

Codinter

Brand

Manual

Index

Section 1: Defining the brand

- Who we are (Mission, Vision)
- Unique Selling Proposition (USP)
- Our Values
- The tagline
- Personality
- Voice and tone
- What we are and what we are not

Section 2: Logo and colors

- The isotype
- The logo
- The negative logo and isotype
- Examples of correct use
- Examples of incorrect use
- Primary colors
- Secondary colors
- Color combinations

Section 3: Design elements

- Typography
- Typography examples
- Illustrations
- Icons
- Photography
- Video
- Sound
- Clothing
- Geometric shapes
- Buttons
- Copywriting
- Contact

Section 1

Defining the Brand

About us

We are a privately held company with the objective of supplying products and services for the welding, cutting, automation and industrial finishing needs of the different market segments in the Americas.

Mission

Bringing progress to the industries and people of the American countries with innovative technology solutions to make them safer, more efficient and more profitable.

Vision

To grow exponentially in every sense as an organization to benefit industries and people of the American countries through products and services that exceed their development needs.

About us

We started in 1979, supplying the Colombian automotive industry. Now we have operations in the United States, Colombia, Brazil, Venezuela and Mexico. We have more than 25,000 customers in more than 125 countries.

USP

To provide quality products and services for industrial and personal use in a simple and friendly way, with a glocal and personalized approach, agile attention, fair price and excellent customer service.

Tagline

Products and Services for the Industries of America

About us

We offer technological solutions for the mining, energy, metalworking and construction industries, among others.

Our Values

Committed

We are committed to fulfill our customers, partners, associates, and the environment needs.

Integral

We do the right thing. We are transparent.

Resilient

We never give up. We always find solutions where others see problems.

Attentive

Always ready to help our clients and workmates, respectfully.

The slogan

The slogan is broad enough to be applied to the activities of the different business lines, with technology being a key part of our commercial offer.

Technological solutions

A constant in the activities of the organization is to seek solutions to the needs of our customers. More than selling a piece of equipment, we seek to install a system. These solutions can be to solve a situation or to make our customers more efficient and productive.

The slogan can be included in any audiovisual communication, as a way of identification. Although it is part of our brand, it is not one of our graphic elements. We can print it on promotional material, signs, etc., but not as part of our logo.



Personality

Codinter's personality is composed of three (3) elements that are common to our team and target audience.

We are honest

We do not hide information. We clearly state the advantages and disadvantages of each issue. We give honest advice to our customers.

We are strong

Most of our products are of industrial type and are used for heavy duty work. Our technicians dress simply, ready to "get their hands dirty" at any time.

We are sophisticated

A good part of the brands we distribute are high-end. Because we are sophisticated, we are innovative and open to change. We are always ready to promote the newest technology available.



Voice and tone

In our written, audio, video or face-to-face communications, we convey information in an open and transparent manner. We are ready to provide more information to anyone who requests it.

We promote inclusiveness and listen to all opinions impartially. We appreciate all comments, even if they are not to our liking. When we receive a negative message, we try to explain the reasons for our actions. We are quick to apologize when appropriate.

The objective of any of our communications is to achieve the greatest good for our team, customers, associates and the communities at large. We are fair-minded and seek to demonstrate this in any of our information broadcasts.



What we are and what we are not

Our corporate values broadly define us. These additional qualities are also part of our organizational culture.

We are:

- Innovative
- Loyal
- Ingenious
- Open to change
- Friendly
- Realistic
- Inclusive
- Inclusive
- Respectful
- Focused on our activities
- Teamworkers
- Diligent

We are not:

- Retrograde
- Traitors
- Incapable to change
- Hostile
- Idealists
- Discriminators
- Indolent
- Desorganized
- Individualists
- Unconcerned



Section 2

Logo and Colors

The logo

Our logo is formed by the isotype of the four colored hands plus the typography of the name Codinter, with only the capital C.

