



## Brand Guidelines

Version 1.0



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# 1. About

## 1.1. Vision

We are passionate about delivering high-quality, innovative solutions that create satisfied customers & enable the growth of our customers and people.

## Core Values

### 1. Be a Great Place to Work

We are a Family. We remain together during both rewarding & difficult times. We make the lives of our fellow team members better by constantly helping each other. We measure our progress to be a better version of ourselves with every day.

### 2. Stay Customer Inspired

Our Customers will always be the center of every idea, process, and decision we make. We want to build long lasting relationships. We will over-communicate; over-deliver & out-perform ourselves every time.

### 3. Be Competent

We have the skills, experience & commitment to enable our Customers & fellow team members to grow!

### 4. Show Empathy

We put ourselves in the shoes of our customers and co-workers. By understanding what they need and how they desire to be treated we ensure a memorable personalized experience with every interaction.

### 5. Be Innovative

We live outside the box, we ask difficult questions, we take calculated risks and we are fearless to experiment and lead the way forward.

### 6. Be Honest

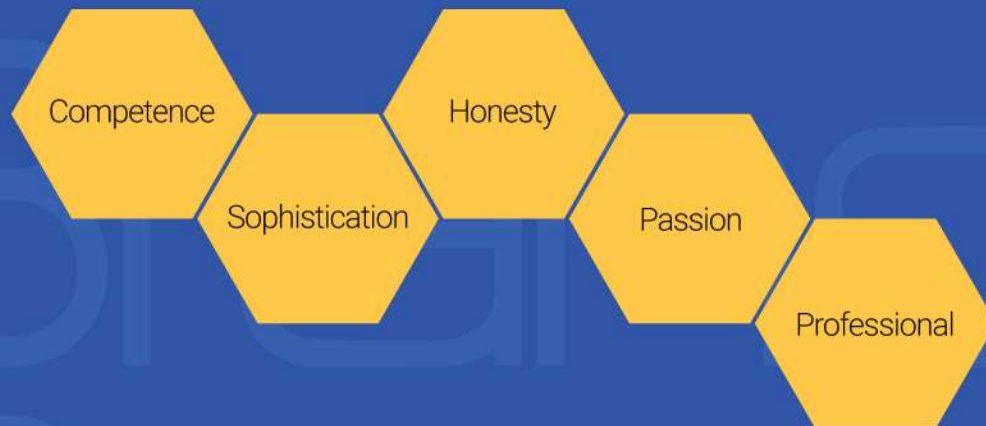
Whether it's good or bad news, we will always be honest with our Customers, Partners and our fellow Team Members!

## 1.2. Brand Mission

Cooperative Computing employs proven methodologies to unify the digital strategy across the business functions of organizations worldwide by integrating shared platform services with the aim to enable growth.



## 1.3. Brand Persona



### 1. Competence

As a competent brand, we are innovative, clever, and efficient. A category of business where we are the experts in what we do. Thriving for the new, creative ideas with clean and easy-to-navigate business solutions.

### 2. Sophistication

A sophisticated brand personality that combines luxury with superiority. It encompasses the lifestyle of our customers - classy, elegant, world-class, and glamorous in nature and personality.

### 3. Honesty

Share all the information with the customer to create trust. This will help manage expectations, reduce frustrations and show that we care for our customers.

### 4. Passion

Cooperative Computing is obsessed with solving the problems of customers. A sheer optimism and a sense of taking calculated risks showcase how passionate we are for our customers.

### 5. Professional

As a brand with a global presence, Cooperative Computing has the competency, reliability, and accountability that denote professionalism in whatever we do.

## 1.4. Target Audience

1. \$50M - \$1B Revenue Businesses.
2. CXOs.
3. Strategic Partners.

## 2. Communication Guidelines

### 2.1. Language



- Simple
- ☺ Emotional
- + Aspirational

### 2.2. Tone of Voice



#### 1. Clarity - No tall claim

When it comes to technology, it's easy to become lost in a sea of jargon, and that's why we, at Cooperative Computing, are here to help. We communicate as if we've been in business for years and have the wisdom and compassion, we wish we would have had back then. We don't patronize or mislead anyone in the process of informing them.

#### 2. Interactive/Engaging

We play with the language and use a conversational tone to make work more enjoyable. We favor the understated to the overstated, with a sprinkle of humor.

#### 3. Empowering & Uplifting

Every word we say, regardless of whether our audience has a clear vision or is looking for us to help, informs and encourages interactive fact-based discussion. Clear, concise, empathetic, and open communication are all hallmarks of how we share our knowledge.

#### 4. Professional/Ambitious

We are the real deal. Led by former small company owners, we understand the plight of entrepreneurs. That means we connect with our consumers on a personal level and communicate with them in a warm and relatable way.

## 2.3. Digital Media Presence

Cooperative Computing ensures the content marketing strategy features compelling storytelling with human-based photography and understandable iconography. Our typography is clear, professional, consistent, and free of serifs. Graphics are used sparingly to highlight points or as main images for internal employee morale. All customer campaigns encourage interaction and invite customers to connect with us.



