

# Logo

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02.2

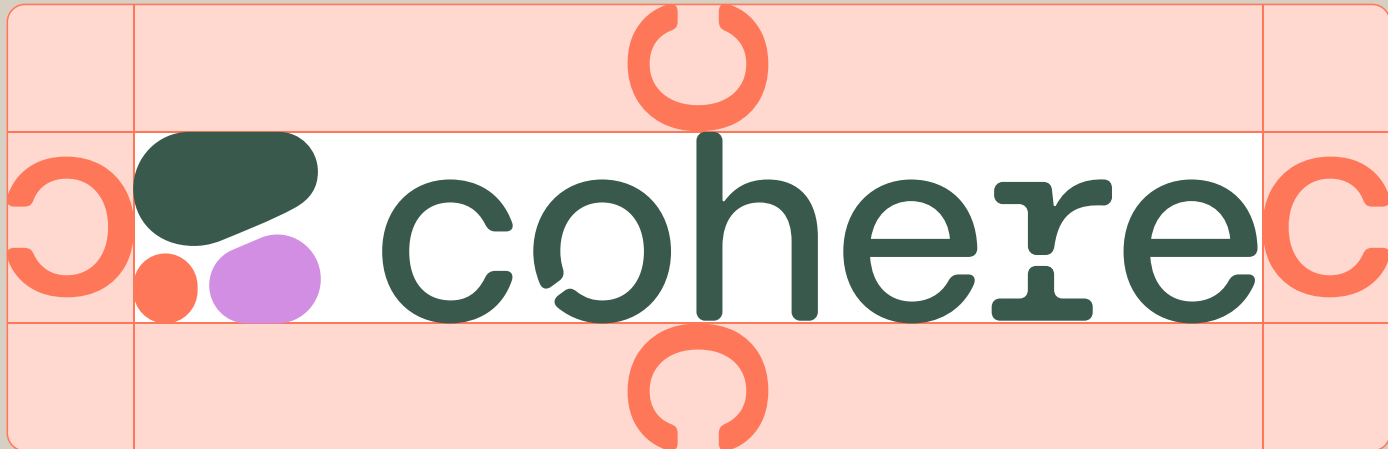
Logo

Our most important asset and the clearest identifier for our company. It consists of a symbol and a wordmark each with our cell visual language at the core.

The logo should be used in some form on all communications.



Safe area and  
minimum size



Safe area

To ensure our hero lock-up is not interfered with, a clear space of **Wordmark /c/** applies evenly around the top, bottom and sides.



Minimum Size Screen

In order to ensure the legibility of the hero lock-up across applications, it must not be reproduced at any size below **25px** high on screen.



Minimum Size Print

In order to ensure the legibility of the hero lock-up across applications, it must not be reproduced at any size below **0.5mm** high on print.

Color usage

As much as possible, our logo should be shown in our brand colors, in either Simulated Coral or Coniferous Green.

However, on some applications or layouts it may be necessary to place our logo over one of our brand colors. In this case, the wordmark should always appear in Marble White 300 (C:0 / M:0 / Y:0 / K:7) on print and Marble White 300 (EEEEEE) on screen.





Color usage

On some applications or layouts it may be necessary to place our logo over one of our brand colors. In this case, the wordmark should always appear in Marble White 300 (C:0 / M:0 / Y:0 / K:7) on print and Marble White 300 (E0E0E0) on screen.





Color usage

When placed over brand renders, the wordmark should be clearly legible and should always appear in Marble White 300 (C:0 / M:0 / Y:0 / K:7) on print and Marble White 300 (#EEEEEE) on screen.



