

Official Brand Style Guide


COBALT

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What is Cobalt?

This document seeks to join the etymological roots, material traits, and historical uses of Cobalt into a core brand identity.

Etymological Root

The name ‘Cobalt’ stems from the German word for Goblin [Kobold].

German silver miners in the 16th Century were frequently disgruntled by a corrosive ore similar in appearance to silver, that when improperly smelted would release noxious fumes.

Believing it to be the work of Kobolds, they named it after the mischievous creatures.

Material Traits

Cobalt is a chemical element; it has symbol Co and atomic number 27.

It is found in the earth as a noxious chemically combined form. The free element, produced by reductive smelting, is a hard, lustrous, somewhat brittle, gray metal.

Historical Uses

Cobalt’s primary historical use has been as a vivid blue pigment. Evidence of it’s use has been discovered in ancient Egypt, Pompeii, and China.

Cobalt’s pure element was discovered c. 1735 by George Brandt, soon blue pigment began being synthesised from Cobalt, and was revolutionary in aiding abstract and impressionist movements in pushing colour theory further, as previously the main source was crushed sapphires.

Logo Application

Complete Mark Application

The complete mark that combines both the logomark and wordmark should be preferred over either in isolation whenever it can be.

It should not be used at scales that would render the eyes of the Kobold in the logomark hard to discern.

Key graphics must always this combination when the scale of said graphic allows it.

Logomark Application

The logomark on its own is ideal for when horizontal space is at a premium, but the scale still allows the eyes to be clearly visible.

It should be used for anything that requires a space of ~1:1 to be filled.

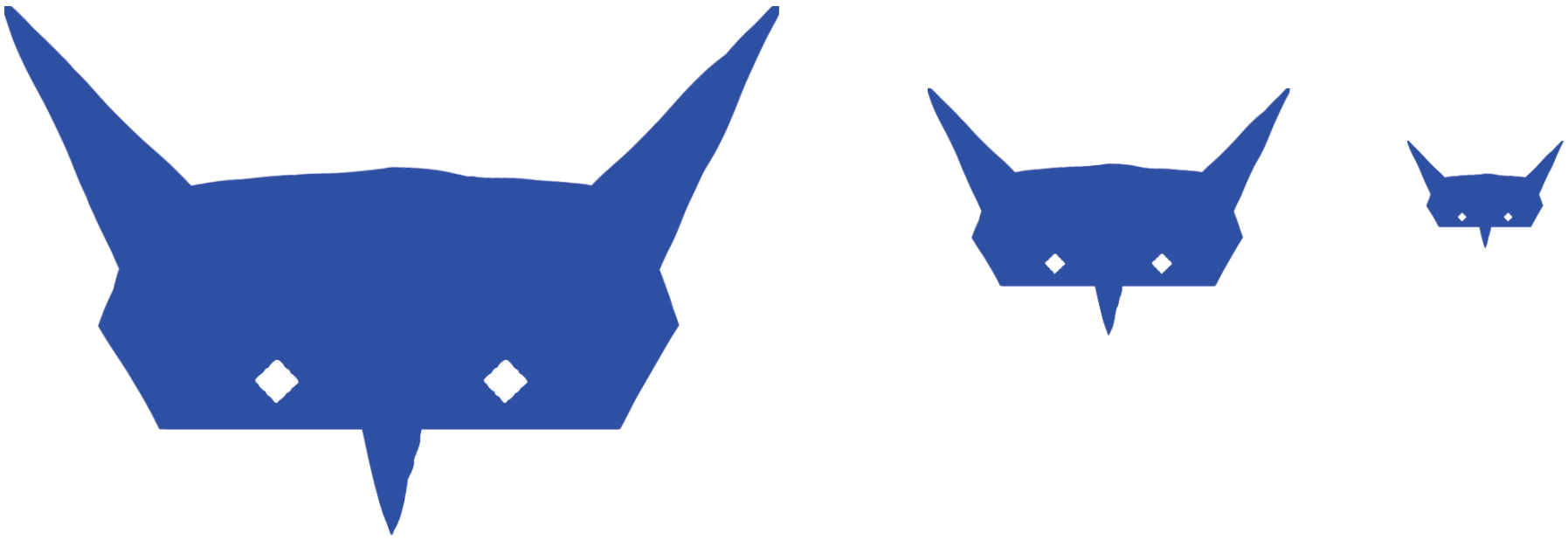
Such examples include: stamps, hats, chapter icons, etc.