## 2.4. Emails

The email tone of Cooperative Computing is typically light and conversational, it is always more vital to be precise than amusing. Consider the mindset of your reader while crafting our words. Are they relieved that the campaign is over? The more you know about their emotional condition, the easier it will be to adapt your tone to match.

It's okay to be humorous when it's acceptable and when it's natural for you in Cooperative Computing. Be careful not to overdo it with the comedy; forced laughter may be just as offensive as no humor at all. Keep a straight expression if you're doubtful.







## 3.1. Logo



### 3.1.1. Story

We live in an era of constant change and to stay competitive we need the best of both human minds and the technologies that are available to use.

In our name, Cooperative symbolizes our intellectual capability as humans to come together and help each other. Computing symbolizes the wonders we can perform with technology and business processes.

A pipe symbol used in a command line redirects a command output to the input of another. When referring to computer memory, a pipe is a temporary section of computer memory capable of linking two or more processors to increase overall efficiency.

Cooperative Computing strives to apply the experience and power of human ingenuity and experience with the abilities and capabilities of technology, with each able to redirect inputs and outputs, perpetually increasing the efficiency of both.

## 3.1.2. Logo Elements & Anatomy

### 01 |

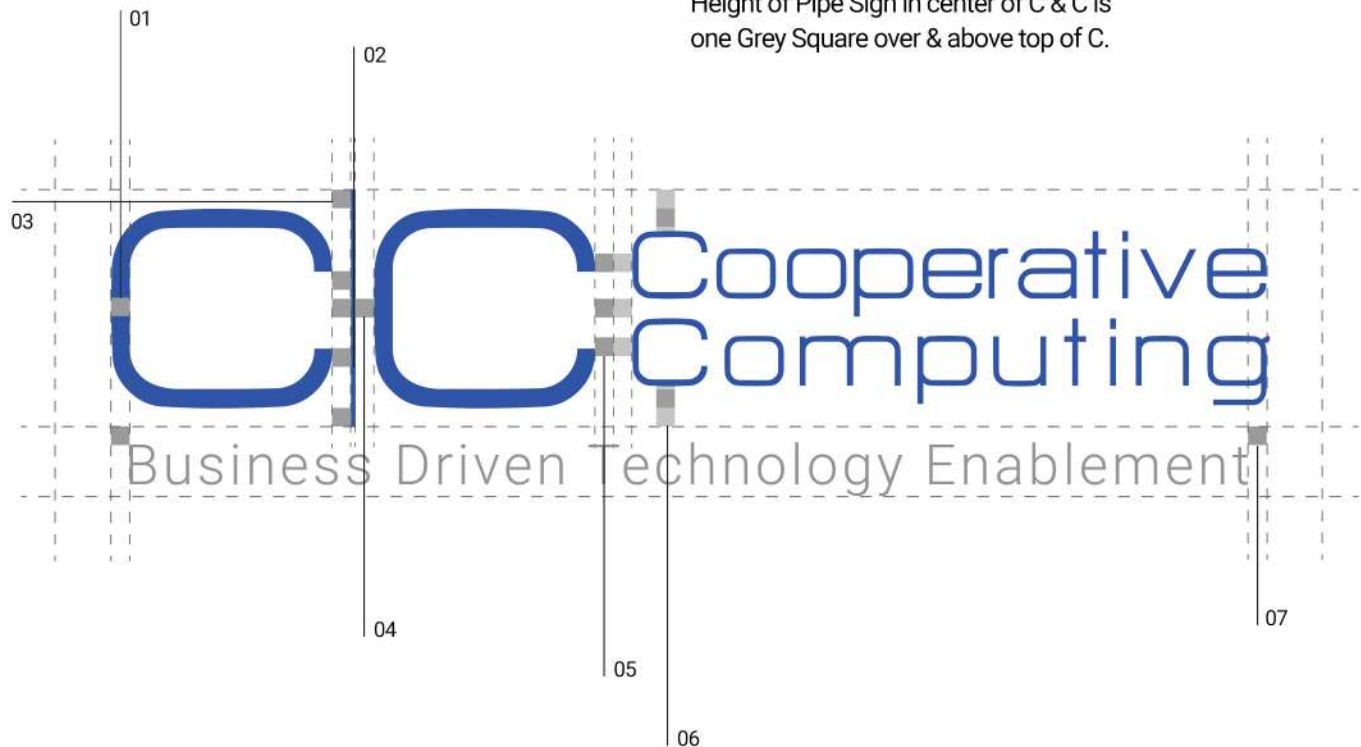
Grey Square is determined by the width of C|C logo typeface and serves as the unit for logo form and placement.

### 02 |

Width of Pipe Sign in center of C & C is 25% width of Grey Square.

### 03 |

Height of Pipe Sign in center of C & C is one Grey Square over & above top of C.



### 04 |

Distance between two Cs & Pipe Sign is defined by one Grey Square in middle.

### 05 |

Distance between logo C|C & company name is equal to two Grey Squares.

### 06 |

Cooperative Computing is placed horizontally balanced and vertically aligned with Pipe Sign (above & below) by using two Grey Squares and the third square is 20% height of the Grey Square.

