RULE THE BRAND RULES.

Brand guidelines
Version 1
2025

COSEGIC
RULE THE RULES

Logo variations

COSEGIC
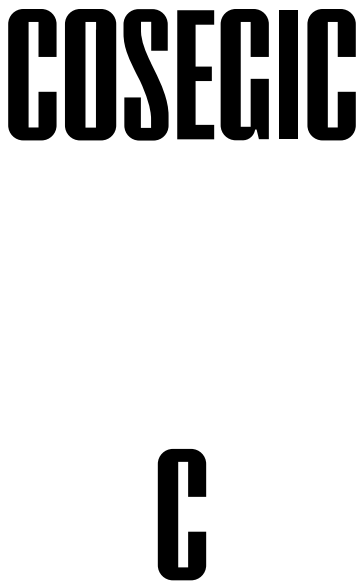## RULE THE RULES

Primary Lockup

This is our primary logo and should be used wherever possible.

'Rule the Rules' should always be present.

C-Mark

The C-Mark can be used as a 'sign off' or when space is limited, for example, the LinkedIn avatar.

COSEGIC

C

Restricted space

Our logo and C-Mark, without 'Rule the Rules' can only be used when space is severely restricted or where printing techniques mean the strapline is not viable.

C pattern rules

C patterns can be created by interlocking, rotating and overlapping the C from the Cosegic logo. These can be used to add texture and visual interest to your communications.

Patterns can be used subtly or with impact; can be used at any scale, solid or outlined, orientated vertically, horizontally or diagonally and can be used in any of the brand colours and tints.

