



Brand Guidelines

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Introduction

Brand Values

Colectare's brand values include honesty about our services and a determination to provide the best possible service to our customers. Our mission as a brand is to provide an alternative to other services that do not provide transparency towards the customer and

Honest

Graceful

Fun

Modular

Trustworthy

The Colectare wordmark logo carries the essence of an accessible and fun service that is honest about what they do.

COLECTARE

COLECTARE



The Colectare logo should have at least this amount of space surrounding it. You can use the 'E' in the logo as a measurement option.

The word 'COLECTARE' is written in a bold, black, sans-serif font, rotated at a steep diagonal angle.

Do not rotate at a diagonal angle.

The word 'COLECTARE' is written in a bold, black, sans-serif font, but the letters are distorted and warped, with some appearing stretched and others compressed.

Do not warp or transform the logo.

The word 'COLECTARE' is written in a bold, black, sans-serif font, but the entire text is filled with a bright, neon green color.

Do not use eye-straining colours.

The word 'COLECTARE' is written in a bold, black, sans-serif font, but the text is heavily blurred, making the letters indistinct.

Do not add special effects unless truly necessary.

The word 'COLECTARE' is written in a bold, black, sans-serif font, but the entire text is mirrored horizontally, appearing as a reverse image.

Do not flip the logo.

The word 'COLECTARE' is written in a bold, black, sans-serif font, but there is significant extra space between each letter, making the word look fragmented.

Do not add extra space between the letters.

Colour Usage

<p>Pine Green</p> <p>HEX: 465C4D RGB: 70, 92, 77 CMYK: 24/0/16/64</p>	<p>Mint Joy</p> <p>HEX: 88d89c RGB: 136, 216, 156 CMYK: 37/0/28/15</p>	<p>Welcome Pink</p> <p>HEX: F45574 RGB: 244, 85, 116 CMYK: 0/65/52/4</p>	<p>Graceful Yellow</p> <p>HEX: ffd27c RGB: 255, 210, 124 CMYK: 0/18/51/0</p>	<p>Lightweight gray</p> <p>HEX: e4e5e6 RGB: 228, 229, 230 CMYK: 1, 0, 0, 10</p>
<p>Lucky Green</p> <p>HEX: 5D9F67 RGB: 93, 159, 103 CMYK: 42/0/35/38</p>	<p>Tea Green</p> <p>HEX: C6D19A RGB: 198, 209, 154 CMYK: 5/0/26/18</p>	<p>Calming Pink</p> <p>HEX: FFA6AB RGB: 255, 166, 171 CMYK: 0/35/33/0</p>	<p>Strong Yellow</p> <p>HEX: FFEB00 RGB: 255, 235, 0 CMYK: 0, 8, 100, 0</p>	<p>Tranquil Black</p> <p>HEX: 2d2a2b RGB: 45, 42, 43 CMYK: 0, 7, 4, 82</p>

Our Colours

Colectare's colour palette reflects the excitement our service provides, a connection to nature and a sense of honesty and affordability.

Represents trees as they uphold similar values to Colectare - dependable, strong, natural, graceful, calming.

It is meant to make users feel calm whilst using the service as well as conveying a sense of tranquility.

This colour represents the strength of our packaging as well as the excitement that we want our customers to feel when awaiting their orders' arrival.

Represents a mellow, calming emotion that acts as a third colour of the calming colours.

The base colour that holds great significance as it allows for readability and a background colour that is accessible.

Represents a refreshing quality that has a calming effect to it. It is the softer counter part to Pine Green.

It is meant to represent a calm and fun feeling that we want the customers to feel when browsing our website or opening our packages.

Represents the vulnerable yet fun side of the brand that harmonizes with the other colours and adds a different dimension.

This bold colour works as a symbol of not being afraid to stand out and alludes to the star that is often used in our visual language.

Represents the usual paragraph typography colour. It also holds great significance for the brand as it allows for clarity and accessibility.

ABCDEFQ0123!£\$
abcdefg

ABCDEFQ0123!£\$
abcdefg

ABCDEFQ0123!£\$
abcdefg

ABCDEFQ0123!£\$
abcdefg

MuseoModerno
Bold Italic

MuseoModerno
Extra Light

MuseoModerno
Italic

MuseoModerno
Extra Light

The headline fonts used all belong to the Museo Moderno typeface - this typeface encapsulates the main mission of Colectare which is to stand out and have a sense of honesty.