### 07 |

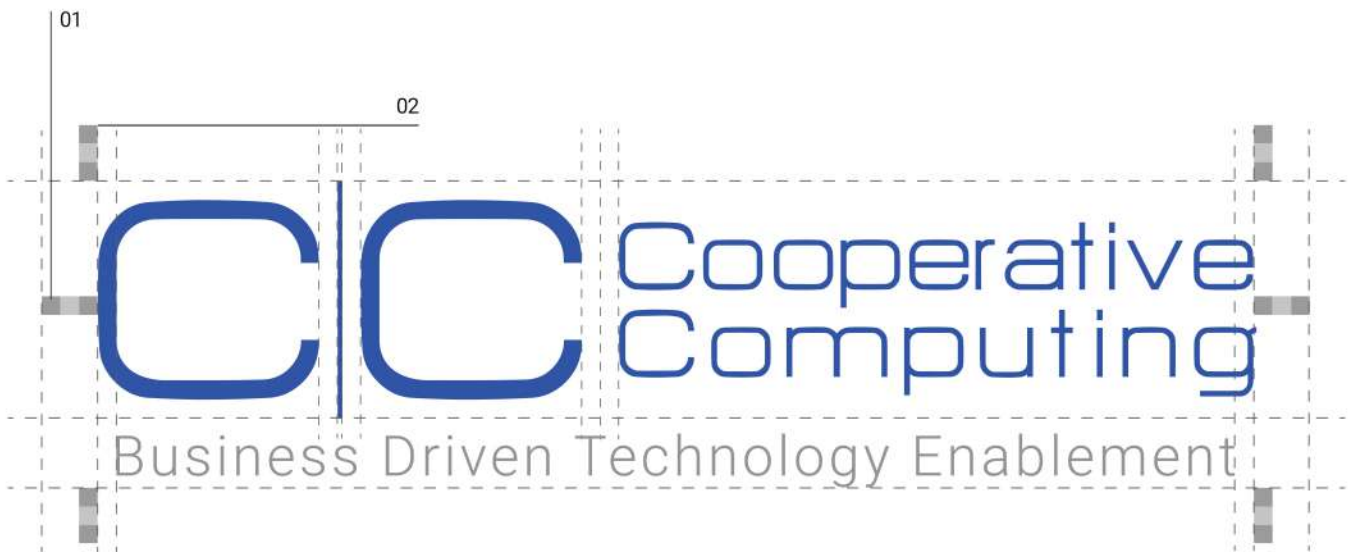
The start of the tagline is horizontally placed by using one Grey Square right side aligned with width of C and ends with inside of one Grey Square aligned with the last letters of company name.

And vertically tagline (alphabet B) is aligned by using top side of one Grey Square below Pipe Sign.

### 3.1.3. Logo Clear Space

#### 01 & 02 |

Minimum clear space required for logo placement = three Grey Squares horizontally & vertically.



### 3.1.4. Logo DOs & DONTs



## 3.1.5. Logo Sizing

Portrait & Landscape Formation of 1:1

### Brief Content



1:1

#### Sizing of the Logo

Three complete logos will be horizontally placed parallel to each other to determine the logo size when content is less

#### Placement

Clear space concept will be applied while placing the logo

### Detailed Content



1:1

#### Sizing of the Logo

Four complete logos will be horizontally placed parallel to each other to determine the logo size when content is more

#### Placement

Clear space concept will be applied while placing the logo

### Example



### Example





## 3.1.5. Logo Sizing

Portrait Formation of 1:4



### Sizing of the Logo

One full vertical logo and 50% width of company name to be proportionally spread across the edge of the canvas.

1:4



### Vertical Logo Construct

3 square units will be placed on top, and bottom vertically aligned with pipe sign to place the company name.

After that then emblem and company name will be centrally aligned to each other to form the vertical logo.

1:4



### Placement of the Logo

Clear space concept will be applied while placing the logo

1:4

## 3.1.5. Logo Sizing

Portrait & Landscape Formation of 1:2



### Sizing of the Logo

Two logos will be used horizontally parallel to each other, one in complete form and second will be 50% width of full logo. Proportionally spread to the edges of the canvas

