



COUNO | GROUP

providing excellence in the services industry

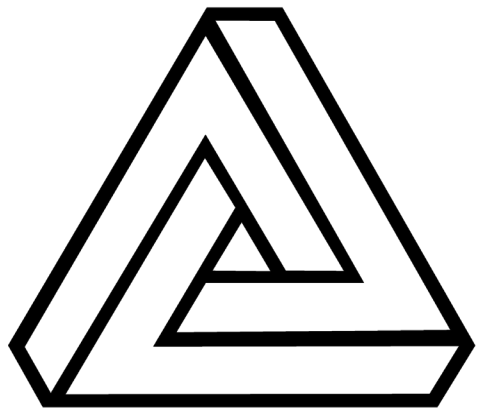
THE BRAND GUIDELINE

visual identity and application

COMPANY

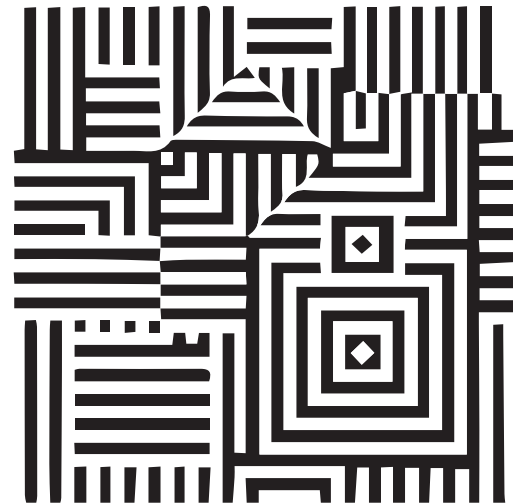
Couno group, established in 2015, provides specialist design and build services to the construction industry, including M & E, Plumbing, Fire, and IT. We brings together expertise from these specialist services related fields, to provide our client a more holistic and cost effective solution. Since our inception we have worked on varied commercial buildings, resorts, znd private residences.

“ b r i n g i n g t o g a t h e r e x p e r t i s e i n t h e
s e r v i c e i n d u s t r y ”



Penrose triangle

*Bringing together different components
together in a seamless whole*



Optical illusion

*creating the idea that there is more than
what meets the eye. going beyond the
facade.*

CONCEPT

The idea was to create a visual symbol and name which signify the core idea behind the company which is about providing a more holistic service to construction industry by bringing together diverse field of expertise under one roof. The identity had to symbolise visually and literally the idea of intergration and connection,

COUNO

Definition

COUNO, Latin, means connected, welded together, joined, combined and consolidated, fused.

SERVICE/ PRODUCT

“Couno” signify the product/ service assortment the company offers, which is holistic and integrated

GROUP

Definition

any collection or assemblage of persons or things; cluster; aggregation:

PEOPLE / CONSULTANTS

The “Group”, signify the people/ consultants who provides the product and service,

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VISUAL CONCEPT

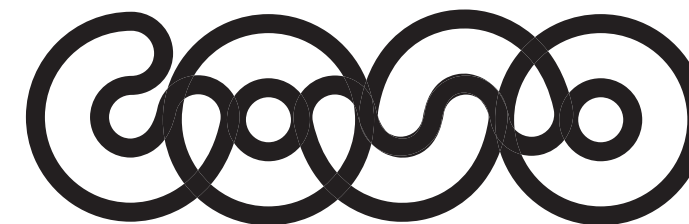
The idea was to create a visual symbol and name which signify the core idea behind the company which is about providing a more holistic service to construction industry by bringing together diverse field of expertise under one roof. The identity had to symbolise visually and literally the idea of intergration and connection,



Taking the idea of connected chains



Incorporating the letters which makes the name of the company



Fusing and weaving it together to form a singular form

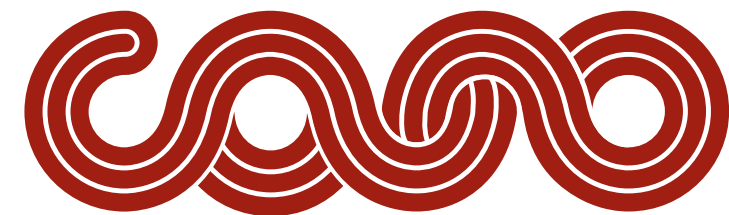


Simplifying and make it stand on its own, as a symbol



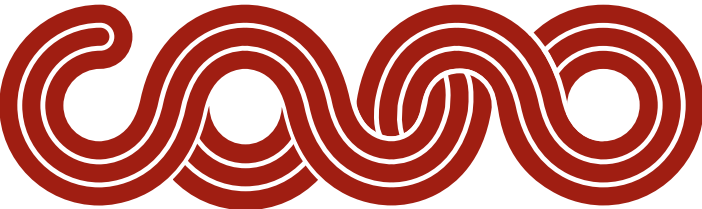
THE SYMBOL

the visual symbol signify integration, and interweaving of diverse service offering of the company, in a manner that is seamless and holistic, while also resembling the name of the company itself.

