

COTLANDS
MINI CI GUIDELINES
2011

INDEX

LOGO.....	03
COLOUR.....	04
TYPE	05
GRAPHIC DEVICE: Pattern	06
PHOTOGRAPHIC STYLE.....	07
STATIONERY.....	09
DIGITAL.....	11
PRINT.....	12

01
LOGO

... a gentle evolution of the existing wordmark to a rounded, more approachable silhouette...

CONSTRUCTION + CLEAR SPACE



MINIMUM SIZE



25 MM

02 COLOUR

... the recognisable Cotlands orange remains central to the identity, while the existing secondary range is edited to a signature blue, yellow and red.

25, 50 and 75% tints of the Cotlands yellow and Cotlands blue produce our tertiary colour range used only where a more complex level of hierarchy needs to be achieved...

PRIMARY COLOUR

PANTONE 1505

SECONDARY COLOURS

PANTONE 100C
0C OM 50Y OK

PANTONE 2707C
15C OM 0Y 5K

PANTONE 158C
0C 80M 100Y OK

TERTIARY COLOURS

25%

50%

75%

25%

50%

75%

03 TYPE

... print applications use the Gotham Rounded font family, while Calibri is used in digital environments...

PRINT

GOTHAM ROUNDED LIGHT
abcdefghijklmnopqrstvwxyz
0123456789
!@#\$%^&*()

GOTHAM ROUNDED BOOK
abcdefghijklmnopqrstvwxyz
0123456789
!@#\$%^&*()

GOTHAM ROUNDED MEDIUM
abcdefghijklmnopqrstvwxyz
0123456789
!@#\$%^&*()

GOTHAM ROUNDED BOLD
abcdefghijklmnopqrstvwxyz
0123456789
!@#\$%^&*()

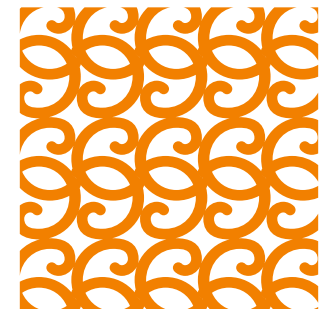
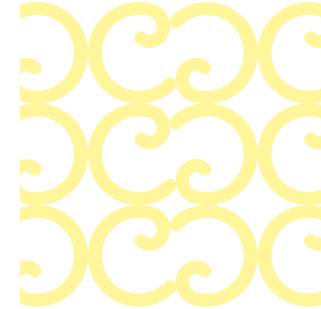
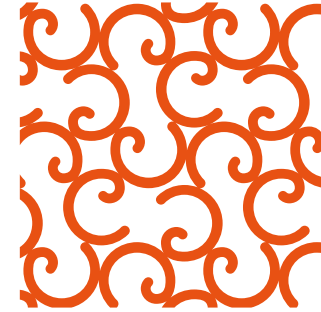
DIGITAL

CALIBRI
abcdefghijklmnopqrstvwxyz
0123456789
!@#\$%^&*()

CALIBRI BOLD
abcdefghijklmnopqrstvwxyz
0123456789
!@#\$%^&*()

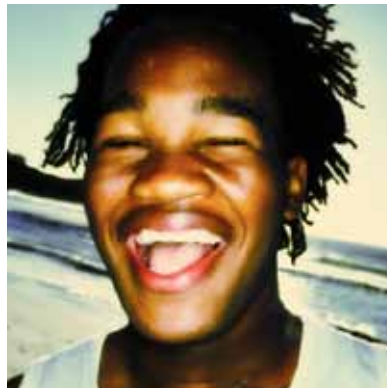
04
GRAPHIC DEVICES:
PATTERNS

... objects and patterns generated by repeating the Cotlands 'C' are used as unique graphic devices throughout the Corporate ID programme...



05 PHOTOGRAPHIC STYLE

...full colour photographs of happy, healthy children and the adults who care for them are presented in warm, optimistic and glowing tones where the inherent orange in the mid-tones of the image is accentuated...



01
BUSINESS CARD

STATIONERY

Cotlands

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02
LETTERHEAD

STATIONERY

Cotlands

Cotlands

GAUTENG KWAZULU-NATAL EASTERN CAPE WESTERN CAPE MPUMALANGA NORTH WEST

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Cotlands

Temporary Pay-Off Line

E-NEWSLETTER

Jan 2011

The Month at a Glance...