1:2



### Placement

Clear space concept will be applied while placing the logo

1:2

## 3.1.5. Logo Sizing

Portrait & Landscape Formation of 2:1

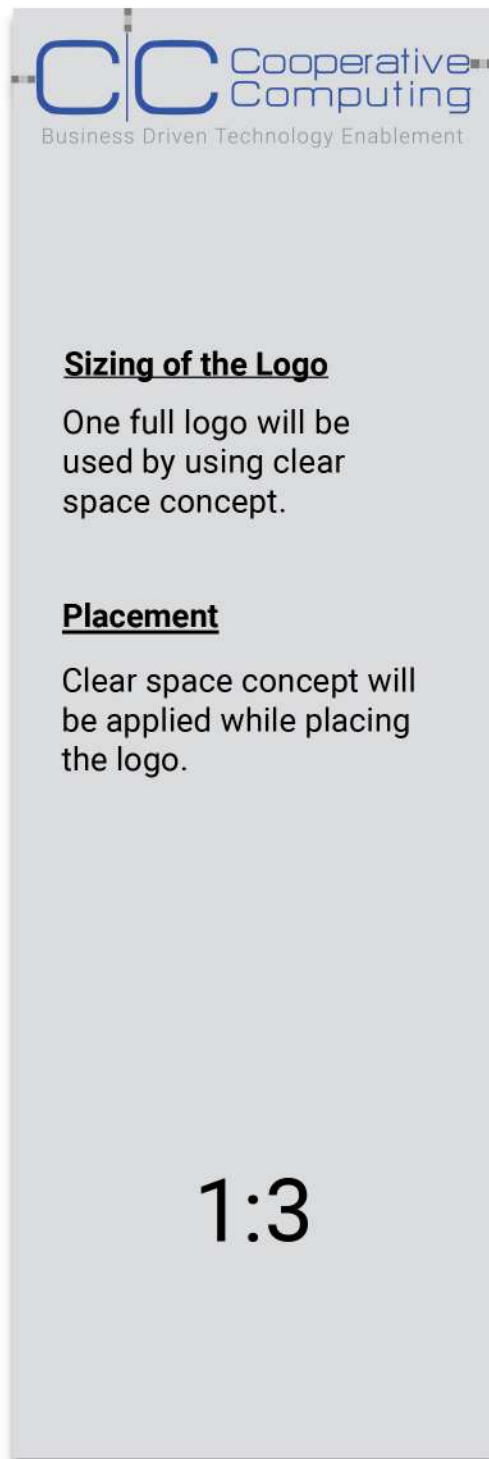


2:1

Sizing will be determined from portrait first then used on landscape format

## 3.1.5. Logo Sizing

Portrait & Landscape Formation of 1:3



Any other size i.e 5:1, 1:5 or above will be treated as special case  
Vertical logo will be used on 4:1 or above sizes



## 3.1.5. Logo Sizing

Landscape Formation of 3:1,4:1|



3:1

Sizing will be determined from portrait first then used on landscape format. And clear space concept will be applied while placing the logo.



4:1

1:3 proportion size Logo will be used for this canvas. And clear space concept will be applied while placing the logo.

## 3.2. Color Palettes

### 3.2.1. Primary Colors



RGB | R 49 G 85 B 166  
HEX | 3155a6  
CMYK | C 90 M 74 Y 0 K 0



RGB | R 147 G 149 B 152  
HEX | 939598  
CMYK | C 0 M 0 Y 0 K 50

### 3.2.2. Secondary Colors



RGB | R 255 G 201 B 71  
HEX |ffc947  
CMYK | C 0 M 20 Y 90 K 0



RGB | R 220 G 221 B 222  
HEX | dcdde  
CMYK | C 0 M 0 Y 0 K 15



RGB | R 0 G 0 B 0  
HEX | 000000  
CMYK | C 0 M 0 Y 0 K 100

### 3.2.3. Logo on Color

#### 01 |

Original Logo can be placed on Light Grey or White background.



#### 02 |

Full white logo can be used on blue & dark grey background. And full light grey logo must be used on black background. Whereas full blue logo must be used on yellow background & full dark grey logo can be used on blue background.



#### 03 |

Logo can be used in reverse on black or white when release medium is in grey scale.



## 3.3. Fonts

### 01 | Roboto Primary Font

Primary font is Roboto for all major communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Roboto Light**  
Font for large font sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Roboto Regular**  
For large, medium & small font sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### 02 | Poppins Secodary Font

Secondary font is Poppins for all major communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Poppins Light**  
Font for large font sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Poppins Regular**  
For large, medium & small font sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

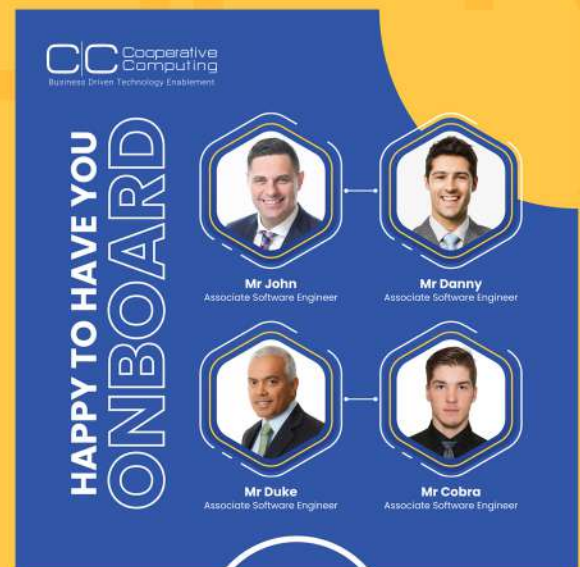




## 3.4. Photography

### 3.4.1. Employee Photography

An employee picture should be taken with a white or flat color background.

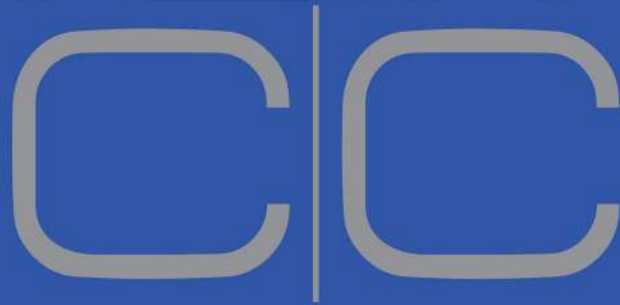


### 3.4.2. Team Photography

Team image should be taken in the working environment setup or in groups.