A suite of ready-made patterns are available on [**server name here**] but feel free to create your own.
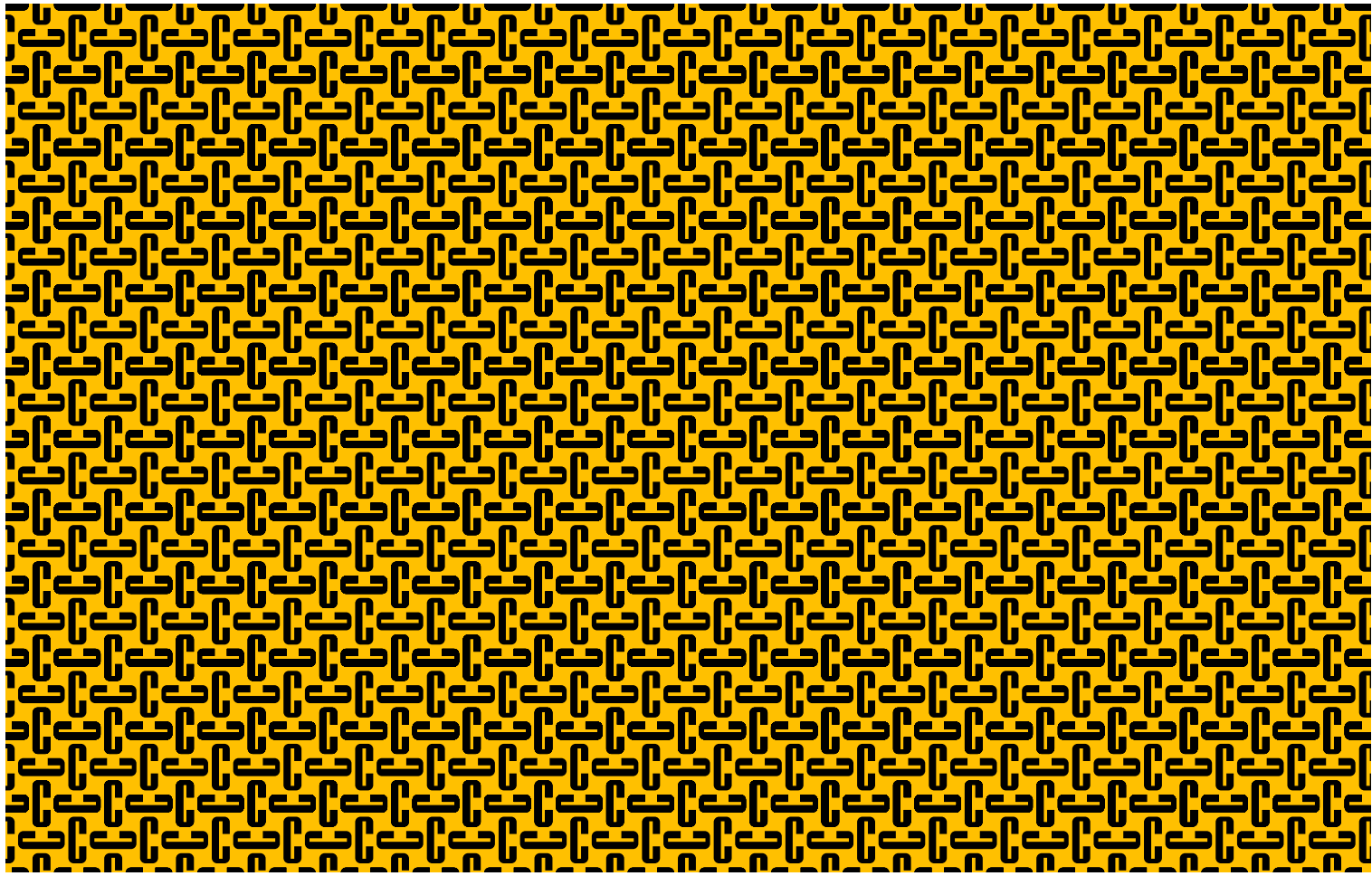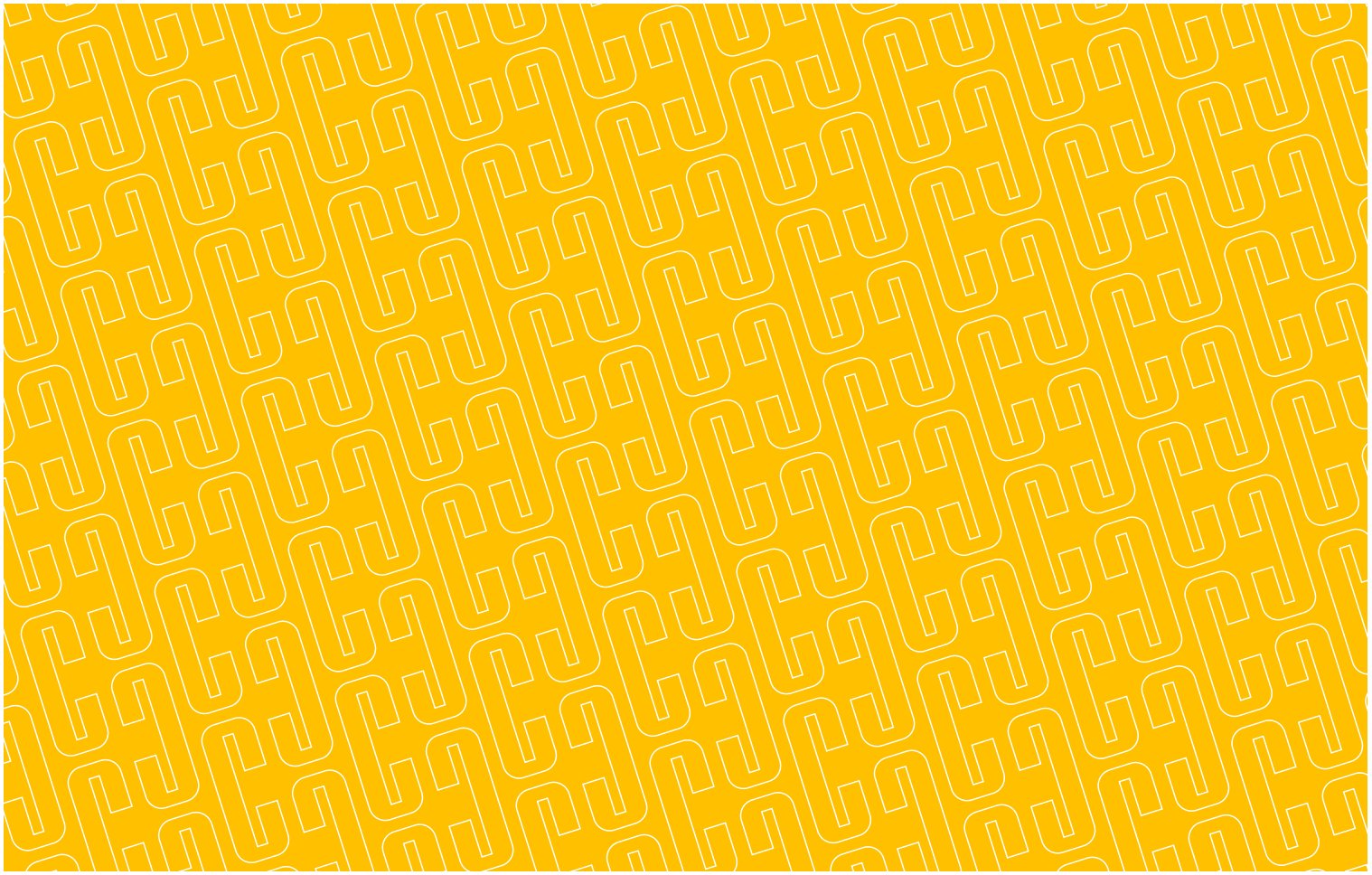