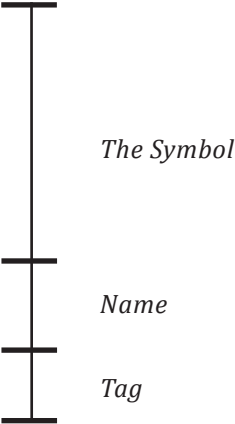


THE LOGO

The full logo combines the symbol, name and taglines, in a cohesive whole. The logo has different components which can be used in combination and seperately as desired.



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THE LOGO INTERNAL SPACES

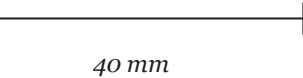


THE LOGO FREE SPACE ALLOWANCE

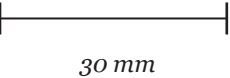


SIZE

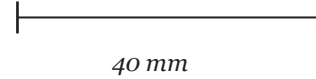
There is no specified maximum size for the Brand logo variations. As we want our logo to stand out, we have established minimum sizes for 3 variations of the logo. Whatever the reproduction technique or communication medium, be sure our logo never is smaller than what is specified.



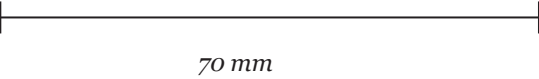
full logo with tag



logo



logo w tagline

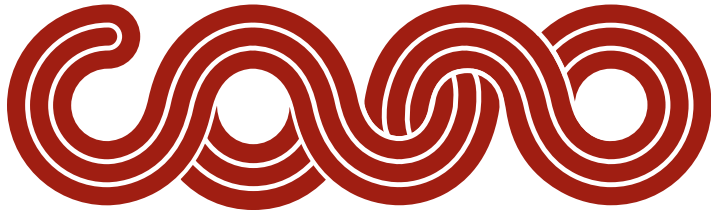


Symbol only

PRIMARY LOGO COLOUR

The the primary logo is magenta,
and can be used as positive and
negative

Each of these has been specially
drawn for postive and negative &
should never be interchanged.



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C = 6, M = 94, Y = 100, K = 35

On negative background there is 10% tint
white as specified.



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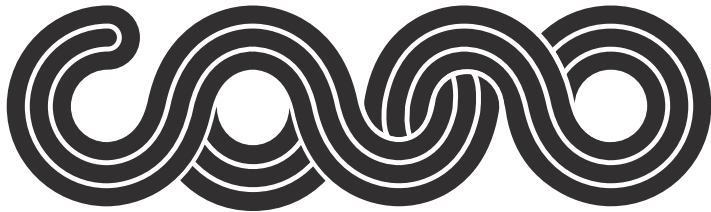


C = 0, M = 9, Y = 10, K =4

SECONDARY LOGO COLOUR

The the primary logo is magenta,
and can be used as positive and
negative

Each of these has been specially
drawn for postive and negative &
should never be interchanged.



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C = 0, M = 0, Y = 0, K = 95

On negative background there is 20% tint
white as specified.



