

# CORDING CONCIERGE

## LOGO RATIONALE

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#### “LINKED” LOGO:

Inspired by the brand-mark of both the Susan G. Komen “ribbon” and the Coco Chanel “C’s”, this icon has two C’s that connect as ONE and form a sense of a ribbon when viewed from the right perspective. The wireframe design has the intention of bringing together the unknown into a state of connectedness.

The ‘Linked’ nodes are visually the most prominent aspect in the logo, as they are the only elements that contain color. This is by design because they are also the most important part of the overall design. It is this element that truly indicates the connection (or link) between the patient, the doctor, and the knowledge they both seek. They are laid-out in a descending format to provide a sense of pointing forward...the overall objective of the movement of knowledge, as well as the organization itself.

Titanium and Brilliant Pink have been chosen because both are strong and bold, indicative of both the patient and doctor. This pink, while not the exact same as Susan G. Komen, is a very established color in the breast cancer community. Titanium grounds the pop of pink in our modern world. The font choice of Montserrat is well suited for today’s digital world.

### LOGO BREAKDOWN



The titanium C’s provide a sense of unity and togetherness. Inspired from modern simplicity, they also create a ribbon that is inspired from the Susan G. Komen foundation.



The 3 ‘nodes’ are LINKED by equal distance representing the importance of equality from patient to doctor to knowledge. They point forward to indicate the organization’s forward trajectory.



The Divider Lines, while secondary, are a design choice to help separate the icon from the text.

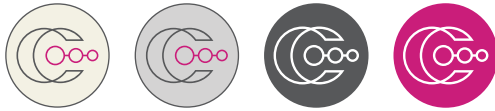
Titanium (2 shades of gray) is used to connect the typeface to the brandmark, but not become overbearing.

“Montserrat”, a modern and sleek typeface, provides a strong placement in today’s digital world.

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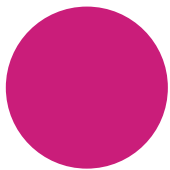
## STYLE SHEET

### PRIMARY LOGOS

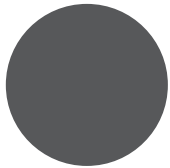


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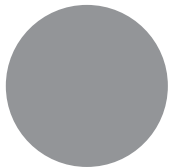
### COLOR PALETTE



**BRILLIANT PINK**  
CMYK: 2, 94, 5, 15  
RGB: 201, 37, 122  
HEX: C2337C



**BOLD TITANIUM**  
CMYK: 0, 0, 0, 80  
RGB: 89, 90, 91  
HEX: 595A5B



**TITANIUM**  
CMYK: 0, 0, 0, 50  
RGB: 146, 146, 150  
HEX: 595A5B



**WARM TITANIUM**  
CMYK: 3, 4, 5, 10  
RGB: 220, 217, 214  
HEX: DCD9D6



**LATTE**  
CMYK: 0, 0, 8, 5  
RGB: 242, 240, 225  
HEX: F2F0E1



**POWER TEAL**  
CMYK: 80, 20, 40, 2  
RGB: 77, 148, 152  
HEX: 4D9498



**SHADOW PINK**  
CMYK: 2, 94, 5, 50  
RGB: 137, 8, 81  
HEX: 890851

### FONTS

## HEADINGS

### SUB HEADINGS

Font: Montserrat—**Medium** & Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!\*\$#@&+=

### BODY COPY

Font: Gotham—Book, **Medium, & Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!\*\$#@&+=

Font: Avenir Next—Regular, & **Demi Bold**  
(alternate)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!\*\$#@&+=