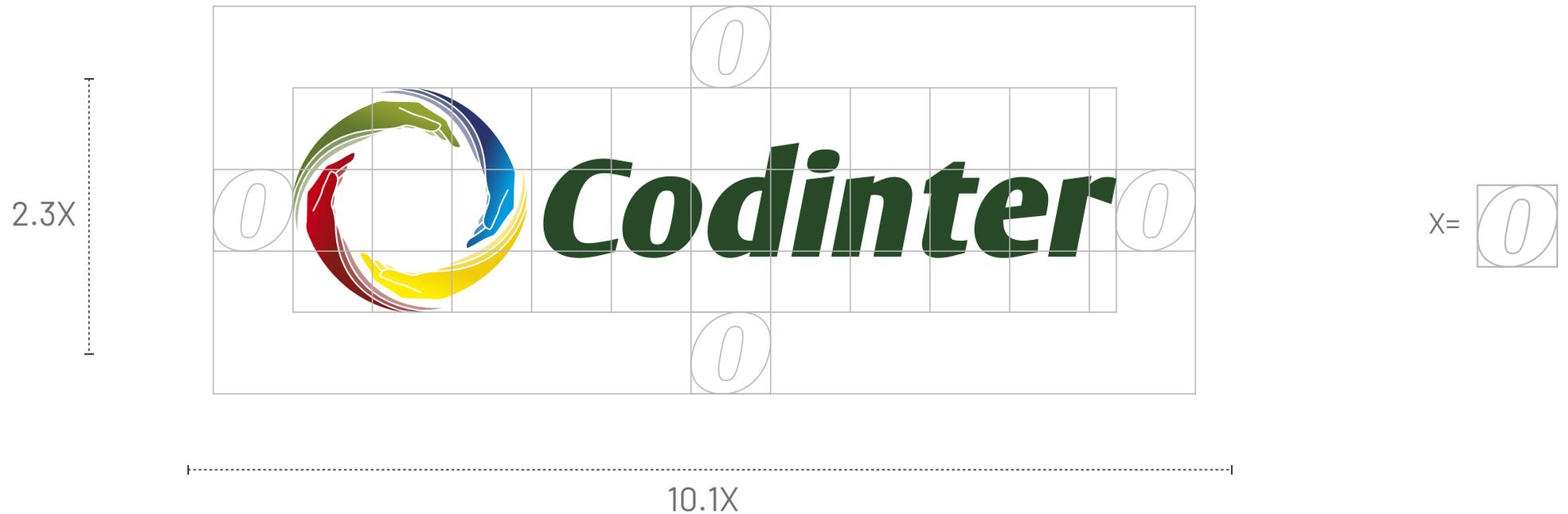
The name Codinter is in green (HEX: #274928). This color, which is slightly darker than the range of greens in the symbol, is only used for this purpose. Also, the font used for the name (ArmWrestler) is unique and we do not use it for any other purpose for the brand.

This logo (also known as the primary or positive logo) is used with a white or very light background. We use our logo on all of our print and digital materials.



The logo

The measures and proportions of the logo must be respected, so that when scaling it is proportional. For Codinter's logo, the unit of measurement X was the letter "O" of the logo.



The logo

When it is not possible or convenient to use the primary logo, because it would not fit well in a horizontal position, we can use as an option the logo with the isotype in the upper part and the Codinter name in the lower part, as shown in the image. This option is called the stackable logo.

This option should be used only in the exceptional case when the space allowed for the logo has a square shape, so that both the isotype and the logo are better appreciated.



The negative logo

When the logo must be placed on a dark background, whether solid or multicolored, the negative logo must be used.

The negative logo is also made up of the isotype and the name, with the same aspect ratio. Both the isotype and the name are in white. It is available in the original shape (rectangular) or stackable.