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regellala. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of

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Main Feature



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Latest News

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Bestsellers

Shaping Tomorrow's Heroes 

Up-coming events

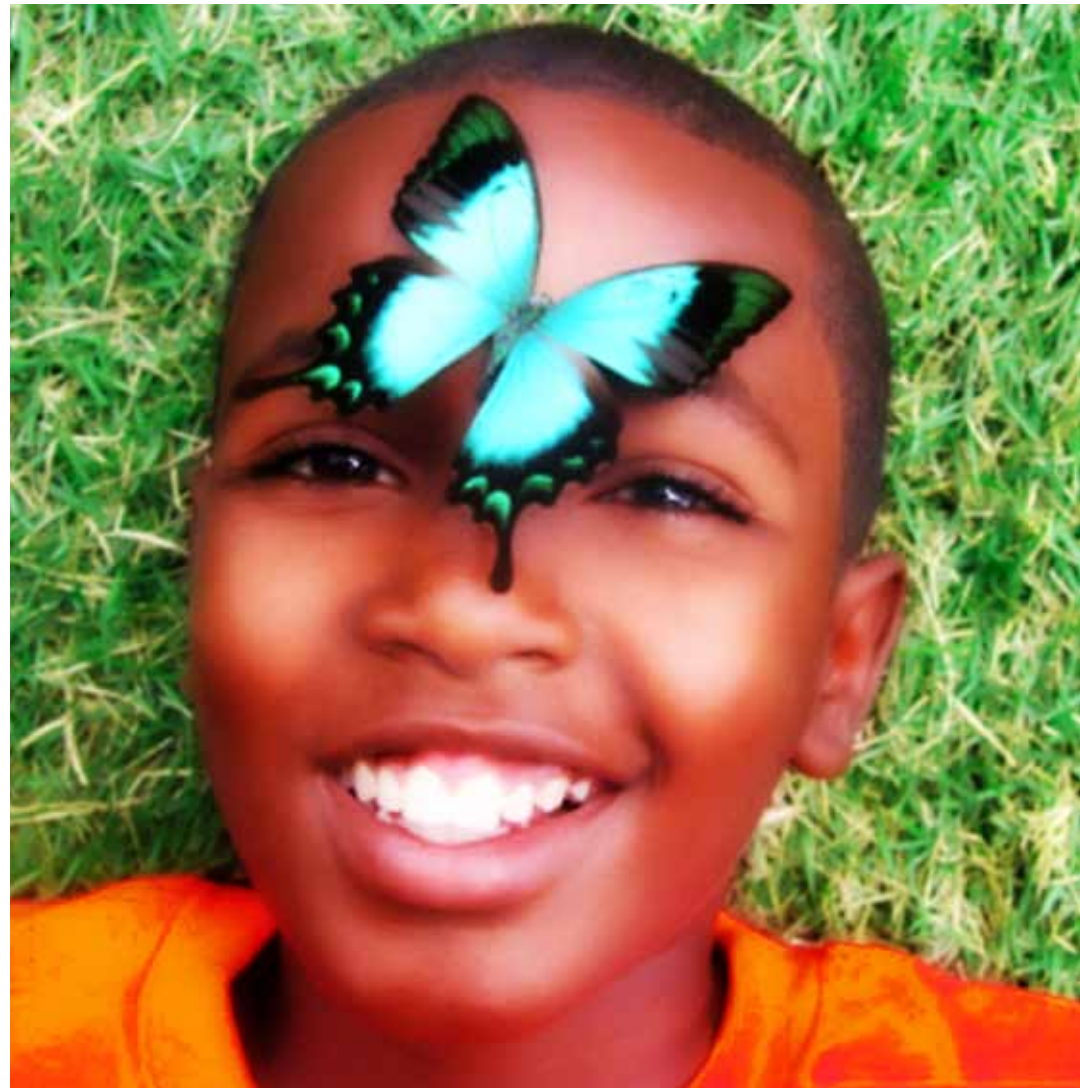
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Special donor highlights and thanks

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04
AD TEMPLATE

PRINT



**THIS IS A
CAMPAIGN
HEADLINE...**

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