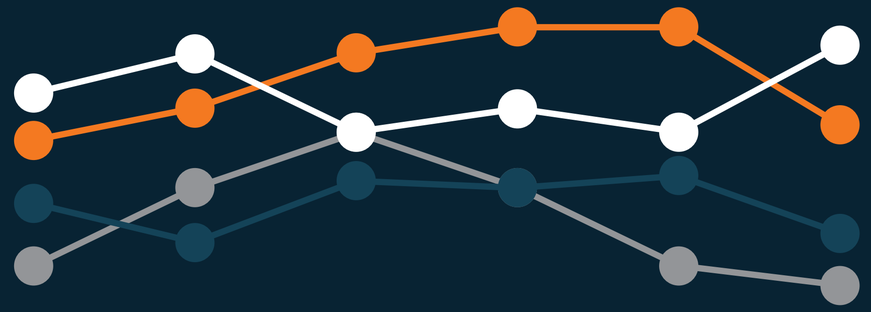
Line chart

Area chart

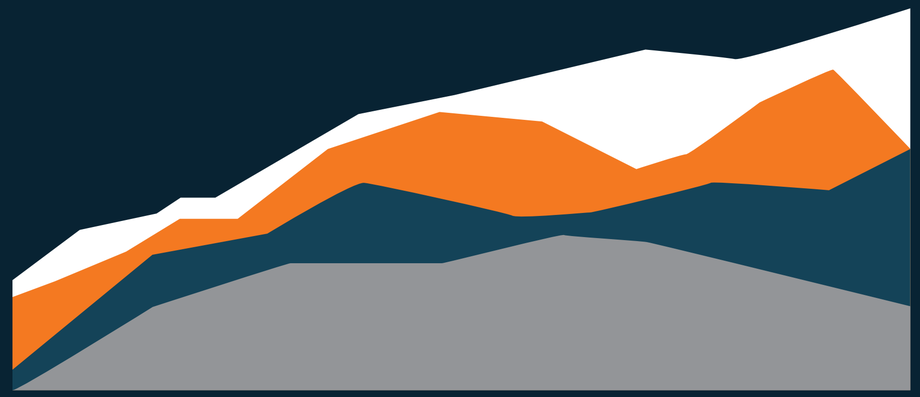
Bar chart



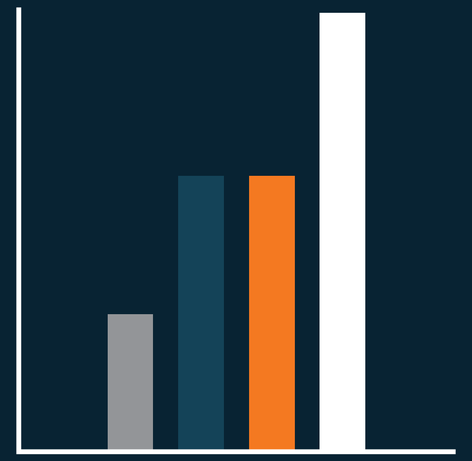
Pie chart



Line chart



Area chart



Bar chart

#6
GRAPHICS

CHARTS

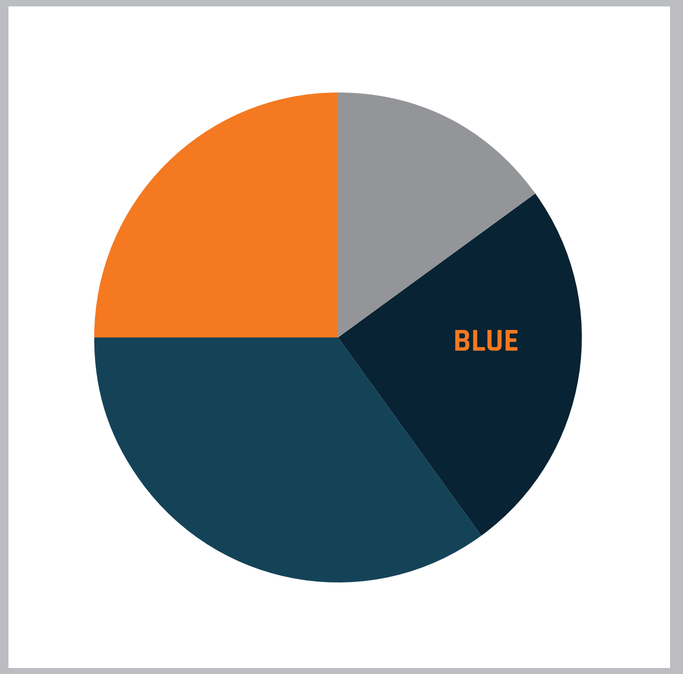
When using charts always use the primary colours first.