ABCDEFGH0123!£\$
abcdeƒg

ABCDEFGH0123!£\$
abcdeƒg

ABCDEFGH0123!£\$
abcdeƒg

ABCDEFGH0123!£\$
abcdeƒg

Tchig Mono
Bold

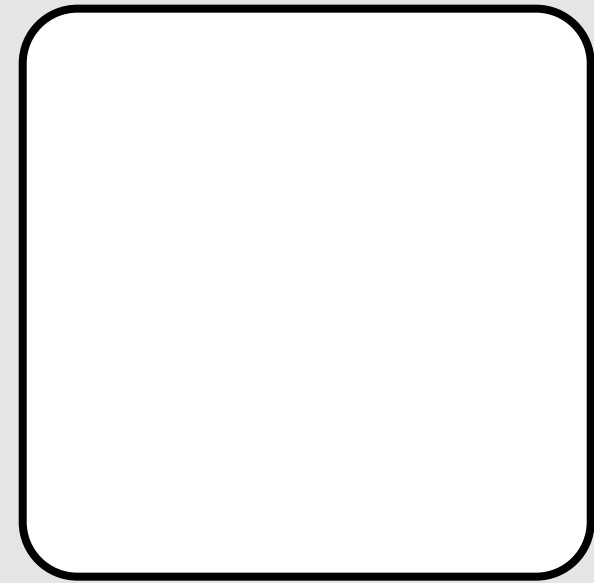
Tchig Mono
Medium

Tchig Mono
Regular

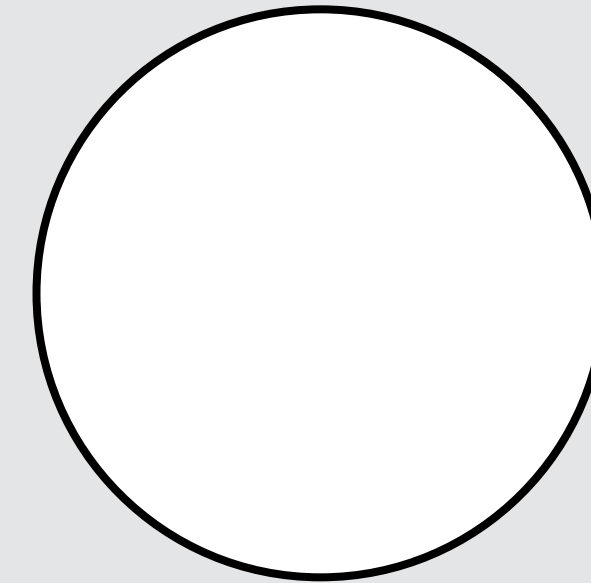
Tchig Mono
Light

The paragraph typeface is meant to create a hand-printed feeling that is easy to read and has been tested across different platforms to ensure clarity. This typeface offers a slightly geometric style of type that fits the iconography and visual language of Colectare.

