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Brand guidelines



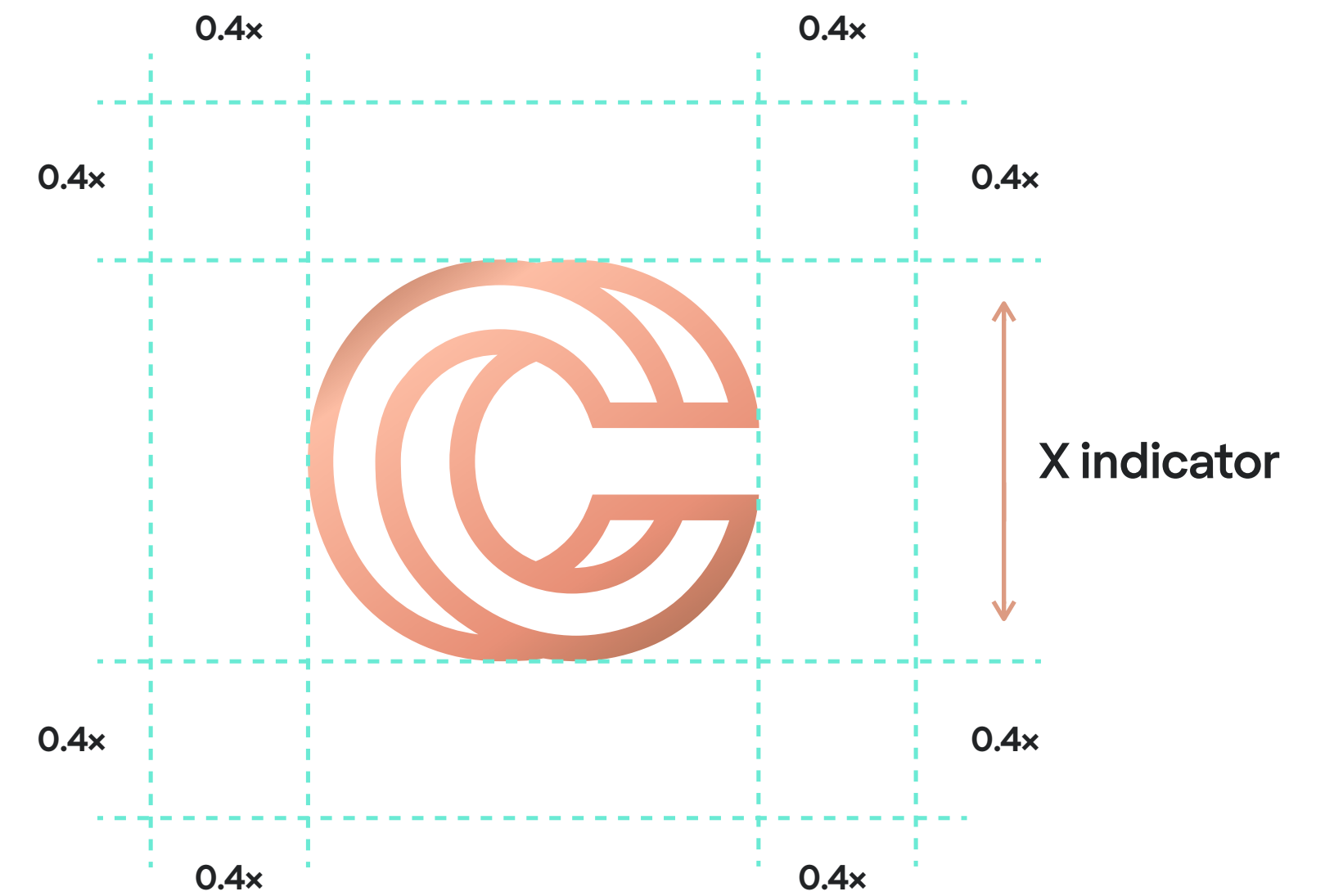
Logos & Usage

Clearspace

The logo is compromised of a logo and a word-mark. It needs an adequate amount of Clearspace to be able to breathe. This can be calculated by the X-height of the word-mark.



You can also use a version of the logo that has no word mark. This would be best used when the name of the brand is already known, where space is limited or for brand collateral.



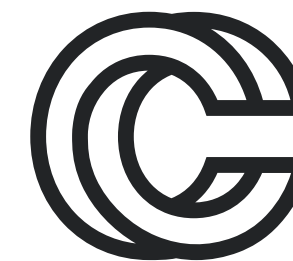
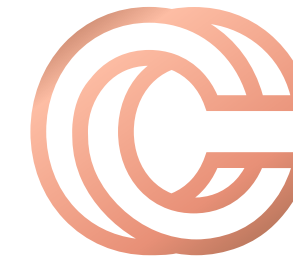


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Logos & Usage

The logo also has several variations that can be used when applicable.

The logo also has a mono colour version for printed and 1 colour applications.





