

brand. *guideline*

VERSION 2.0 — THIS YEAR
BY CORAIL STUDIO
AUTHORISED IDENTITY MANUAL





“STRENGTHEN BRAND
IDENTITY AND FOSTER A
UNIFIED & RECOGNIZABLE
IMAGE ACROSS ALL
PLATFORMS.”

CREATIVE DIRECTOR





CHAPTER

SECTION · PAGE

01	VISUAL IDENTITY	4
02	COLOR VARIATIONS	9
03	TYPOGRAPHY	12
04	COLOR PALETTE	15
05	MENTAL IMAGERY	18
06	COLLATERAL DESIGN	22
07	DIGITAL PRESENCE	25

[01]

VISUAL IDENTITY



Application of the identity follows the same system: one voice, one palette,
one graphic register.

Visual Identity

The visual identity is the face the brand shows the world — the mark, the palette and the typographic voice working as one

system. This chapter sets out how each element is built and how it behaves across applications.



Logo lockups & clear space



Corail Studio

PRIMARY



Corail Studio

ON DARK



Corail Studio

ON ACCENT



Corail Studio

ON GROUND



Corail Studio

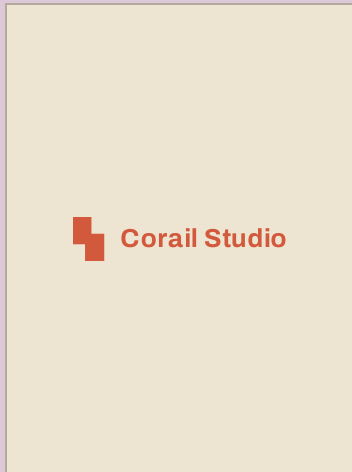
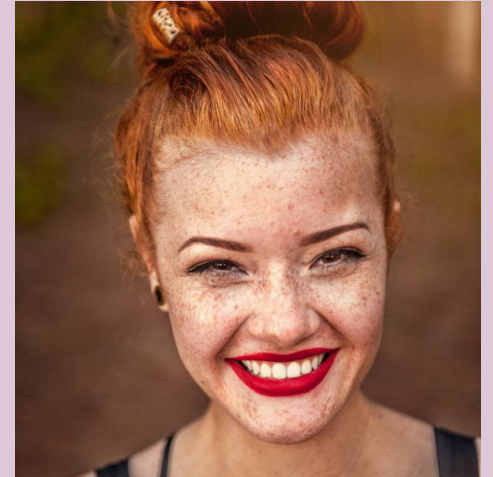
CLEAR SPACE



Corail Studio

REVERSED

Color variations





[03] DISPLAY — BRAND SERIF

EXAMPLE 04 — HEADLINE

Headline

EXAMPLE 05 — SUBHEAD

HEADLINE

EXAMPLE 06 — BODY

Body copy sets long-form reading at a comfortable measure. It never competes with the display voice — it carries it.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0

123456789

COLOR

[04]

Color usage

60%

GROUND

10%

ACCENT

10%

INK

4.4%

CREAM

4.4%

TINT

Proportion is the palette: the ground carries most surfaces, accents punctuate, ink speaks. The blocks above are drawn to their true ratios.

MENTAL IMAGERY

[05]

The pictogram set extends the mark: one stroke weight, one geometric register, used at small sizes across interfaces and print.

Icons



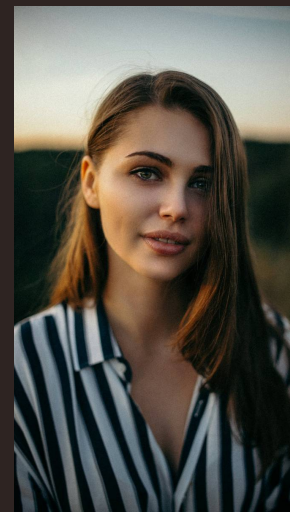
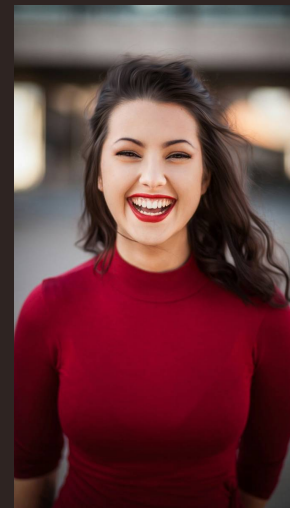


[05]

Photography

Photography is observational and warm: natural light, honest texture, people over props. Grade toward the palette, never away from it.