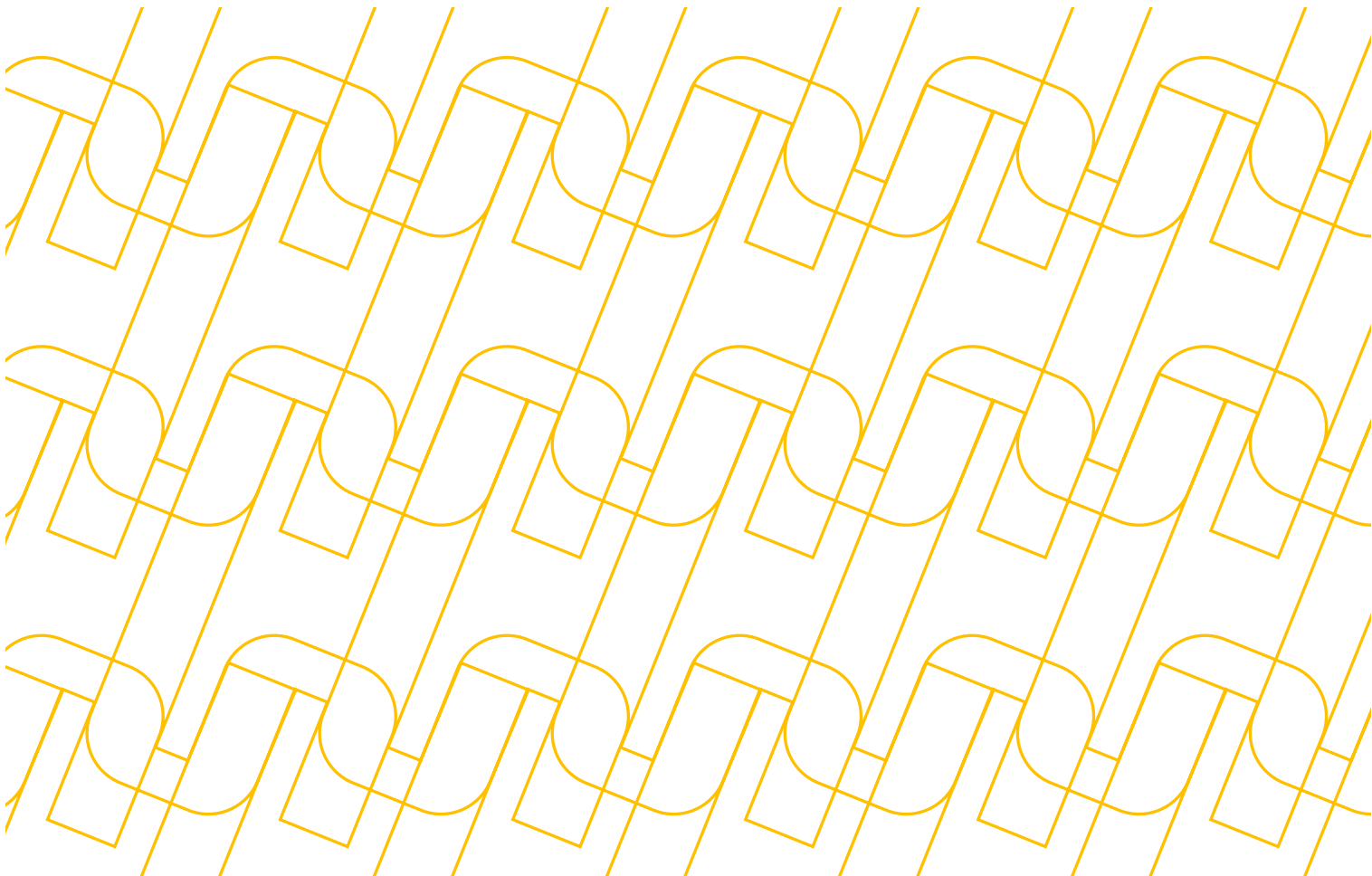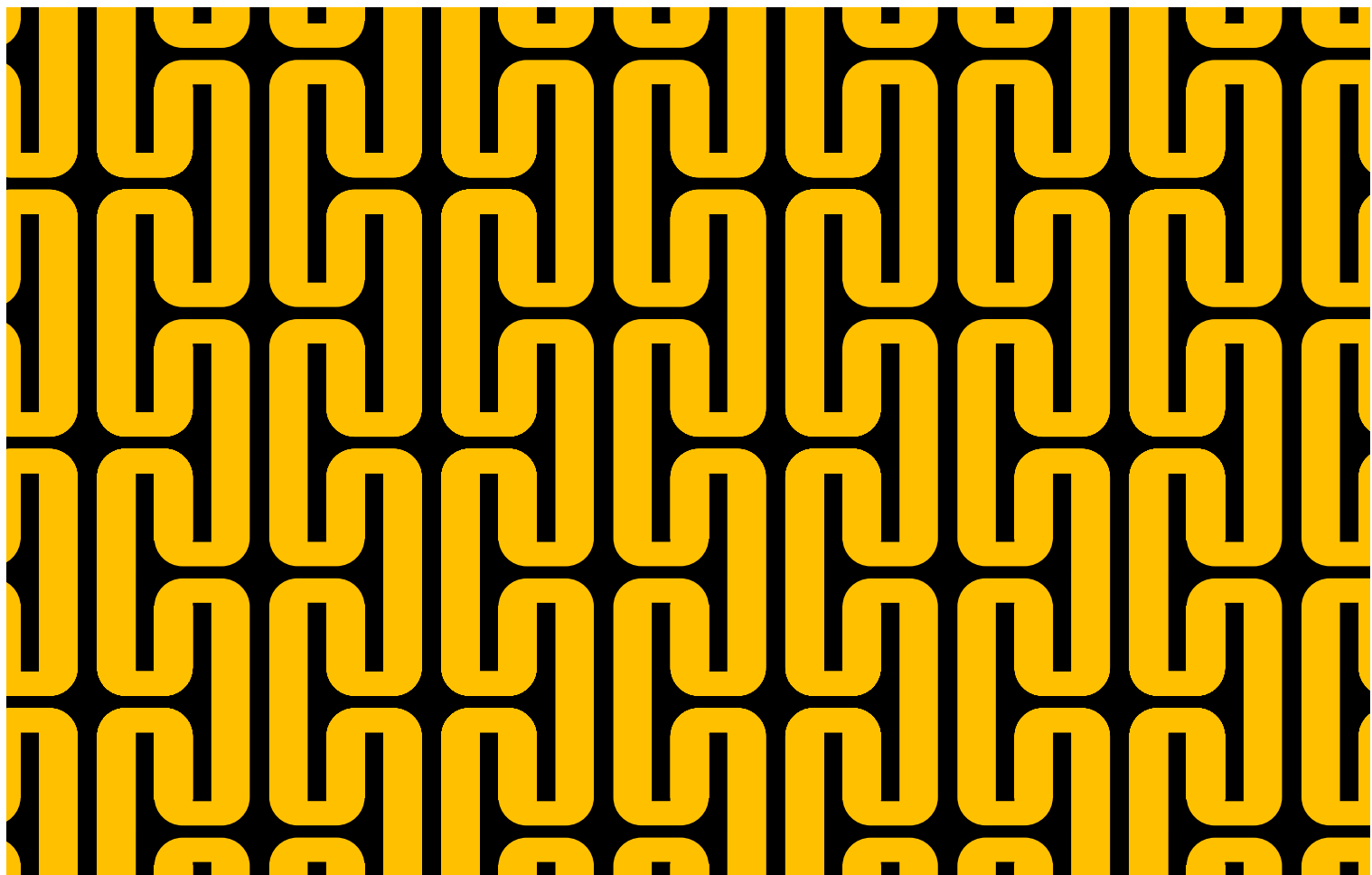
Colour values and usage