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Logos & Usage

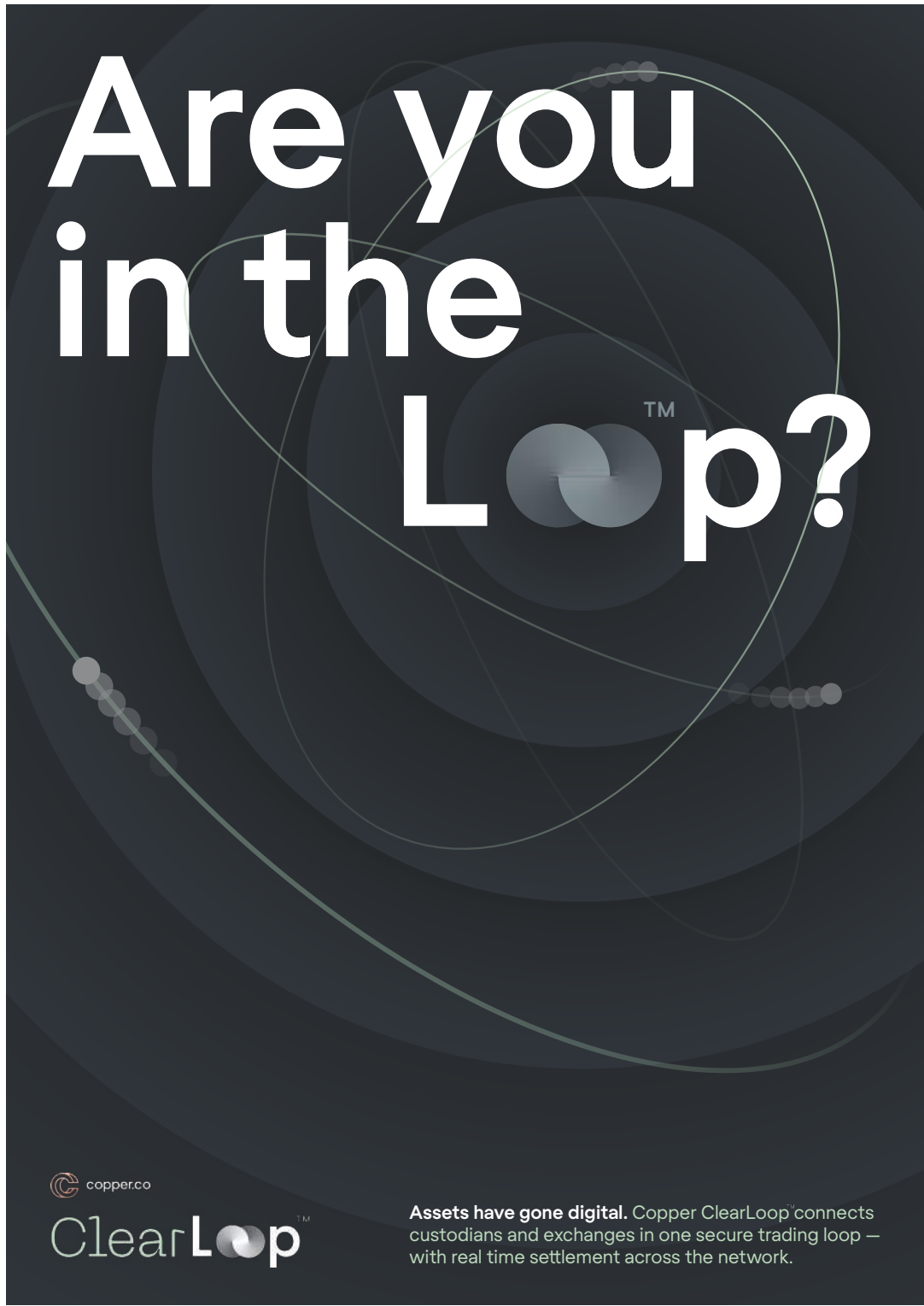
In some instances the logo colours can be substituted with others as long as it is within the brand's colour palette and communicates a premium brand.