Wordmark application

The wordmark is suitable for applications where the eyes of the Kobold in the fullmark would be illegible.

It should also be used for applications where vertical space is tight, such as the spine of a book.

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Colour Palette

Allowed Swatch Combinations

No more than two swatches may be used in the same visual space. For most applications the colours used must be Cobalt Blue OR Burnt Ochre, in combination with Flake White.

Cobalt Blue and Burn Ochre must not be used in adjacency to one another whenever it may be avoided. Each visual space should ideally be duotone in it's application of colour.

Background, Text, and Graphic Colour Application

For 90% of applications, the background colour, or secondary colour, should be Flake White. More detail can be found below.

Text and Graphics, which use the primary colour, must then share the other chosen swatch, enforcing the duotone colour scheme. If tritone is unavoidable, and three colours are used in a space, Ivory Black must be used as the primary colour of any text and graphics that do not need a specific colour.

Inverting Swatch Combinations

Although most applications of *Cobalt's* colour palette should use Flake White as the background; this may be inverted for emphasising key details, or simply when it is required to do so.

This must not be overused. For roughly every three regular swatch combinations, an inverted combination may be used. However, discretion may be used by the designer if inversion is deemed more necessary.

Adjusting for Accessibility

If a stronger contrast is required between two elements (e.g. text and background), then to accomodate for standards such as W3Cs contrast specificatoins, Ivory Black may be used to colour such elements without being made the secondary colour.

Cobalt blue is a stable blue pigment made from cobalt(II) oxide and aluminium oxide, known for its vibrant colour.

HEX: 0047BB
RGB: 0, 71, 187
CMYK: 92, 78, 0, 0
Pantone: 2728 C

Cobalt Blue

A muted brown-toned clay earth pigment, it evokes a sense of warmth, reminiscent of autumn leaves.

HEX: 7B4D35
RGB: 123, 77, 53
CMYK: 37, 67, 80, 33
Pantone: 7588 C

Burnt Ochre

Flake white, also known as lead white, is a white pigment made from basic lead carbonate.

HEX: E7E7E0
RGB: 231, 231, 224
CMYK: 8, 6, 11, 0
Pantone: 9100 C

Flake White

Ivory black is a carbon black pigment with a warm tone and excellent tinting strength.

HEX: 332F2B
RGB: 51, 47, 43
CMYK: 0, 8, 16, 80
Pantone: Black 7 C

Ivory Black

Display Typeface

Process Registration was selected during the development of Cobalt's wordmark for its blocky geometric form and sharp angles.

Process Registration should always be used for Cobalt's headlines and key graphics.

Process Registration should never be applied within bodies of text, it's use is purely for graphic decoration.

Dense

To be used only in large-scale graphics for the purpose of visual appeal.