RGB, CMYK, HEX, and RAL values for the Cosegic core brand colours are shown here. Grey is the only colour that can be reproduced as percentage tints.

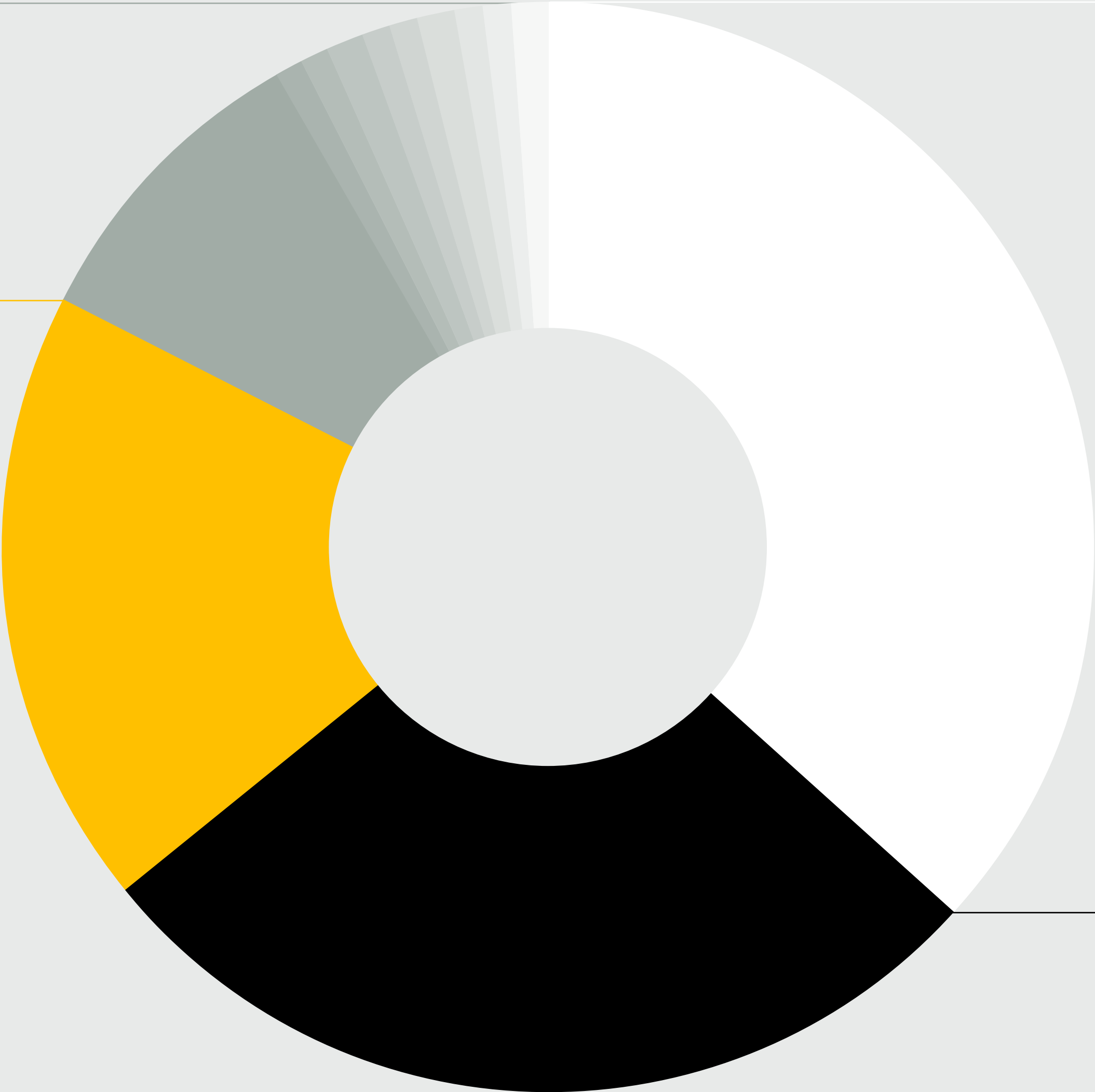Please use the colour wheel on this page to gauge the balance of colour in any given document you are producing.

Pantone colours have been selected based on screen colours. Please match any paint colours to the PMS swatches.

GREY

R161 G172 B166
C6 M0 Y3 K33
Hex: A1ACA6
Pantone: 421
RAL: 7038

YELLOW

R255 G192 B0
C0 M25 Y100 K0
Hex: FFC000
Pantone: 116
RAL: 1023

WHITE

R255 G255 B255
C0 M0 Y0 K0
Hex: FFFFFF

BLACK

R0 G0 B0
C0 M0 Y0 K100
Hex: 000000
Pantone: Black 6
RAL: 7022