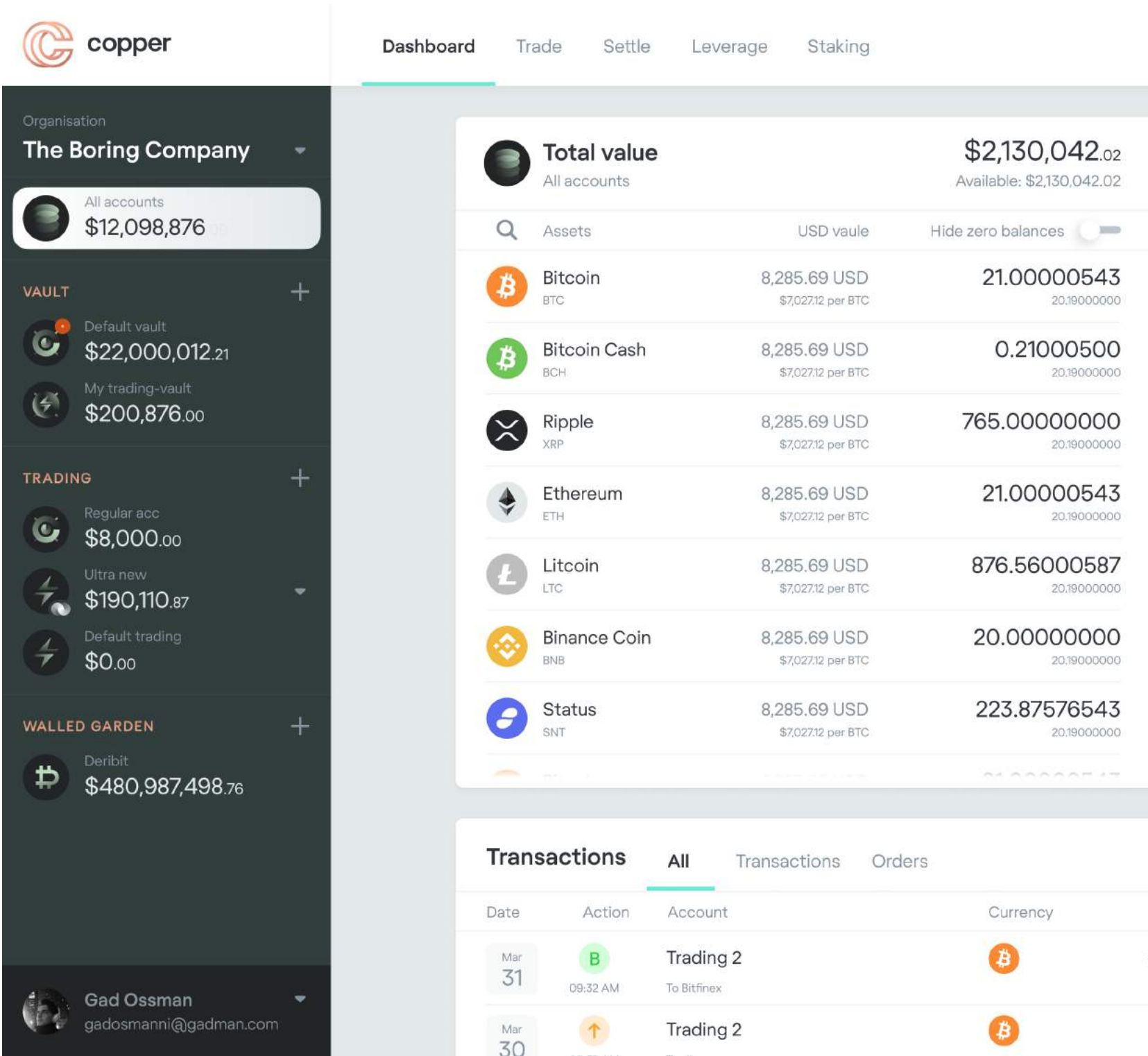


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Logos Usage Examples



Logo used in posters



Logo used in app design



Logo used in blog banners.