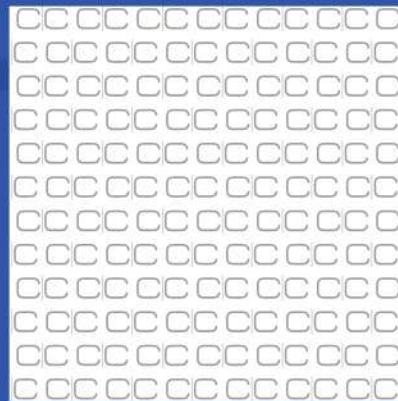


### 3.5. Brandmark/Emblem



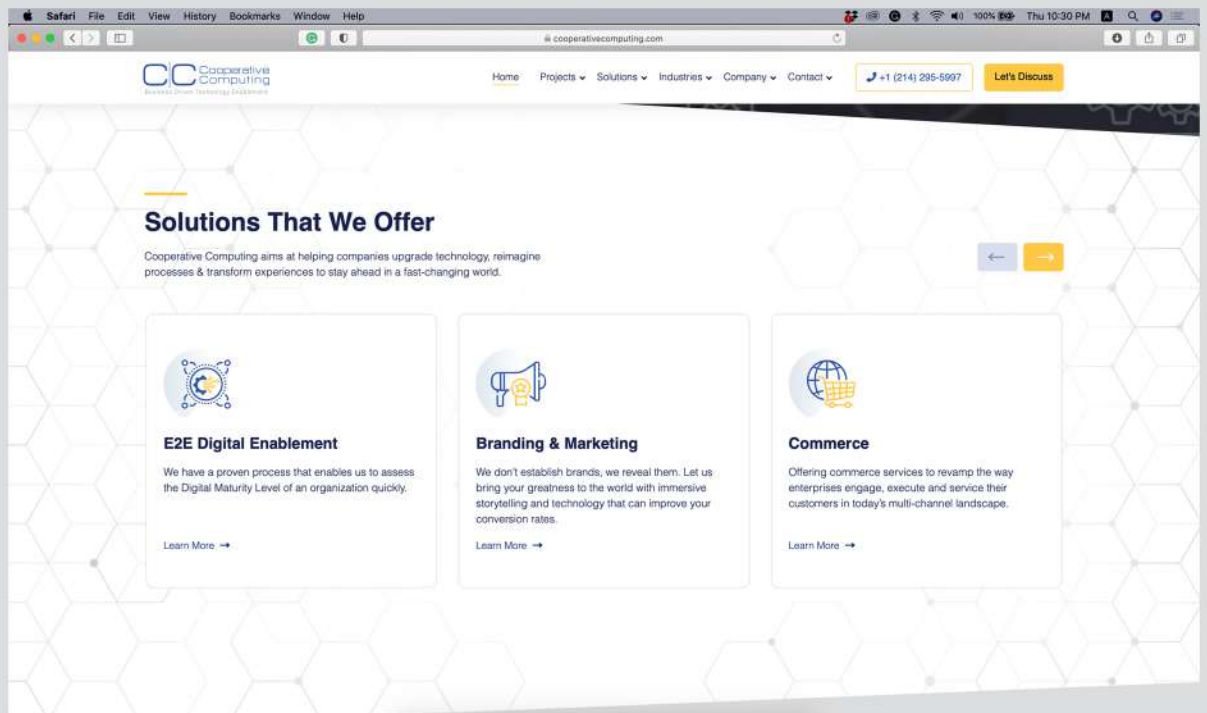
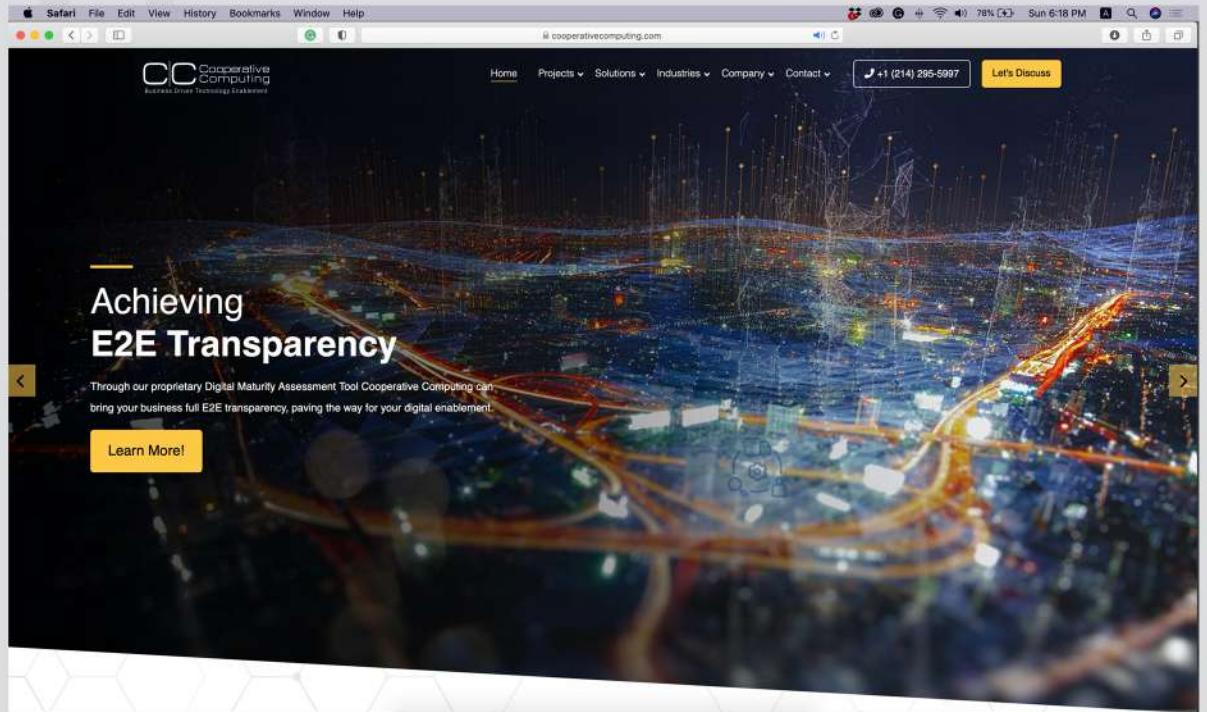
### 3.6. Other