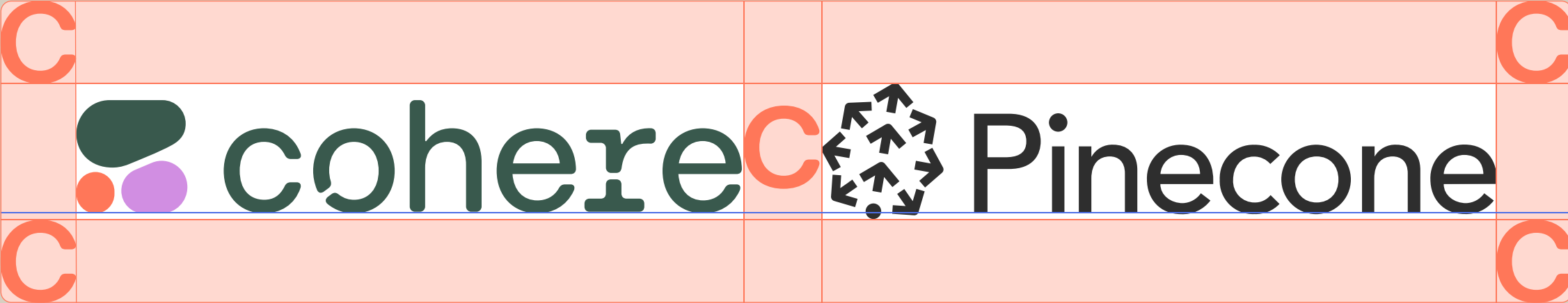
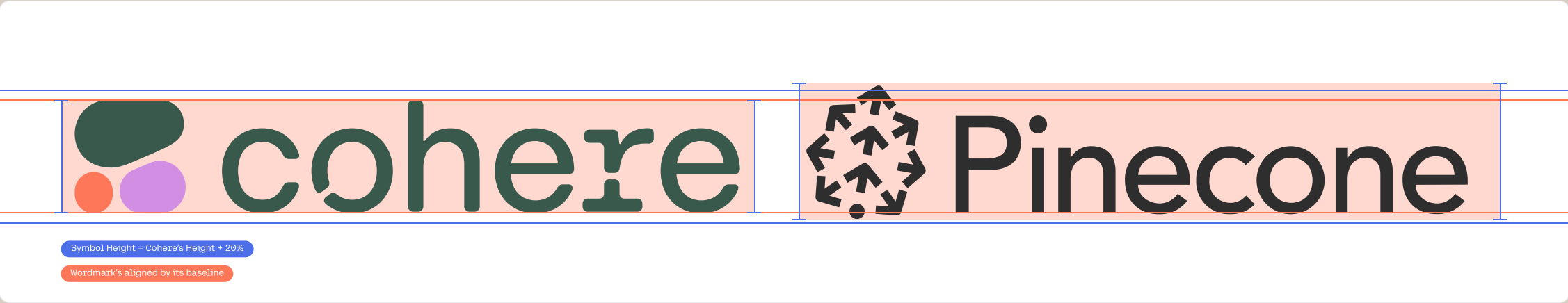


Mono version

When using applications that only support black and white or grayscale, we will use the logo either in Volcanic Black 800 (C:0 / M:0 / Y:0 / K:74) or Marble White 300 (C:0 / M:0 / Y:0 / K:7) on print and Marble White 300 (#EEEEEE) on screen.



Logo pairing – horizontal



Sizing and Placement

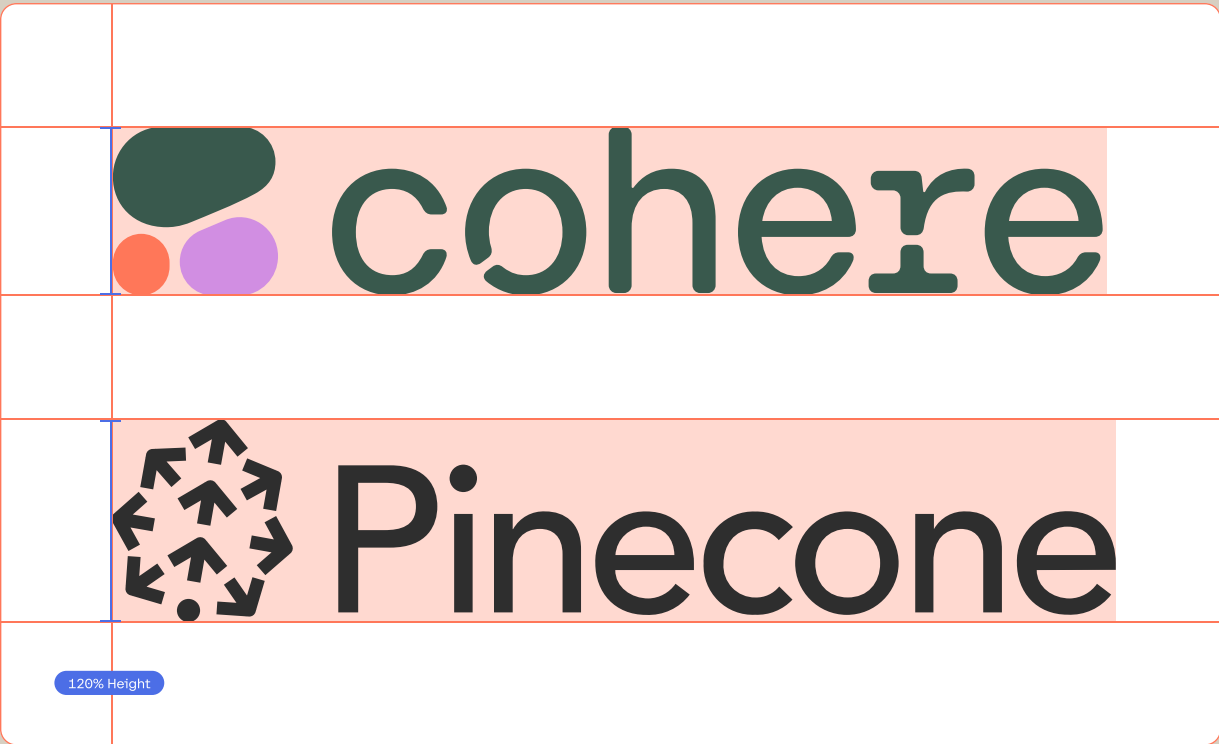
When placing another logo besides Cohere’s logo, both wordmark baselines must be aligned and you should follow one of these three directions (in this order) to achieve visual balance:

- 1. Cap Height = Cohere's /h
- 2. Both symbols with the same height
- 3. Symbol height = Cohere's Height + up to 20%

Spacing

The space in between and the safe area of both should be equal to Wordmark /c/

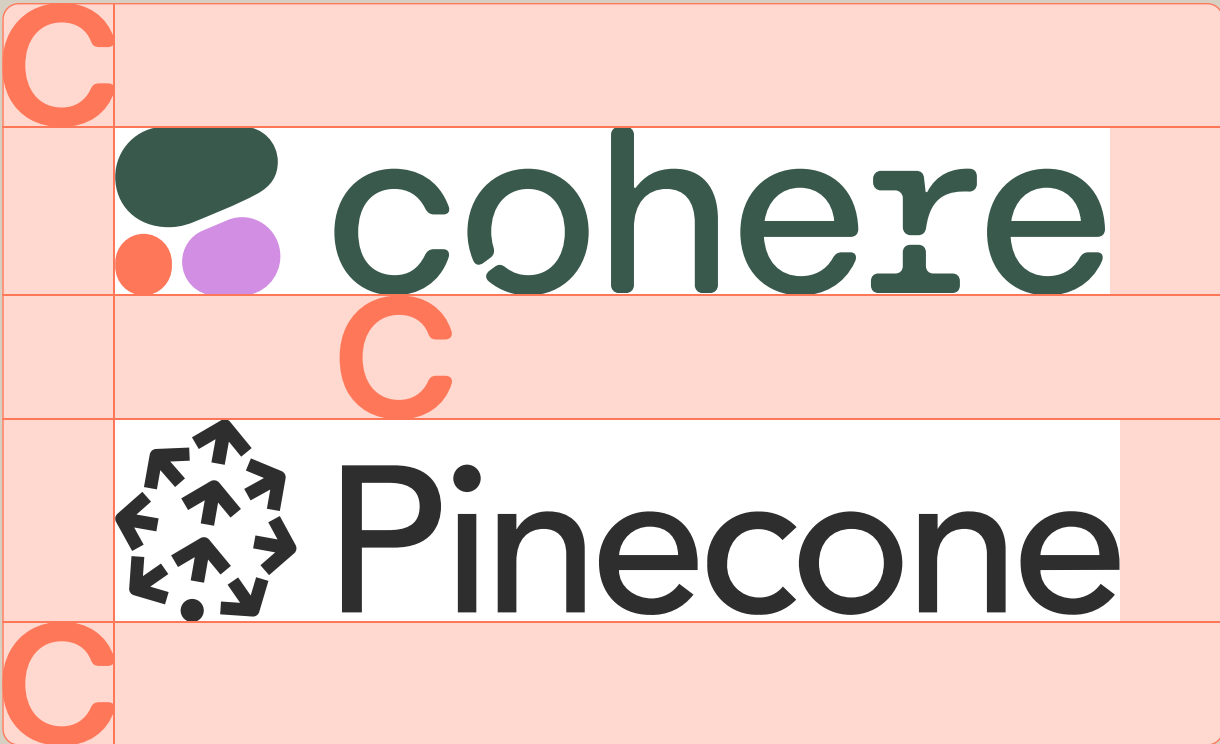
Logo pairing – stacked



Sizing and Placement

When stacking another logo with Cohere's logo, follow one of these 3 directions (in this order) to achieve visual balance:

- 1 Logo's Cap Height = Cohere's /h
- 2 Both symbols with the same height
- 3 Symbol height = Cohere's Height + up to 20%



Spacing

The space in between and the safe area of both should be equal or greater to Wordmark /c/

Logo pairing examples



Misuses

To ensure legibility and consistency, our lock-up should not be altered in any way and should always appear on a clear background.