EXAMPLE 05 — IMAGE GRADE



COLLATERAL DESIGN

[06]

COMMUNICATION STYLE

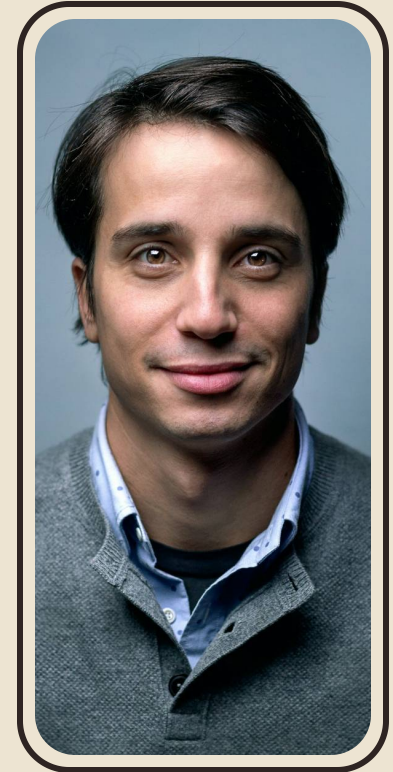
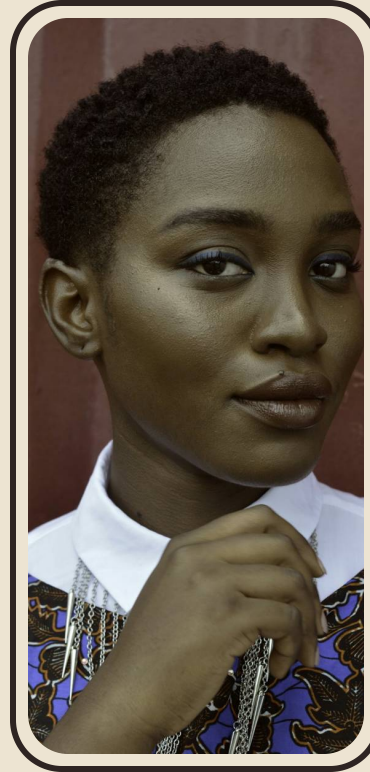
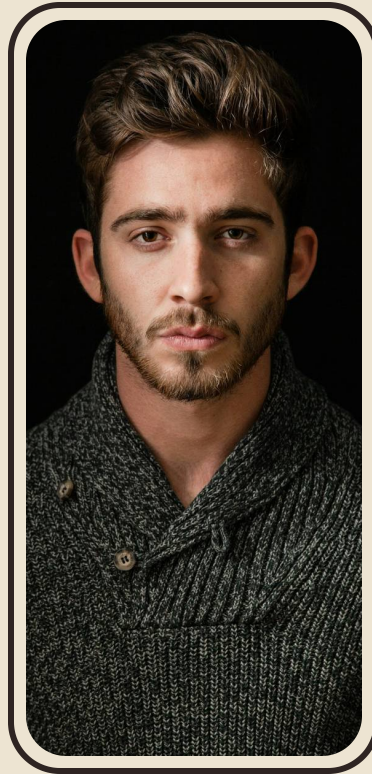
The voice is direct, generous and unhurried. Write like a well-informed friend: short sentences, concrete nouns, no jargon. Coherence in our visual and verbal communication reflects the essence and values of the brand.



[07]

Digital Presence

On screen the identity stays quiet and legible:
generous margins, the serif voice for feature
moments, the sans for interface.



brand guideline



CORAIL.STUDIO

HELLO@CORAIL.STUDIO