Colour Palette



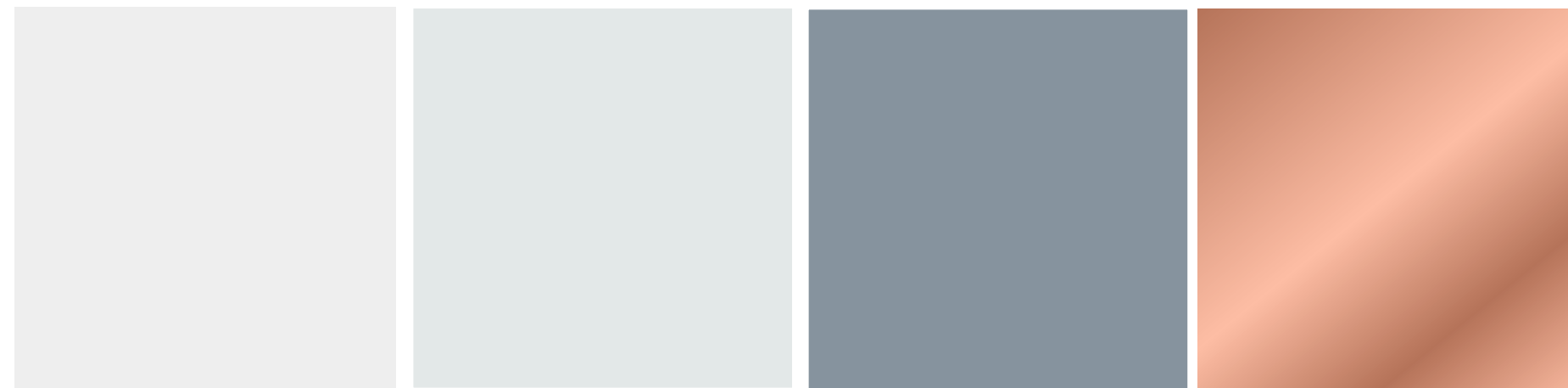
Charcoal
#222426

Faded Navy
#30353B

Moss Green
#313E3C

Mint Green
#BDDBBF

Copper Oxide
#6AEAD4



Off White
#EEEEEE

Mid Grey
#E3E8E8

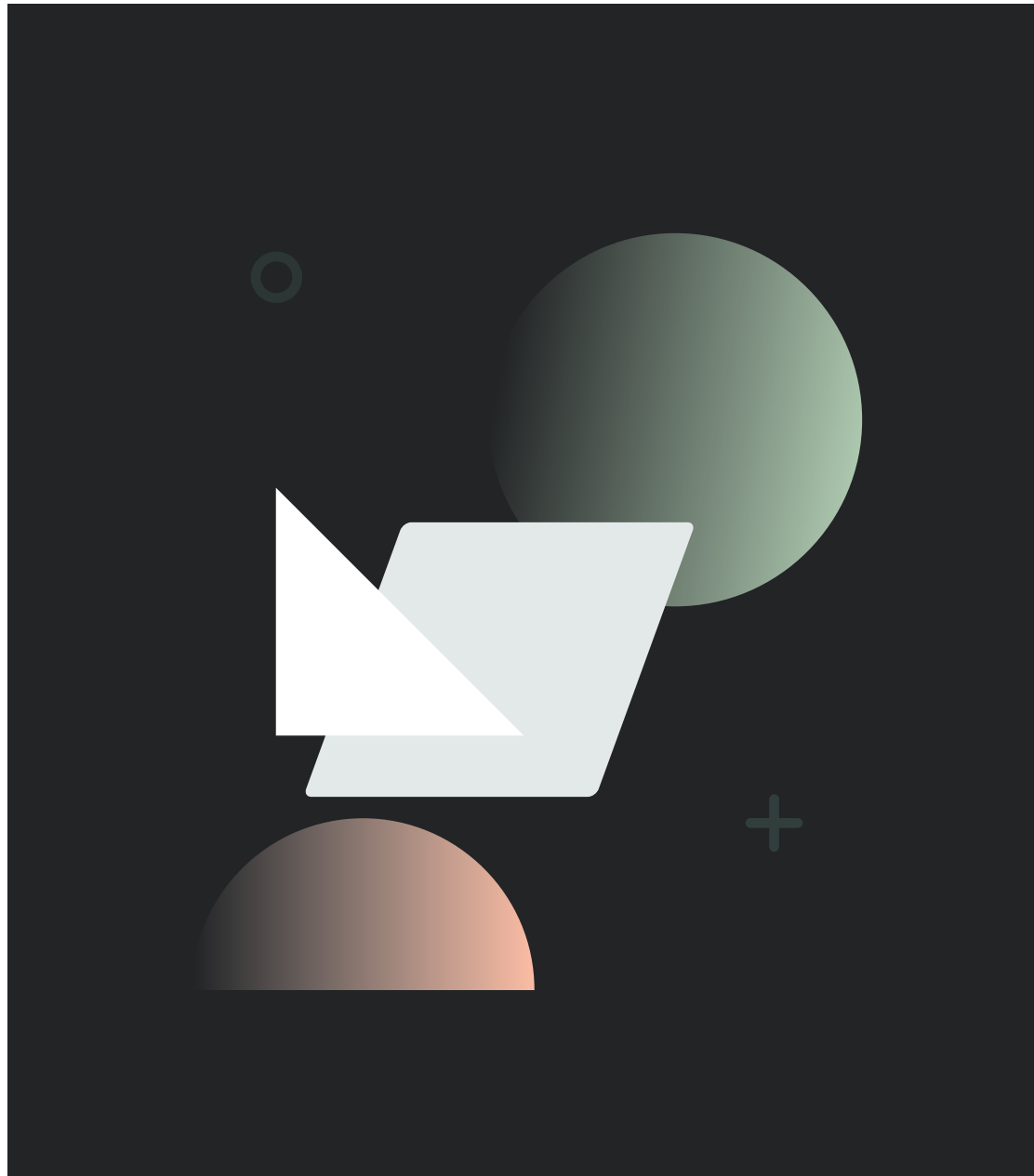
Slate
#86939E

Copper Foil
#B57359 >
#FDBDA4

White
#FFFFFF



Colour Usage



Contrasting Colours

Contrasting colour creates dramatic eye-catching visuals.



Complimentary Colours

Complimentary colour combination can be used to create harmonic visuals.



Tonal Colours

Subtle low contrasting colours allow colours to be in the background in the visual hierarchy. This works well in background images, iconography and pattern washes.



Illustration Style

Illustration styles should incorporate isometric elements with use of gradients to create a lot of depth in a 2D image.

Visuals should be minimal and timeless.