Examples of the logo's incorrect use



Do not stretch the logo



Do not tilt the logo



Do not change the typography



Do not change direction



Do not change the proportion



Do not place at an angle



Wrong negative logo



Wrong negative logo



Do not change colors



The isotype

Our isotype is composed of 4 hands of different colors that follow each other without touching, forming a circle.

The 4 colors represent 4 lines of business that the organization originally sought to exploit. Over time, some of these lines have been closed, while others have been opened. Today we use the four colors to represent the total number of business units being executed or planned to be executed. It also serves to show how diverse we are.

The fact that it is a circle and the hands do not touch represents our position of always evolving, growing, in an endless spiral. The colors of the hands, which gradient from dark to light, are a testament to the maturity we have achieved as an organization.

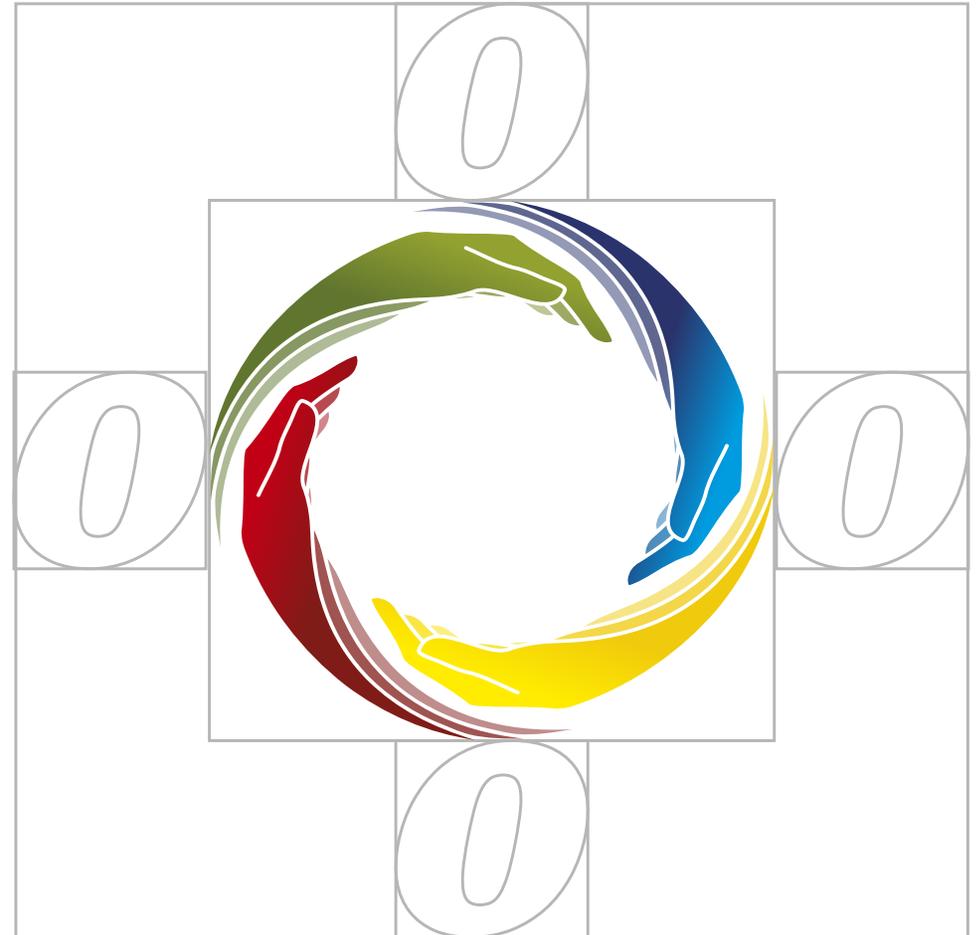


The isotype

The clearance area is the space that must be kept between the logo or isotype and the rest of the elements that will be used in a design where the brand will be shown. This area will allow the logo or isotype to be clearly visible. No other element should penetrate this reserve area. The measurement of this area is based on a unit of half an X which is equal to the letter "O" of the logo.