Patterns  
Textures  
Icons



# 3.7. Applications

## 3.7.1. Website





## 3.7. Applications

### 3.7.2. Merchandize

01 | Cap



02 | Polo Shirt Front & Back



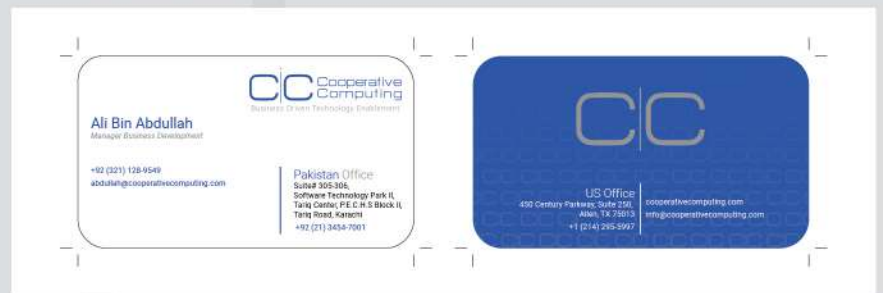
03 | T-shirt Front & Back



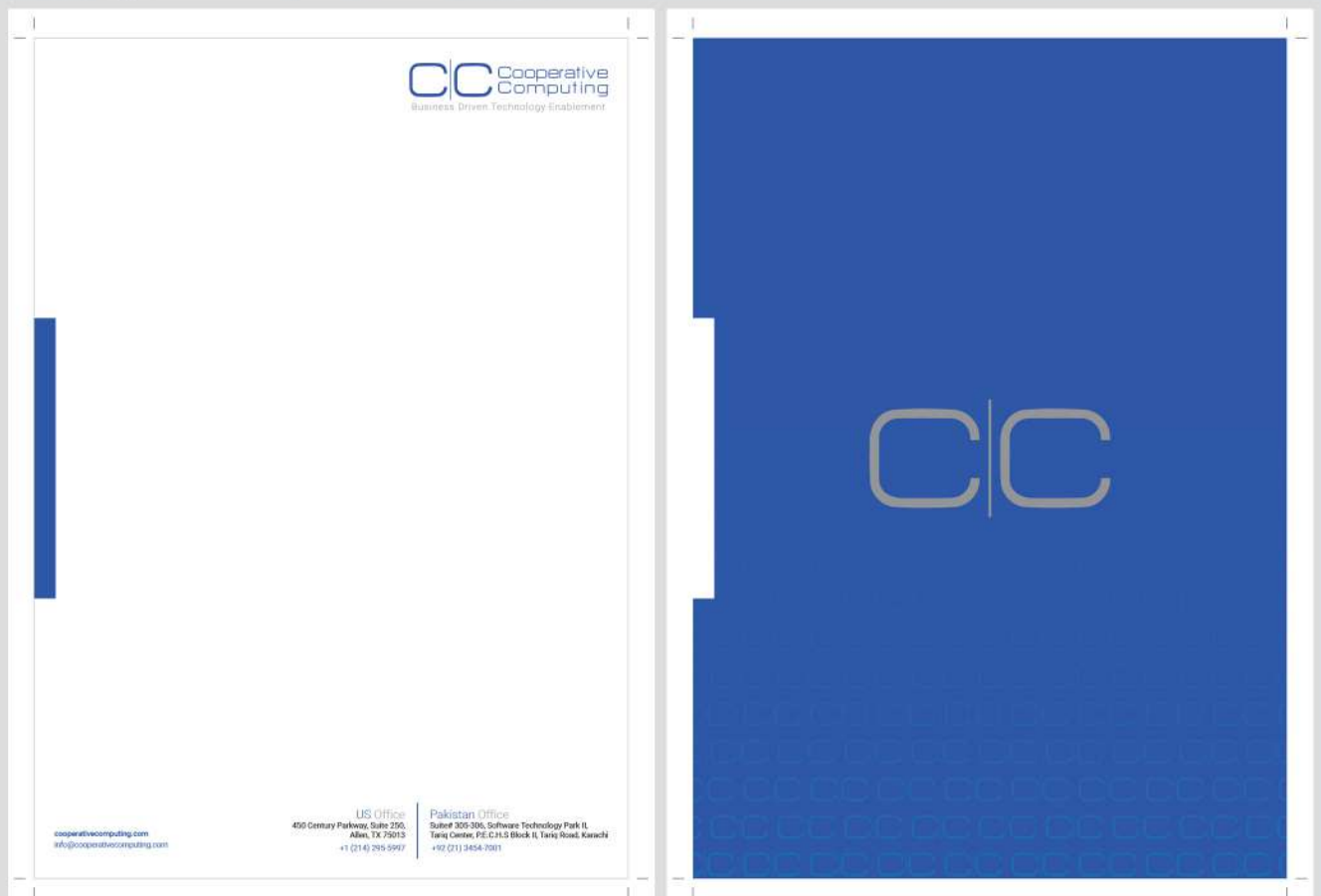