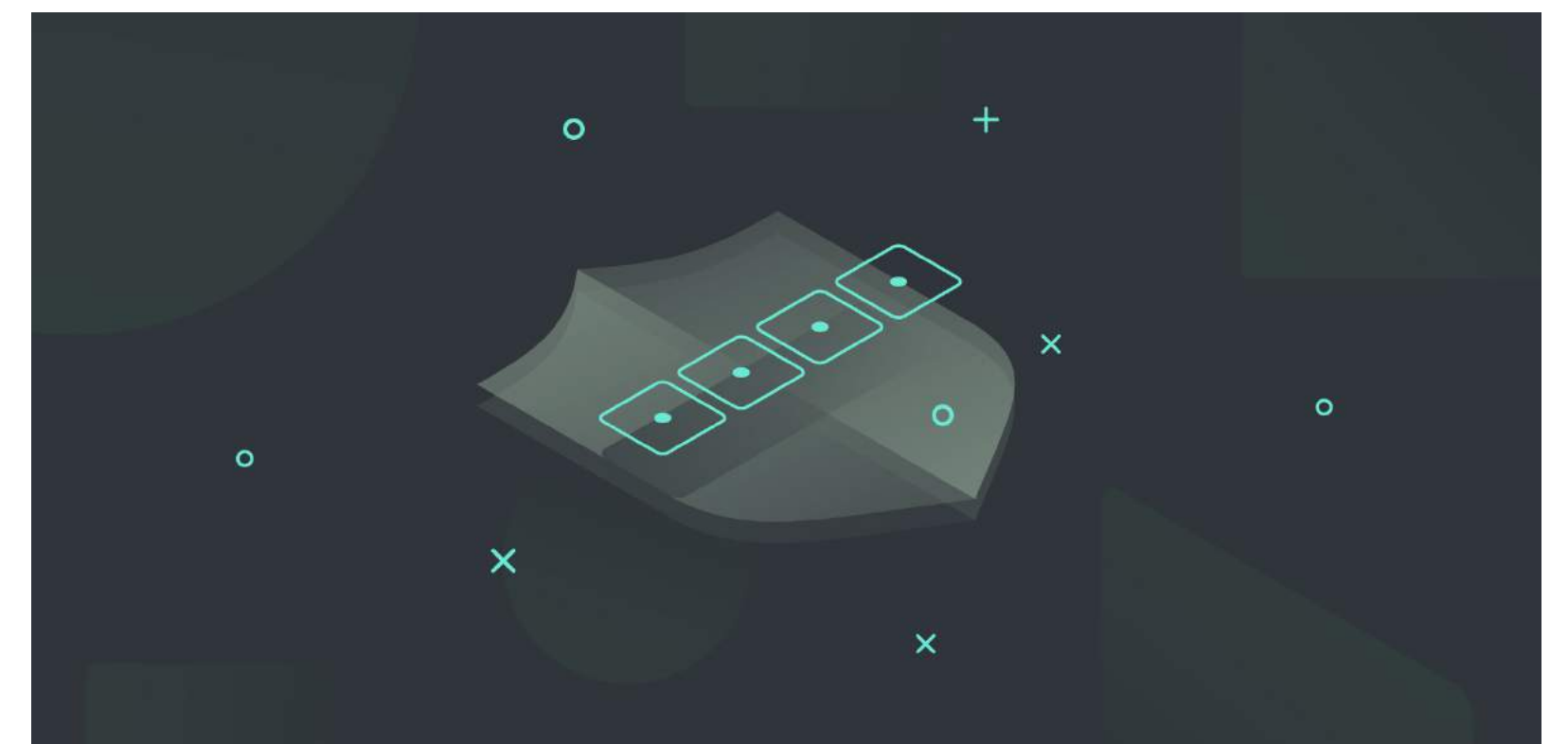