Minimum size
Digital: width 50px
(including clearance area)



Isotype clearance area
when used alone.

Examples of the isotype's incorrect use



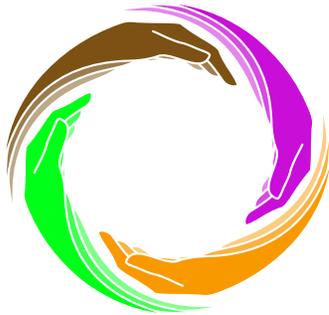
Do not place internal text



Do not stretch or place at an angle



Do not change the order



Do not change colors



Do not change the proportion



Wrong negative isotype

The logo with flags

In order to make our multinational presence known, the Codinter logo can be used in promotional materials, along with the flags of the five countries where we have offices.

It can be used in promotional material or in high visibility places, such as shirts for events, designs for walls or doors that the public can see, business cards, etc.

It is not necessary to use it in our internal communication, press releases, on the web, etc.

Flags are not part of the logo, they are rather patriotic symbols of each country. They are added to indicate that we have offices there, so it is ideal to use that image for potential customers, so they see that we are multinational.





The primary colors

The colors in the isotype go in gradient from a dark tone (origin) to a lighter tone (destination). The primary colors are the source or darkest shades within that spectrum. These four primary colors can be used to represent lines of business or some other concept.

Among these primary colors, blue has preponderance, as it is a color that conveys trust and strength. The use of blue and yellow as contrasts is encouraged.



Secondary colors

In the isotype the colors go in gradient from a dark tone (origin) to a lighter tone (destination). The secondary colors are the target or lighter tones within that spectrum and the midpoint between the lightest and darkest tone.

In this way, a range of three colors is obtained for each of the basic or primary colors, allowing variety and increasing the possibilities when designing.

Both primary and secondary colors can be combined, but this combination cannot be random. In the following illustration you can see the allowed color combinations.

RBG: 0-156-223
HEX: #009CDF
CMYK: 75-24-0-0

RBG: 21-103-165
HEX: #1567A5
CMYK: 91-60-9-1

RBG: 42-51-107
HEX: #2A336B
CMYK: 98-92-29-17

RBG: 255-236-0
HEX: #FFEC00
CMYK: 3-1-97-0

RBG: 248-219-6
HEX: #F8DB06
CMYK: 4-9-100-0

RBG: 240-202-12
HEX: #FOCA0C
CMYK: 7-17-100-0

RBG: 147-161-48
HEX: #93A130
CMYK: 47-23-100-3

RBG: 121-139-47
HEX: #798B2F
CMYK: 56-30-100-10

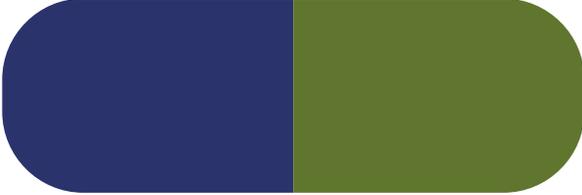
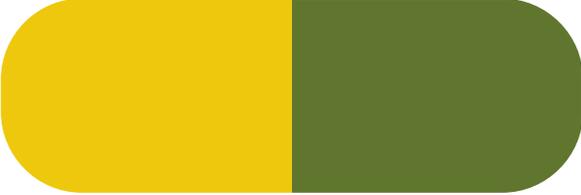
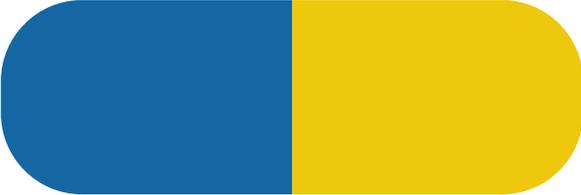
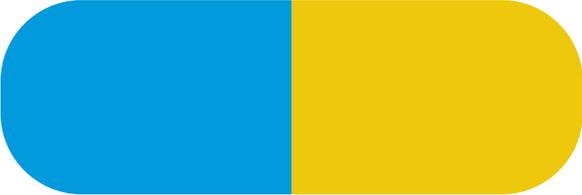
RBG: 96-118-47
HEX: #60762F
CMYK: 64-35-100-20