## 3.7. Applications

### 3.7.3. Stationery

#### 01 | Business Card



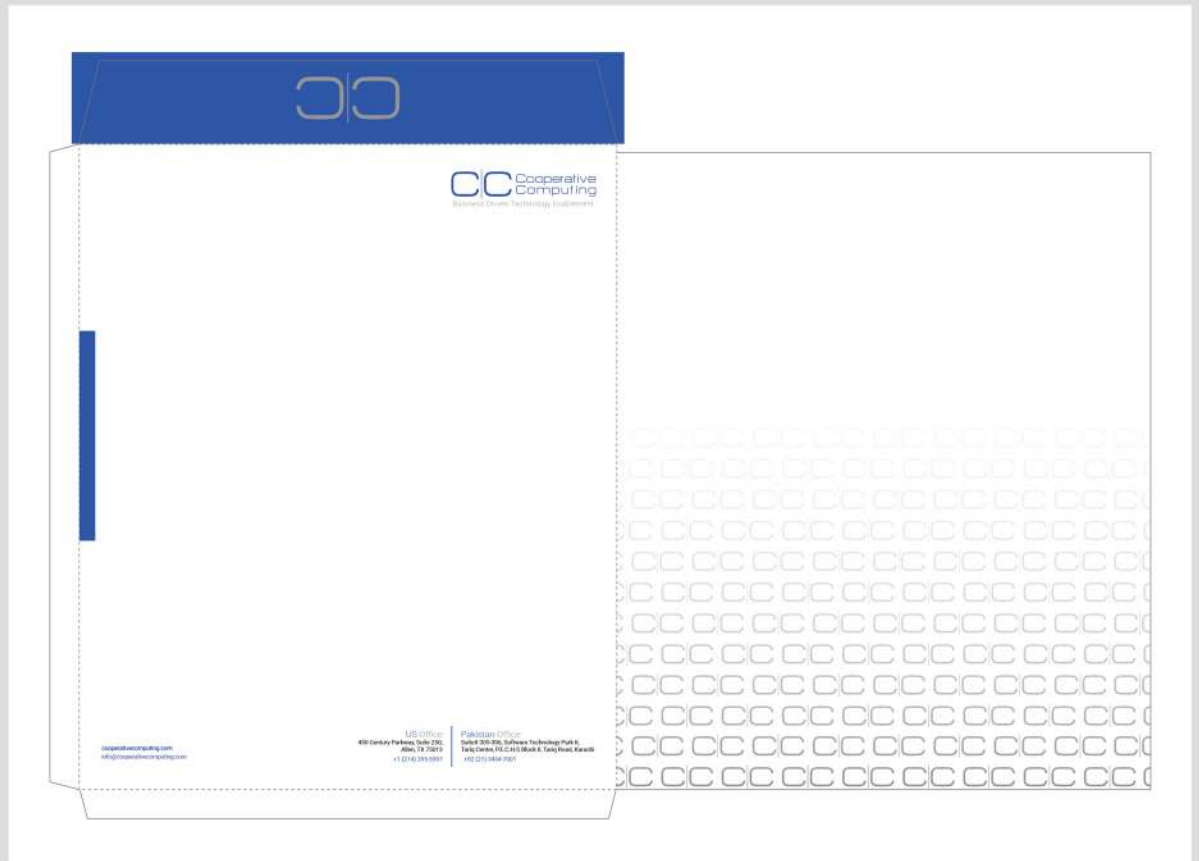
#### 02 | Letterhead Front & Back



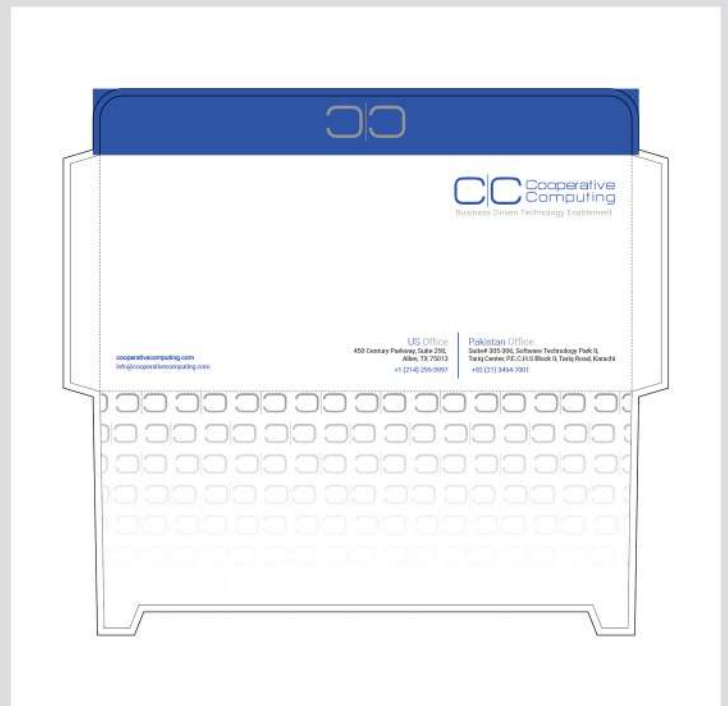
## 3.7. Applications

### 3.7.3. Stationery

#### 03 | A4 Envelope



#### 04 | Letter Envelope



# 3.7. Applications

## 3.7.4. PowerPoint Slides

### 