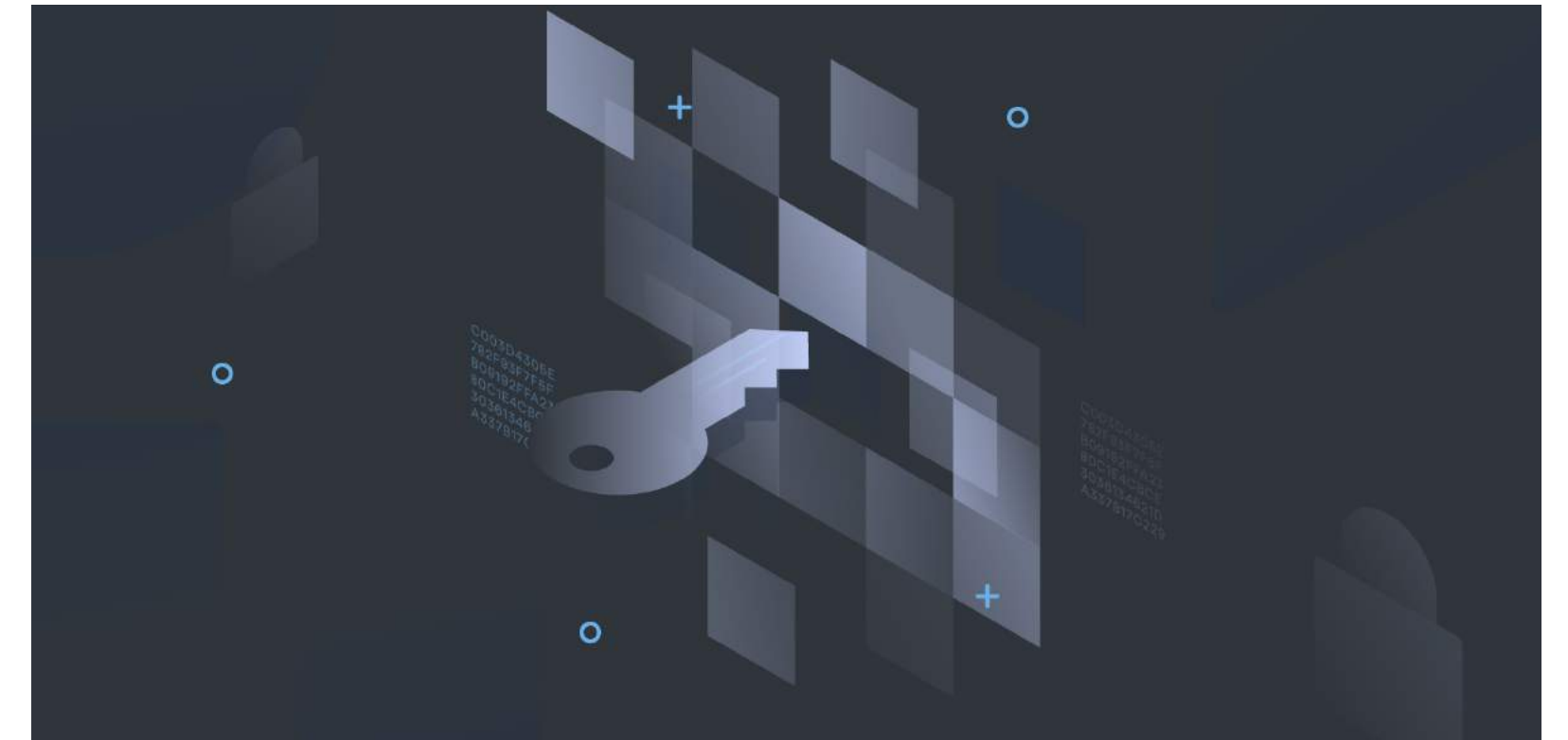
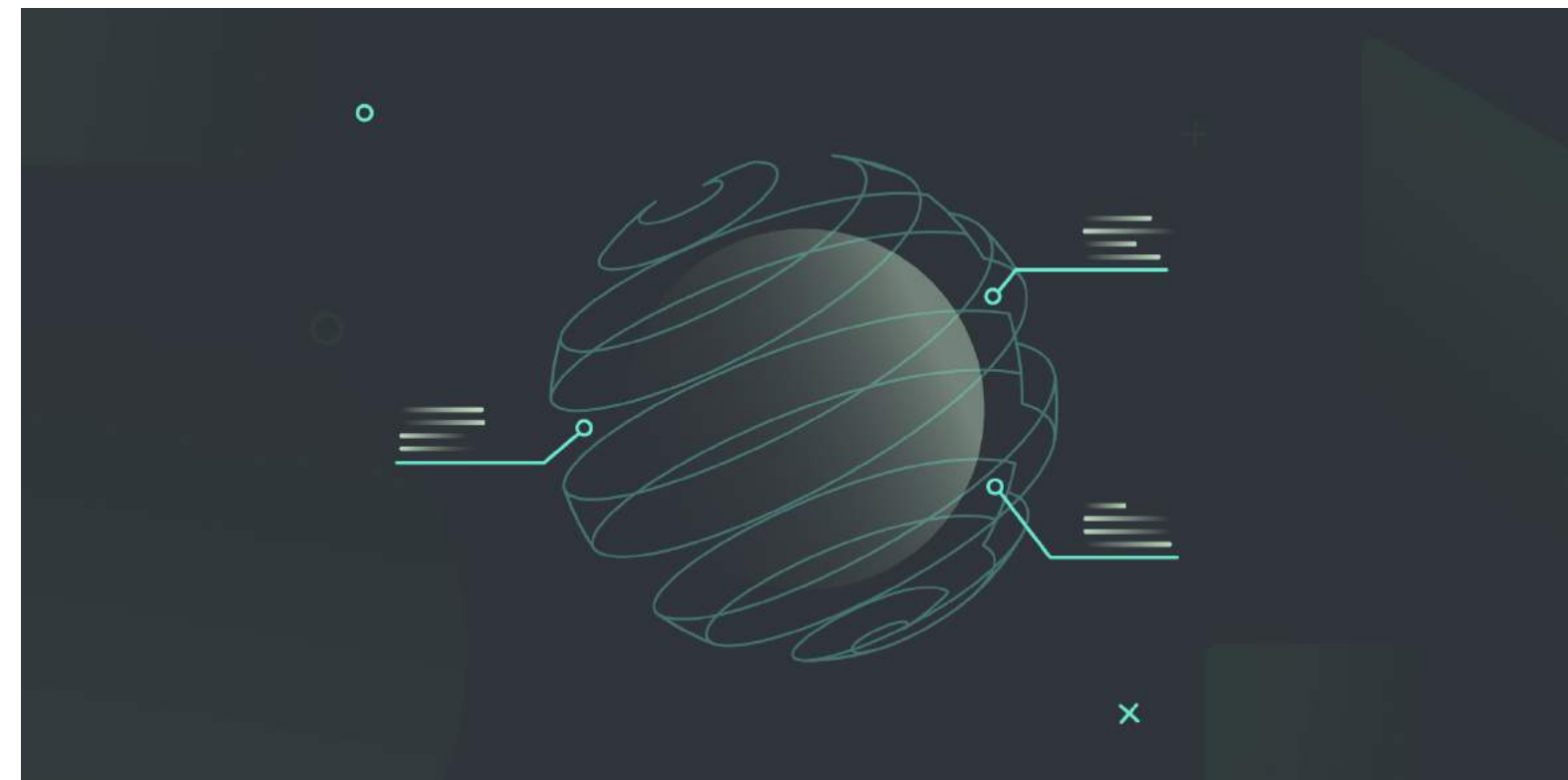