RBG: 193-0-22
HEX: #C10016
CMYK: 16-100-100-7

RBG: 160-14-23
HEX: #A00E17
CMYK: 24-100-100-21

RBG: 127-28-23
HEX: #7F1C17
CMYK: 30-97-99-37

Color combinations



Section 3

Design Elements

Typography

Barlow is used in both headings and text. In titles, we used in bold, 700. In regular texts, normal thickness is used, 400 and in case of emphasis, 600.

The space between letters should be 0 px in any case. Do not write titles all in uppercase, but in capitals. Titles should have a margin of at least 20 px for the following text. Line spacing should be 1.2 M.

We only use italics when quoting some words or to differentiate one language from the other in a bilingual publication.

**Aa Áá Ãã Ââ Bb Cc Çç Dd Ee
Éé Ëë Êê Ff Gg Hh Ii Íí Jj Kk Ll
Mm Nn Oo Óó Õõ Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789**

Light, 300

Light, 300, Italic

Regular, 400

Regular, 400, Italic

Stress, 600

Stress, 600, Italic

Bold, 700

Bold, 700, Italic

Technological solutions

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Typography examples

Title 1 (H1)
Barlow 700, 40 px

Title 2 (H2)
Barlow 700, 35 px

Title 3 (H3)
Barlow 700, 30 px

Text
Barlow 400, 20 px

Bold text
Barlow 600, 20 px

Quote
Barlow 400, Itálica, 25 px

We are the best

International Presence

Teamwork

Since 1979 we have technological solutions for all industries in America: Welding, Cutting, Automation, Industrial Finishing, and Automotive Refinishing.

Since **1979** we have technological solutions for all **industries in America**: Welding, Cutting, Automation, Industrial Finishing, and Automotive Refinishing.

"It has been an impressive job."

Illustrations

Although not customary, in some rare cases illustrations may be used. The most likely use would be in internal communications, where the actions of team members in the development of a concept must be depicted.

When illustrations are used, they will be isometric and will not have faces or facial expressions. Brand colors will be used in key elements. Diversity will be promoted, showing different skin colors.

Illustrations should not be childish or intended to be humorous.



Icons

We create special icons to explain the concepts of our communication or because they are necessary for our business lines.

The icons we use are simple, one color and with a background. The icons can be white, with any of the primary or secondary colors as background. Also, the icon can be colored while the background is white. This last resource is ideal when the surface to be placed is dark in color. The background can be circular or square with rounded edges. It is also possible to make grayscale icons.

Icons have a standard size of 512x512 pixels with an inner image whose maximum length or width does not exceed 320 pixels.