Tracking: -200%
Leading: 44%
Word Spacing: 140%

Standard

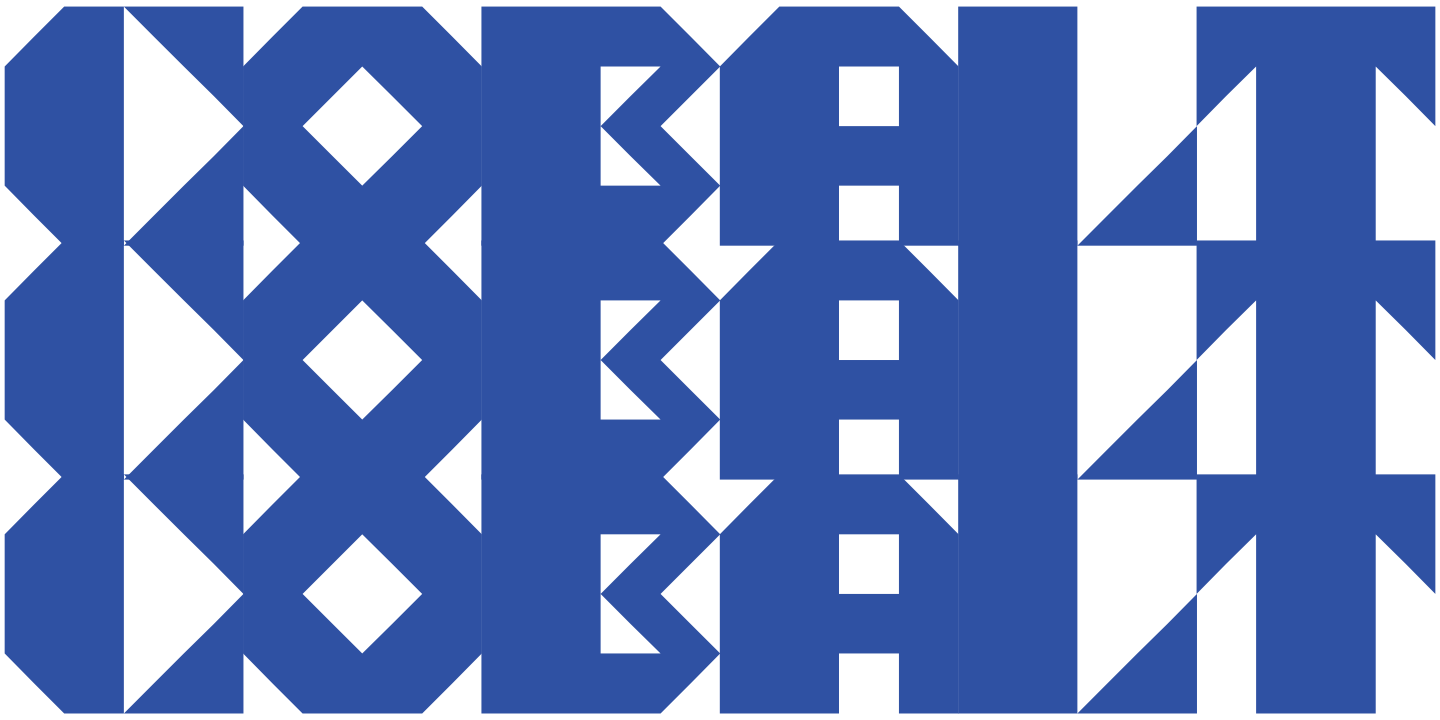
To be used in single-line or stylistic headlines and titles.

Tracking: -124%
Leading: 56%
Word Spacing: 86%

Small

For headlines and titles requiring many lines of text, or visual graphics desiring more legibility than Standard or Dense.

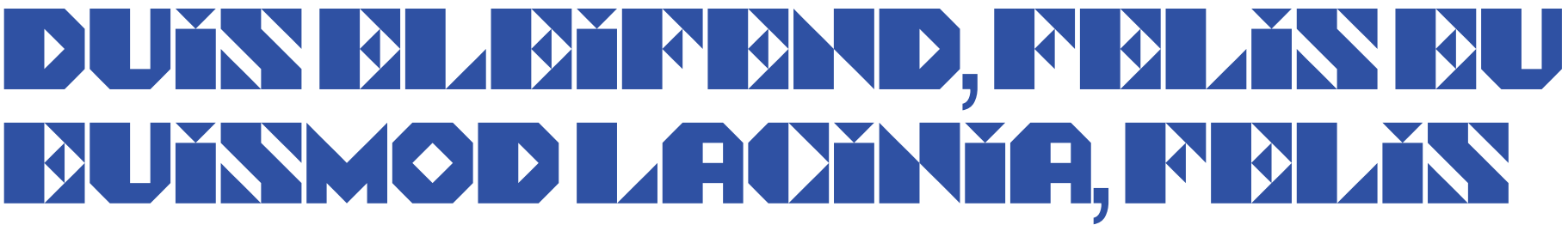
Tracking: -164%
Leading: 83%
Word Spacing: 86%



Process Registration | Display Dense



Process Registration | Display Standard



Process Registration | Display Small

Primary Typeface

Founders Grotesk was selected as Cobalt's primary typeface after a lengthy search for a typeface that was reminiscent of early German sans-serif type, whilst being fairly accessible .

Founders Grotesk should be used for all text on a page or graphic that is not suitable for process registration.

When inverted the weight of body text has been reduced to maintain visual consistency when needed.

Title

To be used for titles that require high legibility and/or multiple lines of text.

Tracking: -44%
Leading: 72%
Word Spacing: 100%

Body

For subheadings, or large scale body text.

Tracking: -16%
Leading: 111%
Word Spacing: 140%

Sub-Body

Most dense body text should of this size and line-height ratio

Tracking: 2%
Leading: 119%
Word Spacing: 140%

Label

To be used in brief annotations and labels, never use for more than three lines of text.