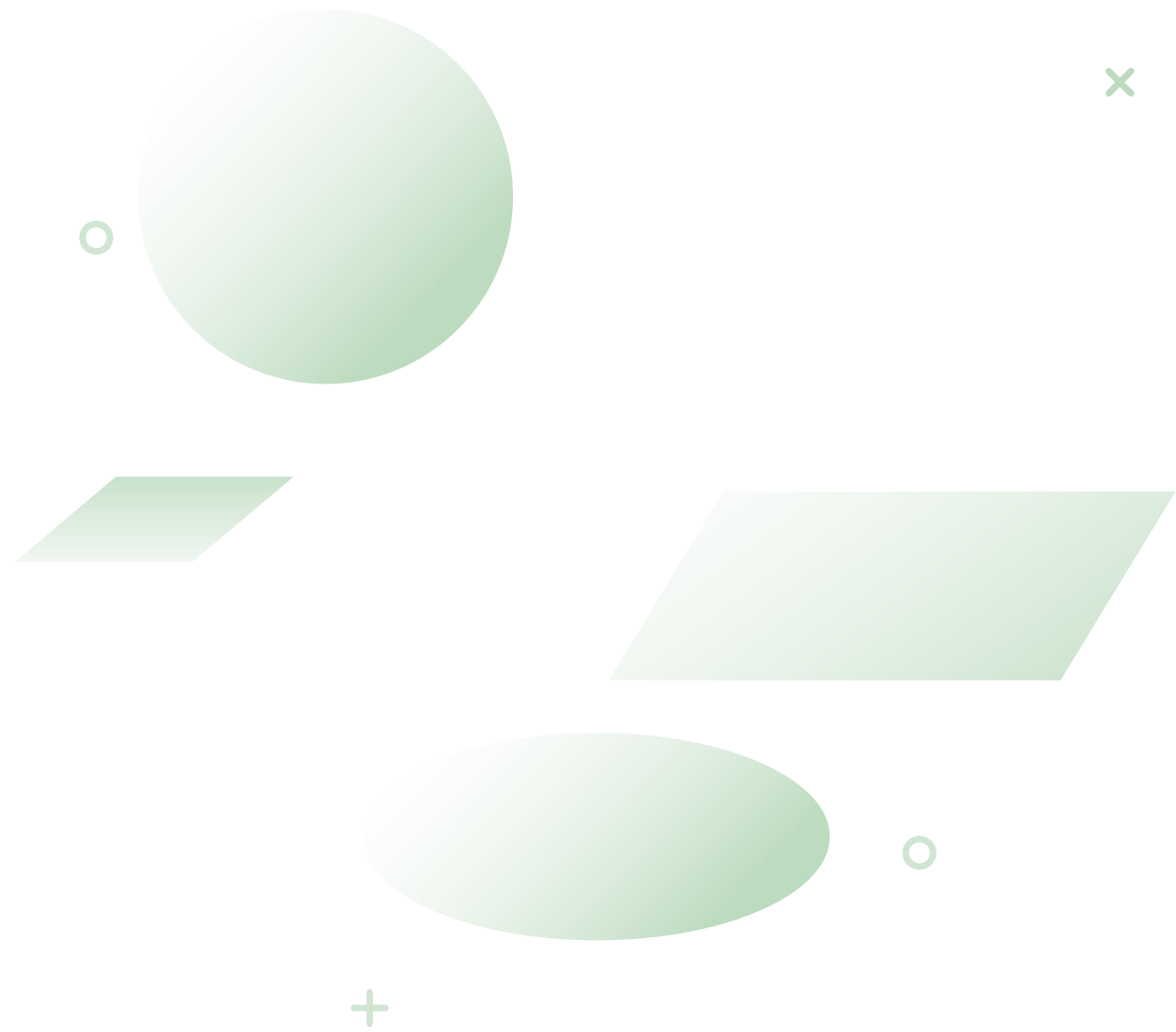