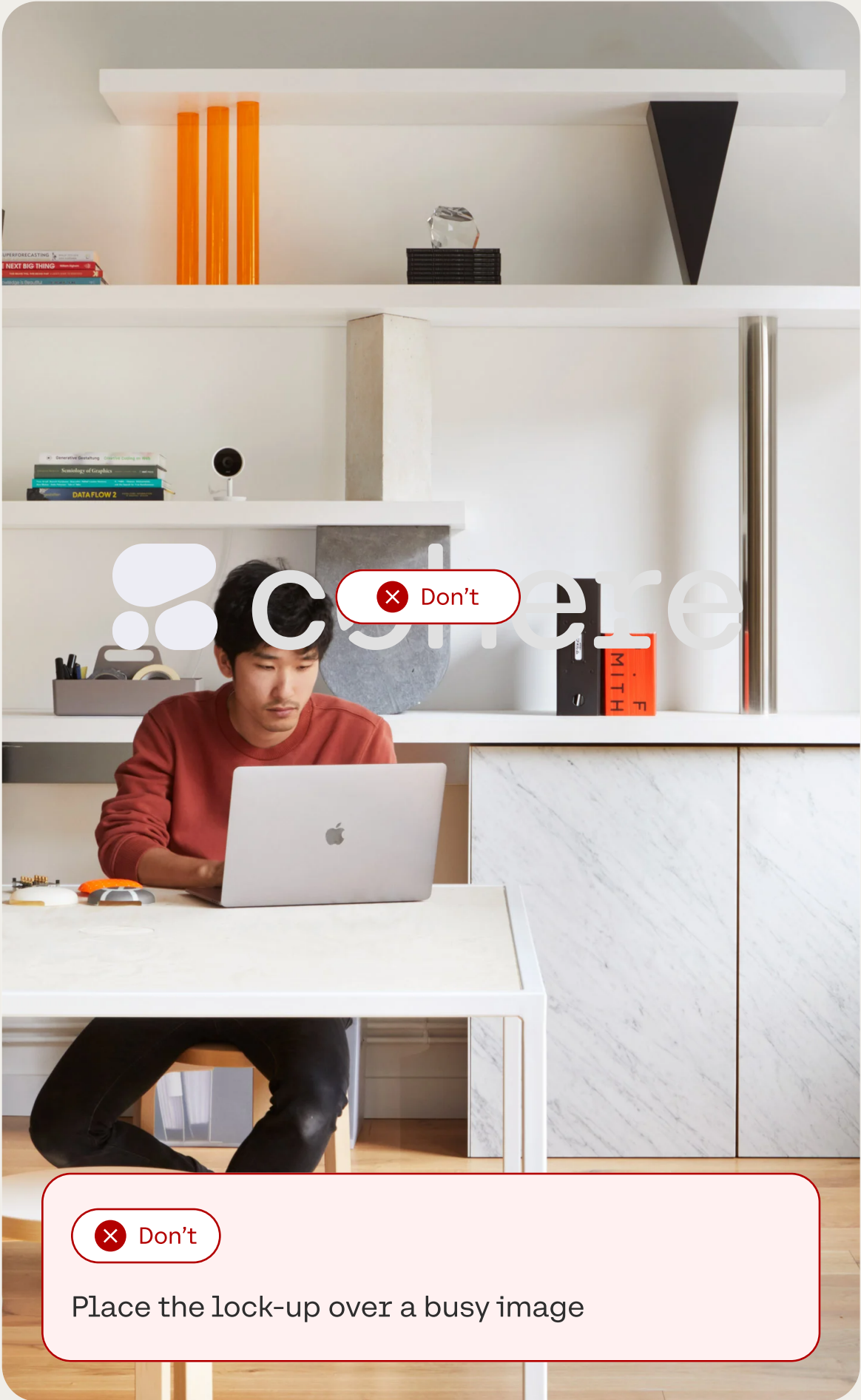
Don't

Stretch or alter the lock-up



Don't

Add effects to the lock-up (i.e. drop shadow)



Don't

Place the lock-up over a busy image



Don't

Use colors not included in the brand palette