01 | PowerPoint Slide



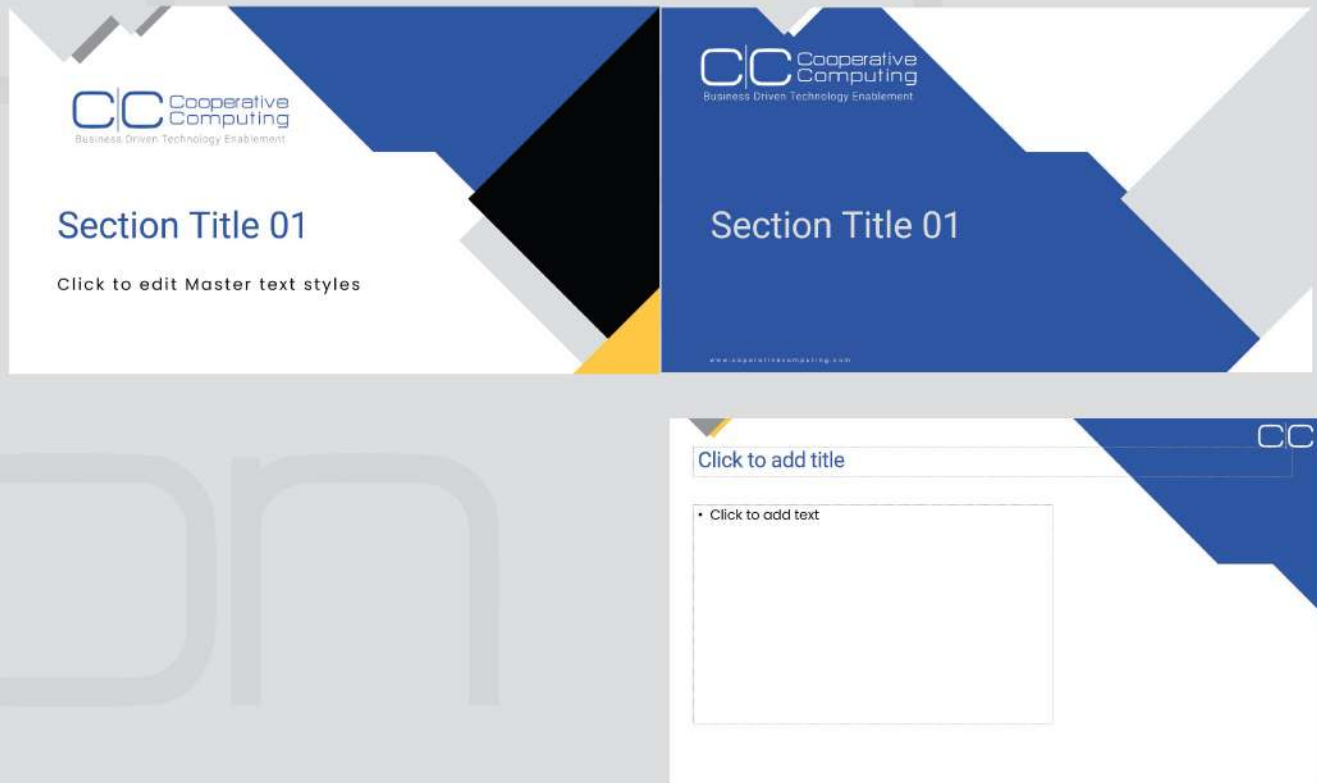
### 02 | PowerPoint Slide



## 3.7. Applications

### 3.7.4. PowerPoint Slides

#### 03 | PowerPoint Slide



## 3.7. Applications

### 3.7.5. Employee Identification Card





# Disclaimer

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