Tracking: -12%
Leading: 200%
Word Spacing: 100%

Founders Grotesk

Founders Grotesk Bold | Title Standard

Zwölf Boxkämpfer jagen Viktor quer über den großen Sylter Deich.

Founders Grotesk Medium | Body

Zwölf Boxkämpfer jagen Viktor quer über den großen Sylter Deich.

Founders Grotesk Medium | Body Invert

Die heiße Zypernsonne quälte Max und Victoria ja böse auf dem Weg bis zur Küste. Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Founders Grotesk Regular | Sub-Body

Die heiße Zypernsonne quälte Max und Victoria ja böse auf dem Weg bis zur Küste. Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Founders Grotesk Light | Sub-Body Invert

Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Founders Grotesk Regular Italic | Label

Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Founders Grotesk Light Italic | Label Invert

Backup Typeface

If Founders Grotesk is unavailable, Inter is a suitable replacement.

It may be applied in the same manner as Founders Grotesk. Founders Grotesk and Inter are mutually exclusive, Inter should only be used if Founders Grotesk is not available at all.

Title

To be used for titles that require high legibility and/or multiple lines of text.

Tracking: -50%
Leading: 85%
Word Spacing: 100%

Body

For subheadings, or large scale body text.

Tracking: -4%
Leading: 150%
Word Spacing: 100%

Sub-Body

Most dense body text should of this size and line-height ratio

Tracking: -20%
Leading: 156%
Word Spacing: 100%

Label

To be used in brief annotations and labels, never use for more than three lines of text.

Tracking: -40%
Leading: 228%
Word Spacing: 100%

Inter

Inter Black | Title Standard

Zwölf Boxkämpfer jagen Viktor quer über den großen Sylter Deich.

Inter Bold | Body

Zwölf Boxkämpfer jagen Viktor quer über den großen Sylter Deich.

Inter SemiBold | Body Invert

Die heiße Zypernsonne quälte Max und Victoria ja böse auf dem Weg bis zur Küste. Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Inter Regular | Sub-Body

Die heiße Zypernsonne quälte Max und Victoria ja böse auf dem Weg bis zur Küste. Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Inter Light | Sub-Body Invert

Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Inter Italic | Label

Zornig und gequält rügen jeweils Pontifex und Volk die maßlose bischöfliche Hybris.