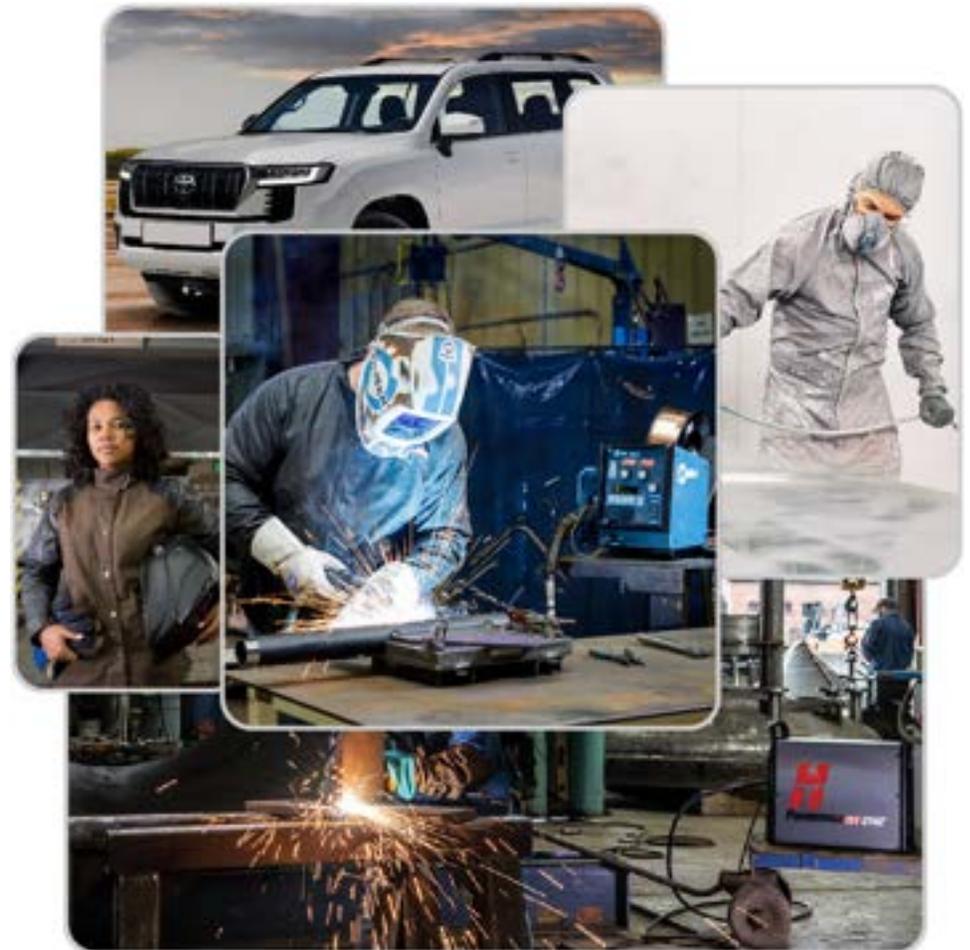


Photography

Photography is very present in the brand image. We give priority to original images of customer interactions. In addition, we use the brands' image repositories, when they have them.

In other cases we use neutral images from subscription image repositories. We do not use free images downloaded from the Internet.

When we make compositions we can frame them with a 2-3 pixel border in gray #EEEEEEEE in order to visually separate them from each other and with a white or colored background.



Vídeo

Codinter creates videos such as virtual events, in-person events, product demonstrations, trade show appearances, customer testimonials, etc.

Videos should be shot in the highest resolution available. They should be as short as possible. In the case of promotional product videos, they can even be less than one minute long.

At the end of each video an image with the logo, tagline and business line of the organization will be placed.

All videos will be published on YouTube channels, according to language. In addition, some videos can be shared through other social networks.



Sonido

Music is typically used in connection with videos. The music tracks used can be inspirational, corporate or high pitched.

Inspirational music

Characterized by a soft entrance that rises as the climax is reached. These are used in testimonial videos.

Corporate music

These are standard sound loops that promote trust and reassurance. They are used for training (internal or external).

High-pitched music

These are high note tracks that are used to motivate action, such as in promotional videos of products or events, whether face-to-face or virtual.



Clothing

According to the customs of the country we wear polo shirts or shirts. We place the Codinter logo on the left side. Since the clothing is observed by our customers, it is possible to place the logo with the flags.

For events such as fairs, the polo shirts or shirts we wear can be white, light blue, dark blue or black. If it is necessary to have other logos, such as the brands we represent, they should be placed on the other side of the polo or shirt, or on the sleeves.

Black, dark blue or brown pants may be worn, as long as it is permitted in the office or event.

Our attire should always be neat and appropriate to the occasion.