Charts should always appear on either a primary blue or white background (in that order).

Invert the primary blue and white colour depending on background (see example).



Blue background

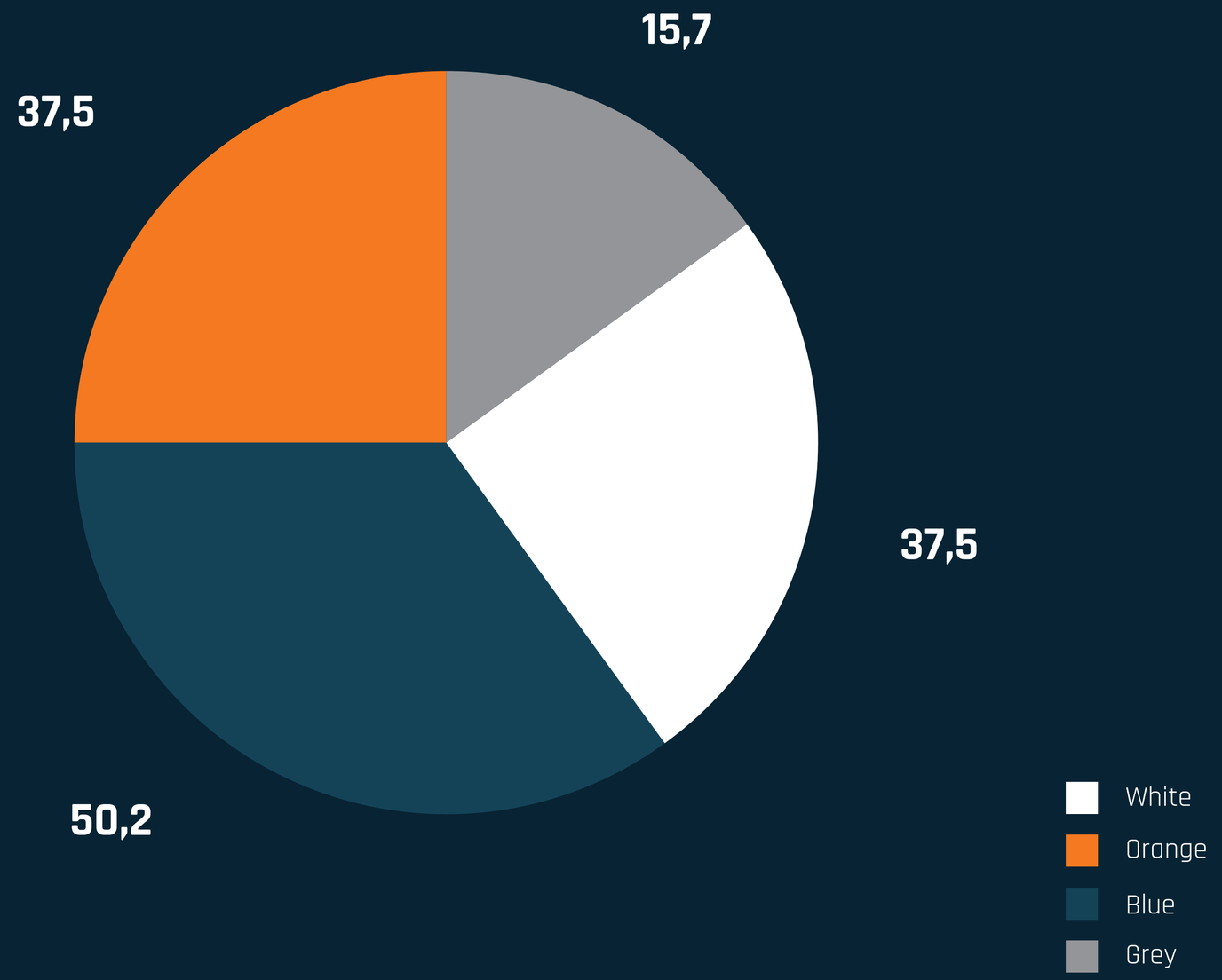


White background

#6
GRAPHICS

PIE CHART

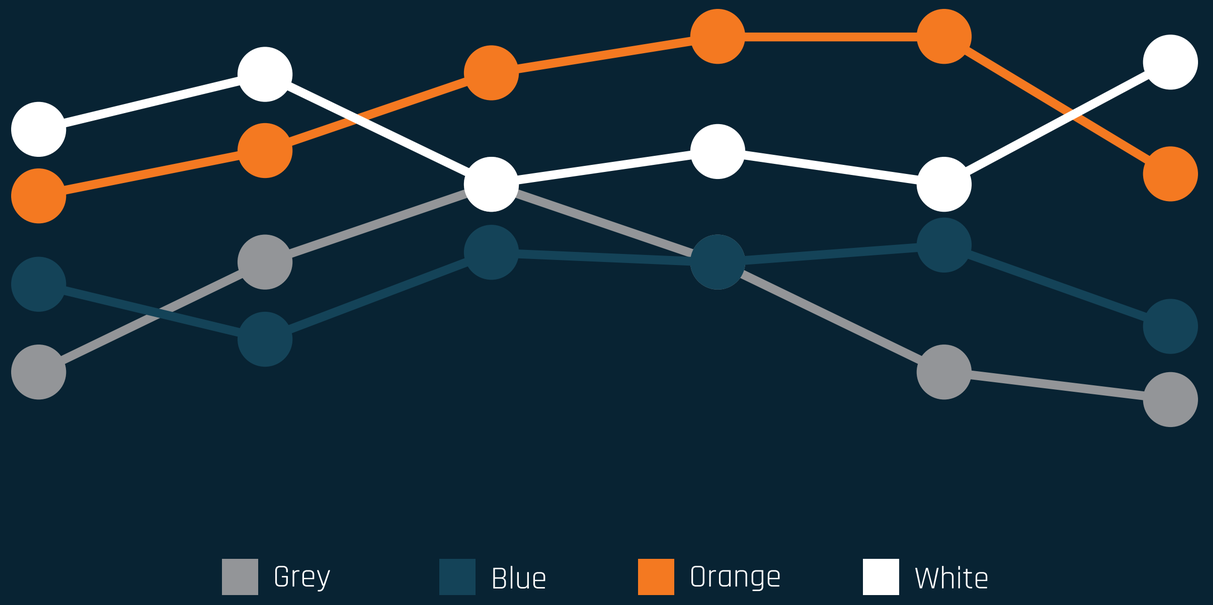
Example:



#6
GRAPHICS

LINE CHART

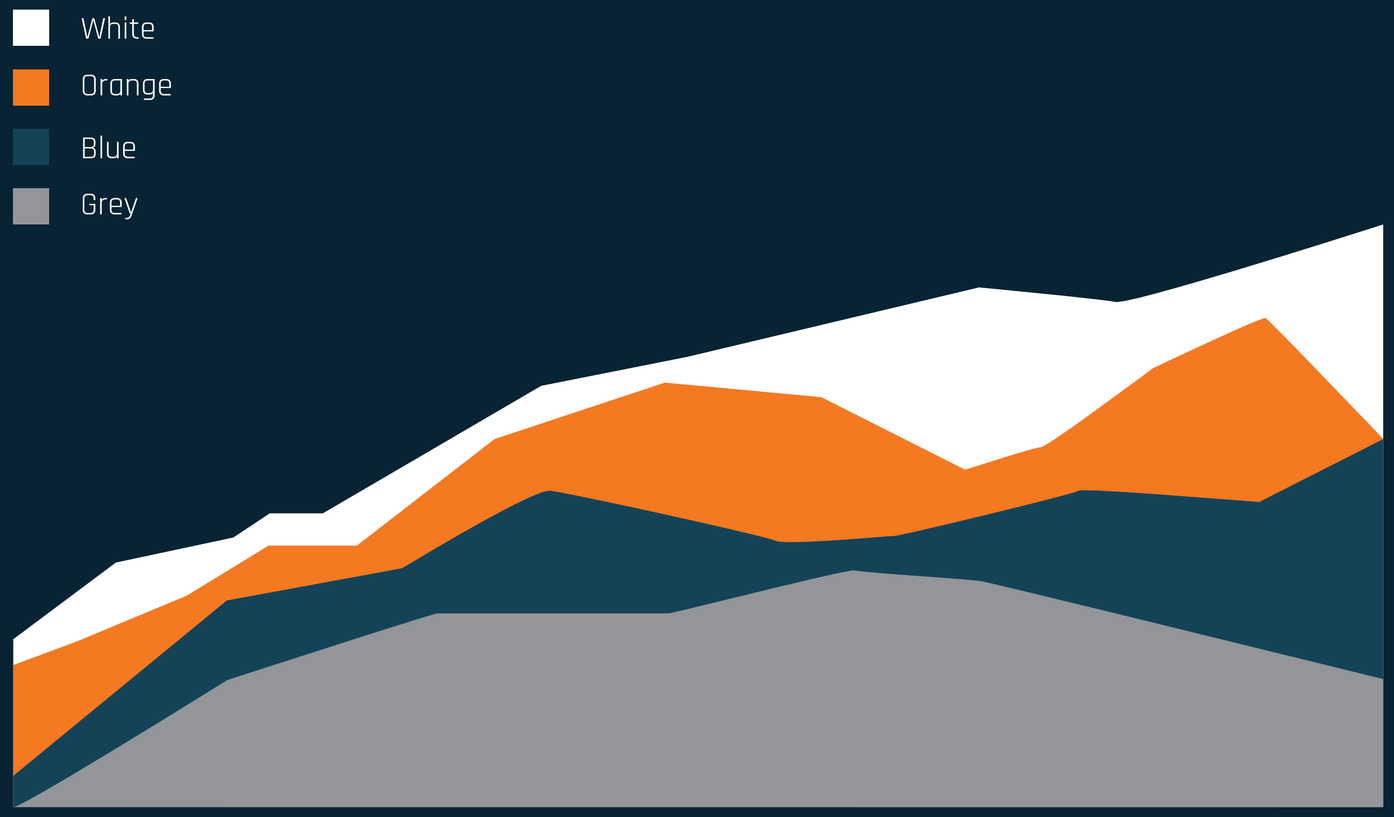
Example:



#6
GRAPHICS

AREA CHART

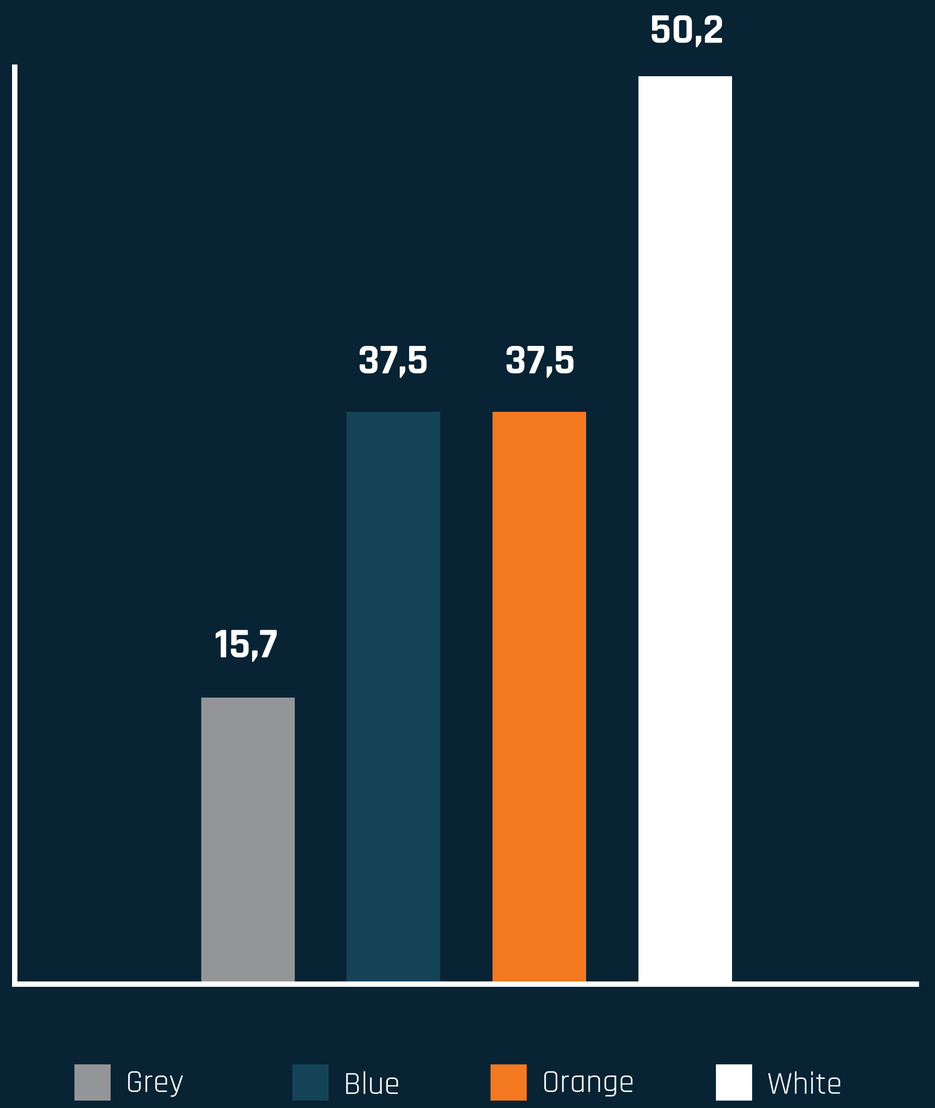
Example:



#6
GRAPHICS

BAR CHART

Example:



#6
GRAPHICS

ICON SET

These are the avalible icons so far.

If the icon you're looking for isn't present, please contact:

BTR@cotes.com



WIND



HYDRO



SOLAR



WASTE HEAT



HYDRO



ELECTRIC BOOSTER



BIOGAS



CO2 HEAT PUMP



WIND



HYDRO



SOLAR



WASTE HEAT



HYDRO



ELECTRIC BOOSTER



BIOGAS



CO2 HEAT PUMP

#7 VISUAL IDENTITY

EXAMPLES

#7
CORPORATE IDENTITY

STATIONARY



#7
CORPORATE IDENTITY

ROLL-UPS



#7
CORPORATE IDENTITY

CLOTHING

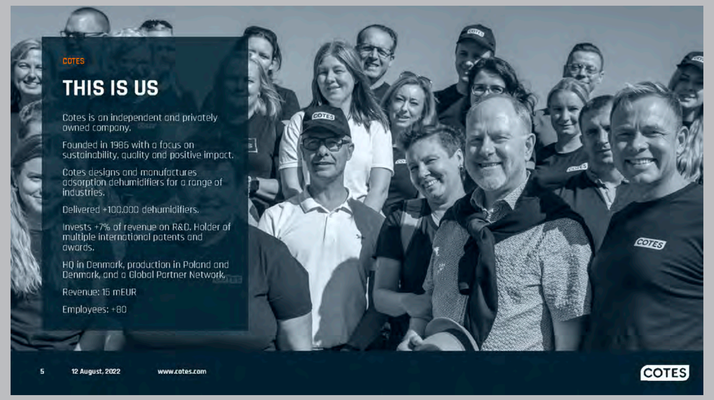






#7 CORPORATE IDENTITY

POWERPOINT SLIDES

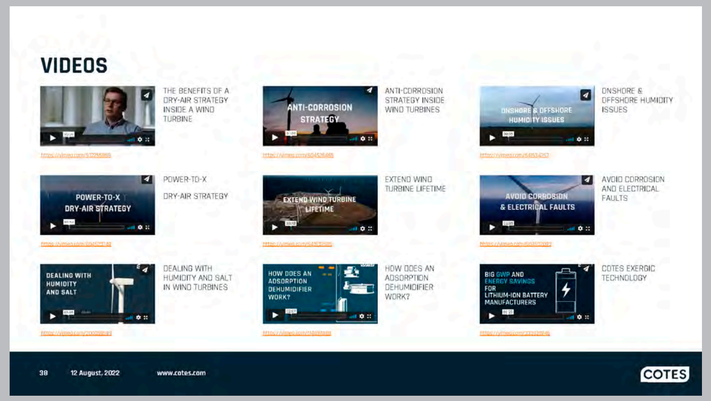












COTES

THE RIGHT WAY TO DRY