Inter Italic | Label Invert

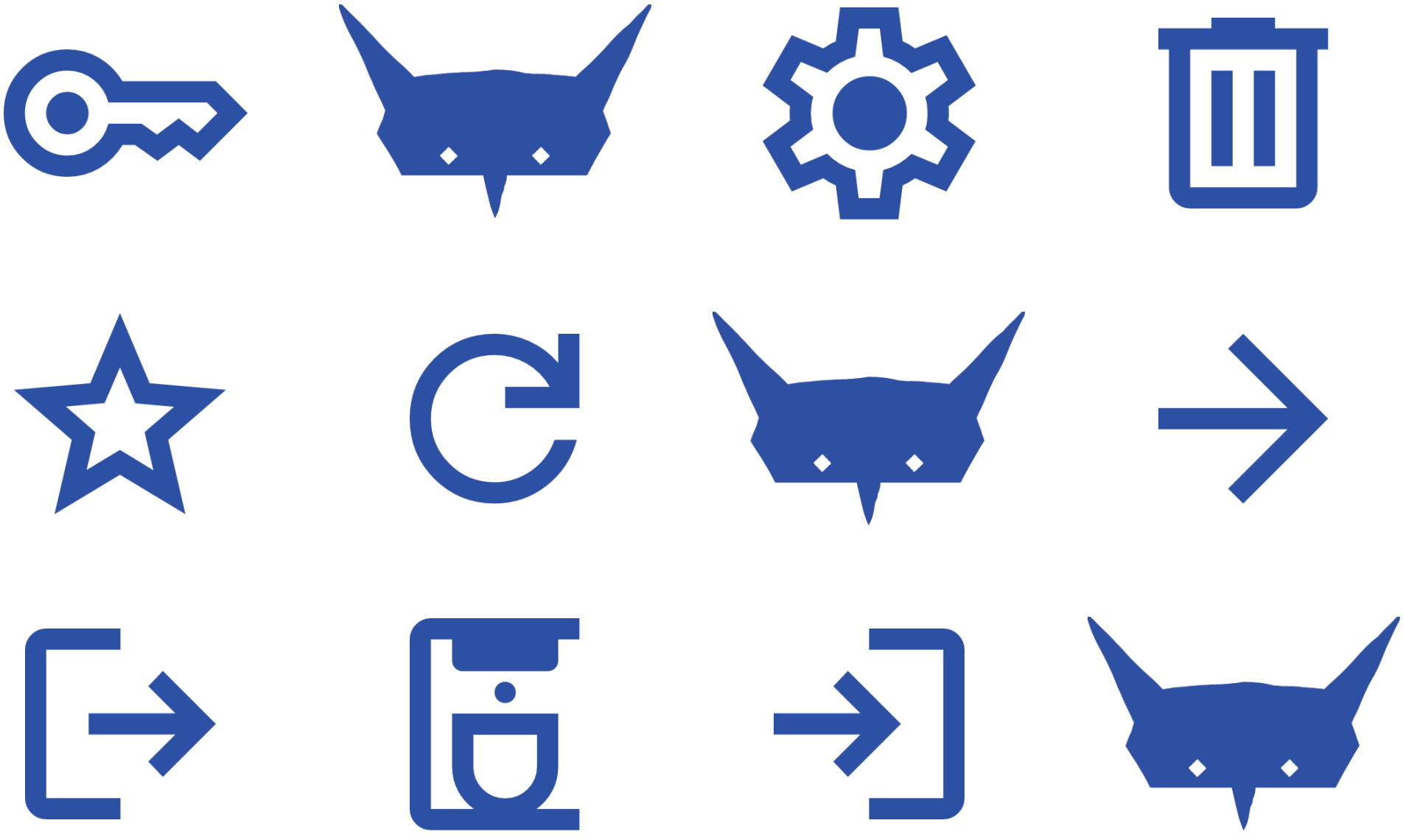
Iconography

Iconography should be used sparingly. When icons must be used, Google's material icons are suitable for use.

In fermentum leo sed turpis. Sed lacus velit, consequat in, ultricies sit amet, malesuada et, diam. Integer mauris sem, convallis ut, consequat in, sollicitudin sed, leo. Cras purus elit, hendrerit ut, egestas eget, sagittis at, nulla. Integer justo dui, faucibus dictum, convallis sodales, accumsan id, risus. Aenean risus. Vestibulum scelerisque placerat sem.

In eget sapien vitae massa rhoncus lacinia. Nullam at leo nec metus aliquam semper. Phasellus tincidunt, ante nec lacinia ultrices, quam mi dictum libero, vitae bibendum turpis elit ut lectus. Sed diam ante, lobortis sed, dignissim sit amet, condimentum in, sapien. Pellentesque nec lectus non risus auctor lobortis. Vestibulum sit amet dolor a ante suscipit pulvinar. Sed lacinia. Aliquam erat volutpat. In hac habitasse platea dictumst. Vivamus sit amet sem vitae tellus ultricies





Imagery

Imagery must conform to the duotone colour scheme whenever it is possible to do so.

If imagery must be accurate for cases such as images of products or individuals, then it may be used without a duotone filter. This must still be avoided whenever possible.

When using imagery, flat graphics are preferred. Scans of 19th Century German woodcut prints is the ideal imagery that should be used in most contexts. A common issue with such graphics that it can be scanned at a low resolution, if this interferes with the application of the graphic, a halftone filter may be applied to cleanly fix the resolution.

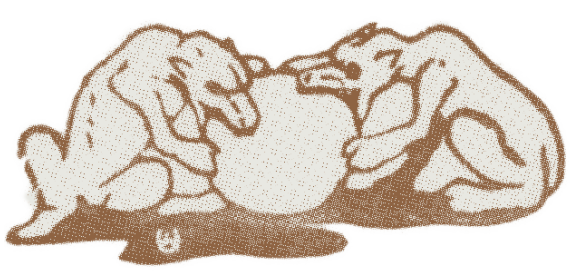












Brand Applications

Posters

Posters must conform to the rules stated for application of colour and imagery, however much more strictly than other mediums.

Posters must never stray from duotone colour in their application, and must never use full colour images.

The intent of posters under Cobalt's style guidelines is not to display images of a product to advertise, but to sell the brand identity as strongly as possible.

As such, large scale graphics of 19th Century woodcut prints are the go-to for all posters. When doing so this art must be credited whenever it is possible to do so, and the Cobalt mark must simply appear in the bottom right corner.