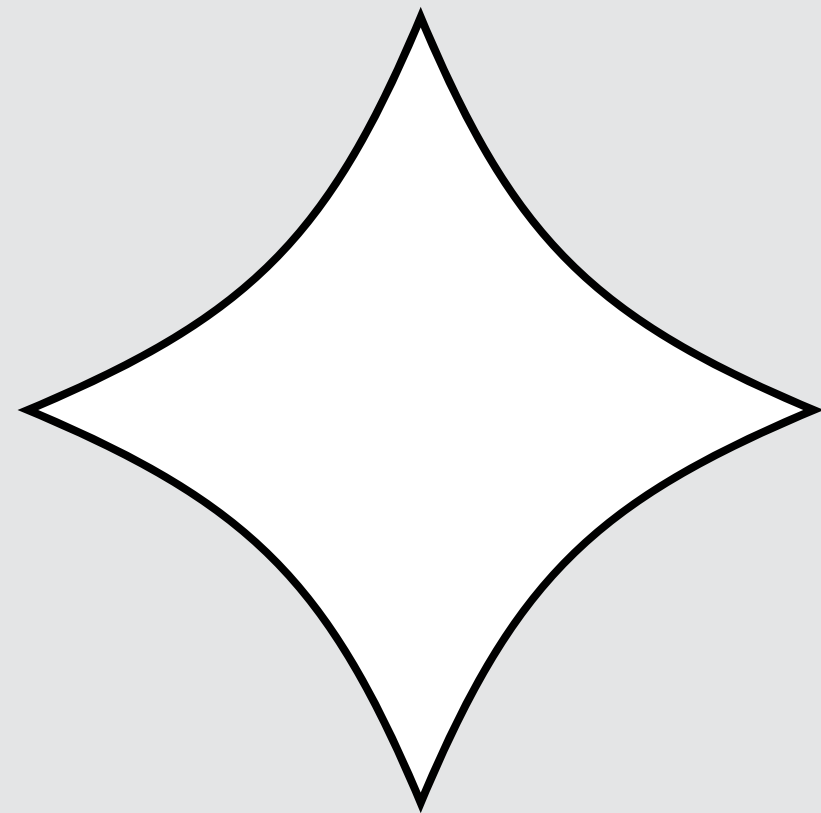
Visual Language



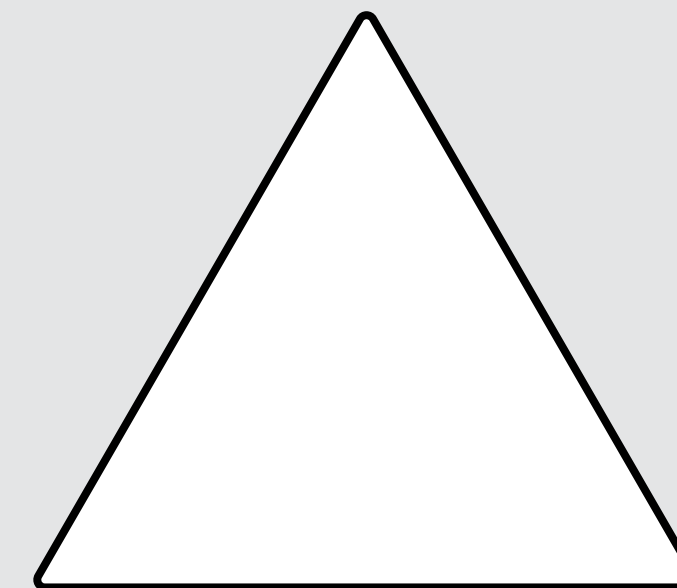
The rounded rectangle is representative of Colectare's packages and their stability as well as serving as the most fundamental part of the shape language.



The Circle represents protection, reliability and a want to return back to the service again and again.



The four-sided star represents luck, fun and excitement that users can find from ordering from Colectare. The pucker and boat must be at -40% in order to be accurate.

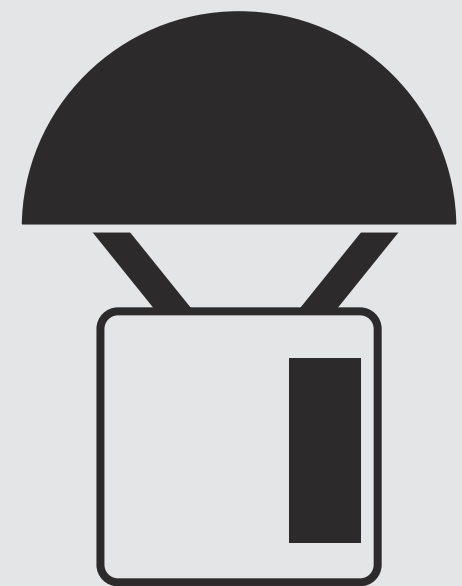


The Arrow represents stability, direction and travel.

All of these shapes are to be used when creating custom icons or illustrations.



The waves are meant to work as a visual signifier of travel of the package through seamaill. It is usually meant to be used as a visual divider.



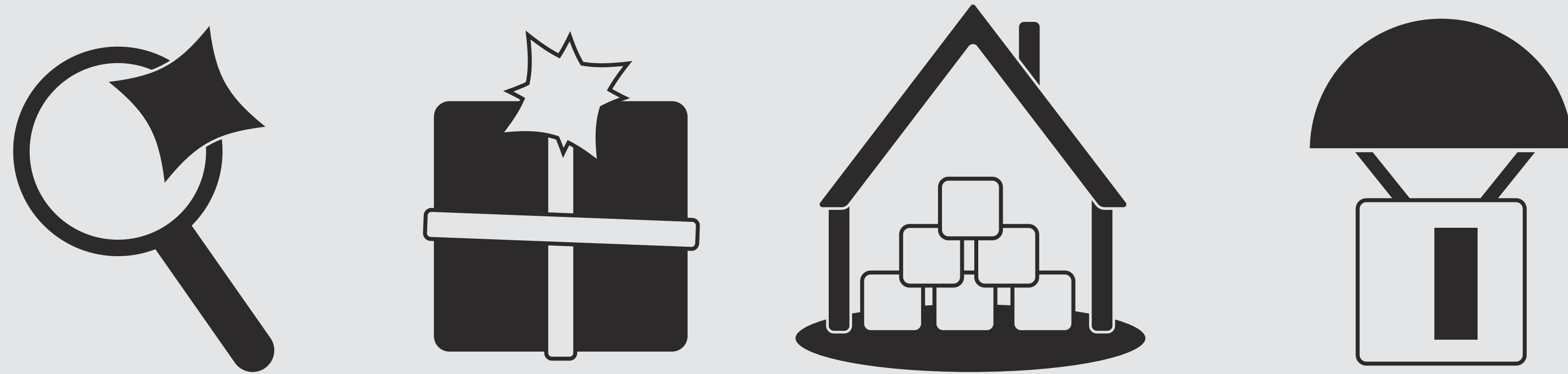
The parachute with a box is a visual signifier to represent the travel of the package through the air and arriving safely. It is usually used as a divider or visual accent.



The wings are meant to represent swift and safe delivery through air and it can be used for numerous symbols in digital or print format.



The Colectare logo pattern has to be rotated horizontally and it has to be in a 'brick-like' formation. This can be used for products such as branded tape and event backdrops.



The iconography that Colectare uses is built from our signature shapes in order to form a coherent visual language that can be upheld across different platforms without losing its meaning. The main messaging that this iconography is meant to get across is a sense of excitement and magic that is built from a stable and trustworthy base.

The End

Thank You!

Branding Guidelines