Illustration example



Icon Style

Similar in essence to the illustrative style, Icons should be minimal; communicating more with less. Main colours for icons are “Moss green” (#313E3C) and “Mint Green” (#BDDDBF), with use of gradients to add depth.





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Typography

Copper's branding includes two typefaces: '**Regola Pro**' and '**IBM Plex Sans**'. Regola Pro is the main typeface and includes different weights: book, medium and bold. Ideally one should stick to just using Regola Pro as there are many combinations that can be made with the different weights. The combination of font size and weight can create a great typographical hierarchy; bold and bigger being titles and main headlines; smaller and thinner text being 'body text'. Once a system is made, one should stick to it.

However, if another typeface is needed for secondary information, 'IBM Plex Sans' can be used.



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Regola Pro

For those who know

Everything you need to prosper in a rapidly evolving market*

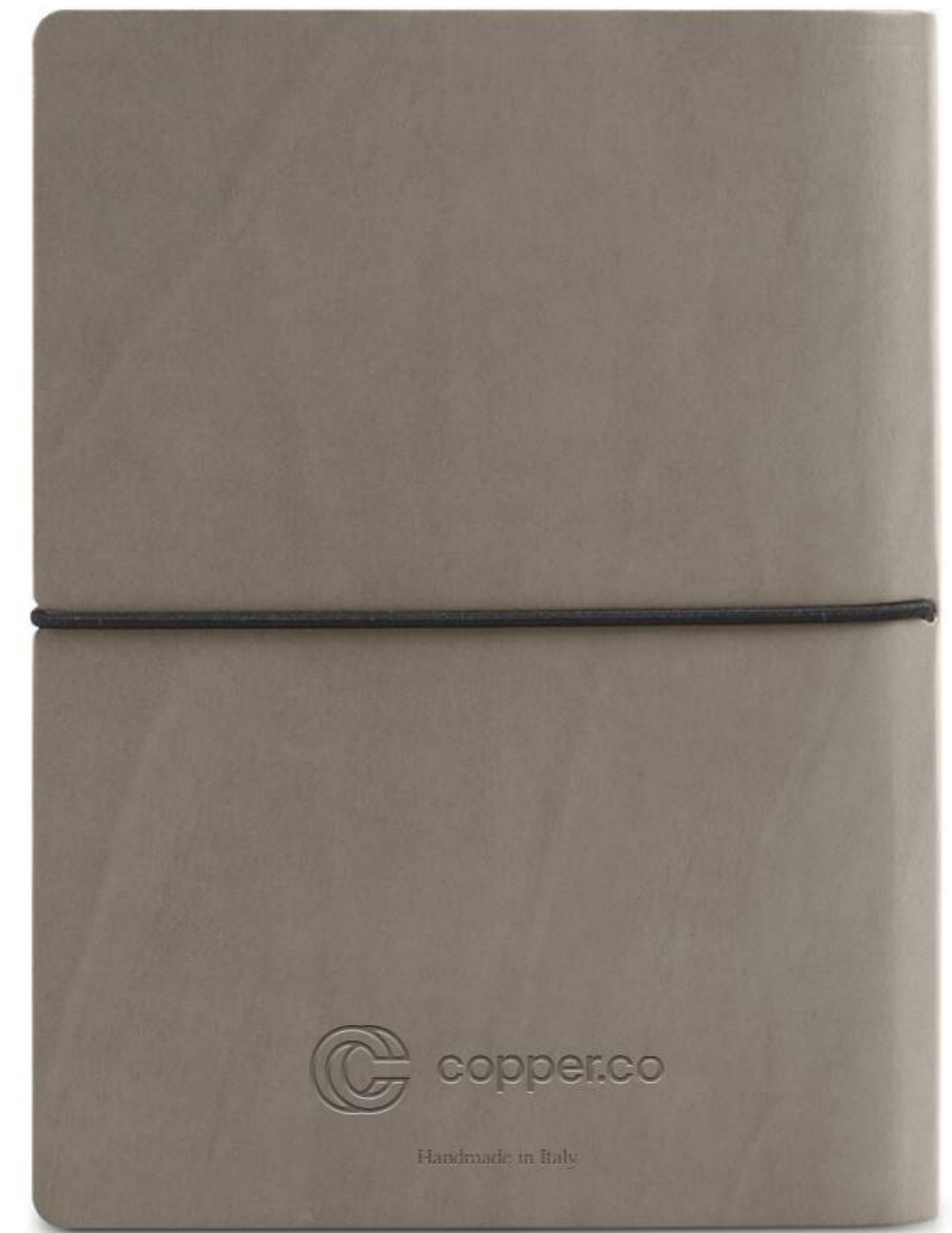
IBM Plex Sans

*Regulatory tracker coming soon.



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Branding Collateral





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