In conjunction with this graphic, text may be supplied. In the provided examples this is facts regarding Cobalt; but this may be any text relevant to the intent of the poster. Examples include: Information about the artist of the graphic, details of an event, a call to action, etc.



Grosse Auferstehung

Vasily Kandinsky, Courtesy of MoMa.

COBALT

In the mines, it was said that kobolds would throw rocks as a warning of danger to miners.



COBALT



Minerals containing Cobalt have been used to colour glass & ceramics for more than 2,500 years

Sorceress (Hexe)

Christian Rohlfs, Courtesy of MoMa

COBALT



Cobalt, though widely dispersed, makes up only 0.001 percent of Earth's crust.

COBALT

Web

Colour

Websites must adhere to the duotone colour rule. However, different sections of a website may utilise different duotone palettes. When this is done all elements must adhere to this new palette rule, If for example the home page is Brown Ochre/Flake White, and I were to proceed to the store page, which is Cobalt Blue/Flake White. The consistent elements such as the navbar must be recoloured from Brown Ochre to Cobalt Blue as well.

Text contrast is a much larger accessibility concern for websites than it is for print media. As such, designers may choose to use Ivory Black for body text more often than they would otherwise in a print media context.

Interactable Elements

Interactable elements such as navbar buttons should be text rather than icons whenever applicable, icons must be reserved for only when it is absolutely necessary due to limitations such as a lack of space for text.

Text Size

Text should be of a large scale, as similar as possible to the application of text seen in print media.

Headers may be at a large scale as pictured, or can be reduced to a more conventional scale if required.

Images

Photo imagery should be avoided on all web applications that are not storefronts. Storefronts may only present imagery of the products being sold.

Logo Application

The complete mark must always be used in the header, and either of the other two marks may be used in the footer.

The logo mark may be used as a button or icon, but this must be reserved for applications where it is extremely obvious that it is one, such as a centered home button at the bottom of a website ratiod for a phone.

About Cobalt

liquam dapibus ipsum vitae sem. Ut eget mauris ac nunc luctus ornare. Phasellus enim augue, rutrum tempus, blandit in, vehicula eu, neque. Sed consequat nunc. Proin metus. Duis at mi non tellus malesuada tincidunt. Cras in neque. Sed lacinia, felis ut sodales pretium, justo sapien hendrerit est, et convallis nisi quam sit amet erat. Suspendisse consequat nibh a mauris. Curabitur libero ligula, faucibus at, mollis ornare, mattis et, libero.

Aliquam pulvinar congue pede. Fusce condimentum turpis vel



Fusce ac est vitae purus varius tristique. Phasellus mattis ornare ligula. Donec id nibh. Vestibulum metus quam, ultrices in, sagittis tincidunt, gravida et, sapien.

Packaging

Product packaging must adhere to all style guidelines.

All packaging must adhere to the duotone colour palette.

The full mark should be used whenever possible, and equally; The mark should be presented in isolation from other elements whenever possible.

The dropper bottle packaging provided exemplifies how the logomark should be isolated from other elements, and style rules applied.



Ores containing cobalt have been used since antiquity as pigments

Cobalt blue in impure forms had long been used in Chinese porcelain.

In 1742, Swedish chemist Georg Brandt showed that the blue color was due to a previously unidentified metal, cobalt.

The first recorded use of cobalt blue as a color name in English was in 1777.

COBALT

Periodic Table

Atomic Number	7
Group	9
Period	4
Block	D
Electrons per Shell	2, 8, 15, 2

Physical Properties

Phase at STP	7
Melting Point	1768K
Boiling Point	3200K
Density	8.834 g/cm3
Heat of Fusion	16.06 kJ/mol
Heat of Vaporisation	377kJ/mol
Molar Heat Capacity	24.81 J/mol*K)

Social Media

Square Media and Story Posts

Square media and story posts shold avoid over cluttering their small medium. The logomark should be used when text is present, and the full mark preserverd for when it is displayed in isolation.

Profile Picture

The profile picture must always be the logo mark in isolation, in any of the permitted duotone colour schemes.

Banners

The banner must always be the logo text in isolation, placed on the bottom right of the banner. This banner must always be of the duotone colour palette.

Nam blandit. Praesent congue lorem non dolor. Maecenas vitae erat. Ut ac purus vel purus dapibus gravida.



Nam blandit. Praesent congue lorem non dolor. Maecenas vitae erat. Ut ac purus vel purus dapibus gravida.




















COBALT