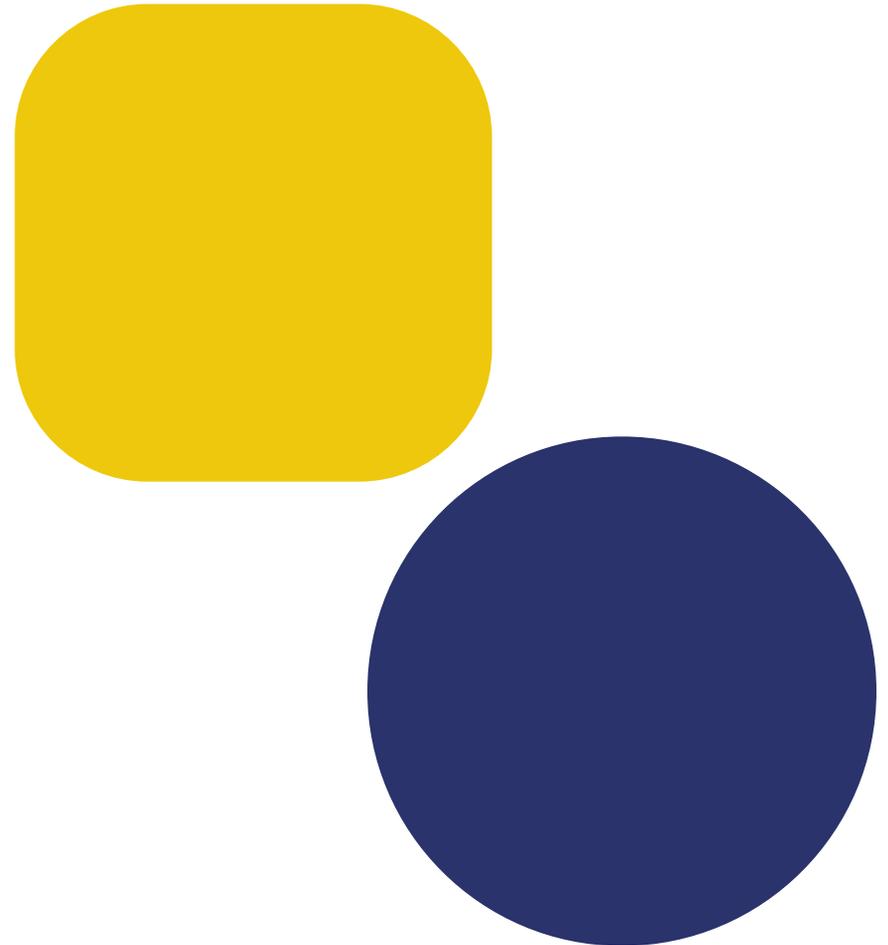
NO STOP
KEEP

Geometric shapes

Codinter uses only two geometric shapes in its designs: 1) The square with rounded edges and 2) The circle.

The square with rounded edges is the main geometric shape. This shape conveys security and confidence, while giving a sense of order. If the images do not collide with the edge of the page, they should have rounded tips.

The circle is the perfect geometric figure, since it has no angles to govern it. It is used whenever it is not convenient to use a square with rounded edges. It transmits continuity and permanence.



Buttons

Following the style of geometric figures, the buttons used in both digital and printed designs have rounded edges and an icon (chevron) that indicates an action to be performed.

The buttons have two states: the main one is the one that is displayed in inactive state, while the second one is how it behaves when the pointer is hovering over it, indicating to the user that he is about to take an action.

Basically the colors to use are blue, yellow and white, but they can also be adapted to other color combinations, when necessary.



Copywriting

All educational and promotional material that is produced begins with the writing of the article or script, as the case may be.

The writing style reflects the values we have as a brand.

We are always positive, accurate, coherent, give the benefit of the doubt, respect the judgment of others, etc.

We never belittle anyone, nor do we speak ill of the competition, nor make insinuations, nor tell half-truths, nor get involved in quarrels, etc.



Contact

For any question or comment, reach out to marketing@codinter.com.

This brand manual has been updated on January 1, 2023 by Jonathan Campos.

codinter.com