COUNO | GROUP

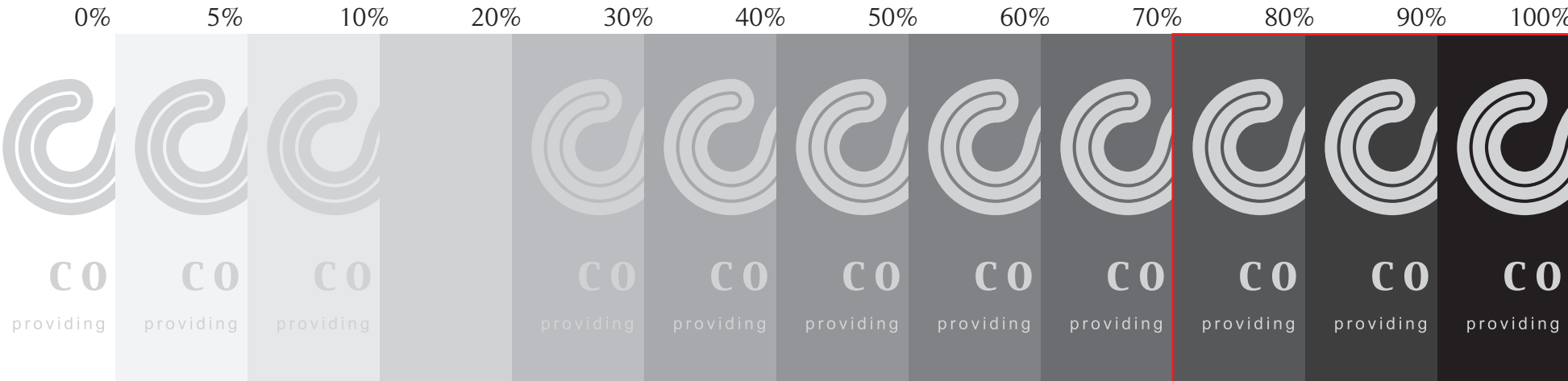
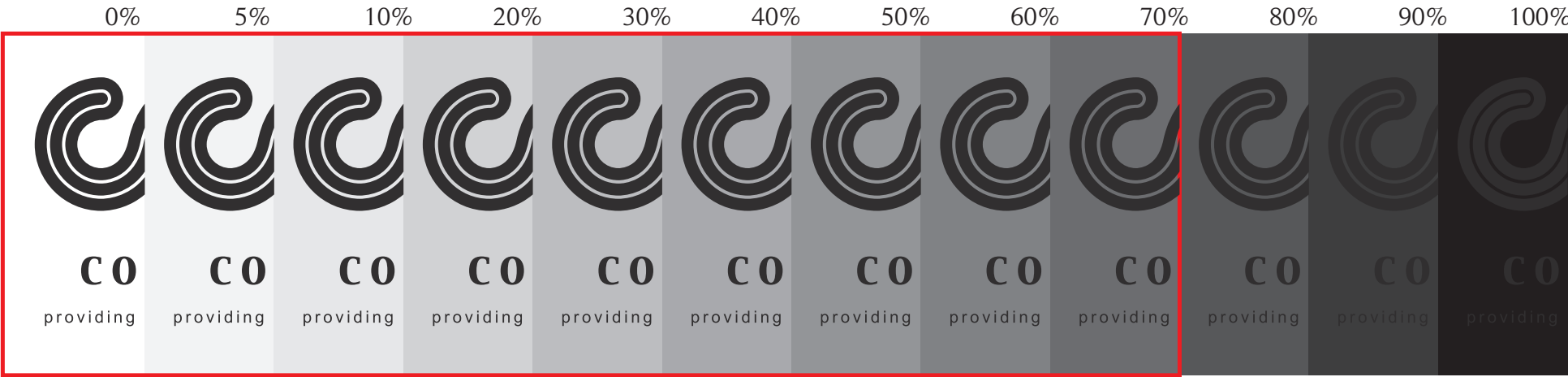
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C = 0, M = 0, Y = 0, K =20

BACKGROUNDS

The preferred background for our signature are 100% white & 100% black. But in exceptional cases it might be necessary to use the logo over tones of grey, black and colour. For those cases we have outlined a chart to show the recommended range to work from. it is important to ensure the visibility of all logo elements.



POSITIVE LOGO

0% to 70% dark background use negative logo

WHITE LOGO

100% to 70% dark background use negative logo

COLOUR PALETTES

The primary background colour is Magenta. The main secondary complimentary colour is a Charcoal Black. Please follow the background colour tones for logo usage on colour background.

80% 60% 40% 20%

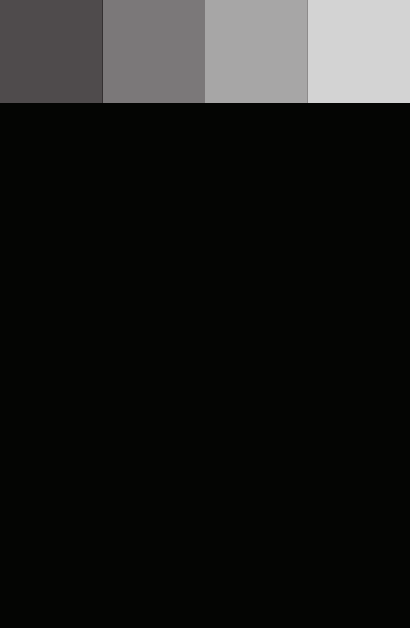


#9E2213
R 158 G 34 B 19

Pantone CMYK Uncoated
P 49-16 U

C 6 M 94 Y 100 K 35

80% 60% 40% 20%



#000000
R 0 G 0 B 0

Pantone
P Process Black Uncoated

C 0 M 0 Y 0 K 100

TYPOGRAPHY

Typography plays an important role as an extension to the brand's personality.

We have selected two main typface families that will work best with the brand.

An alternative typeface have been suggested where the recomendated fonts are not available

HEADINGS

CAPITAL
SIMPLECASE

ABCDEF GHIJK LMNOP QRSTU -
VWXYZ 12345678910

BODY

ARIAL

ABCDEF GHIJK LMNOP QRSTU -
VWXYZ 123456789

HEADING ALTERNATIVE

JUSTUS
BOOK

ABCDEF GHIJK LMNOP QRSTU -
VWXYZ 123456789

CAMBRIA
REGULAR

ABCDEF GHIJK LMNOP QRSTU -
VWXYZ 123456789

BODY ALTERNATIVE

AVENIR LT STD
BOOK

ABCDEF GHIJK LMNOP QRSTUVXYZ
123456789

NEUZEIT S LT STD
BOOK

ABCDEF GHIJK LMNOP QRSTU -
VXYZ123456789

APPLICATION

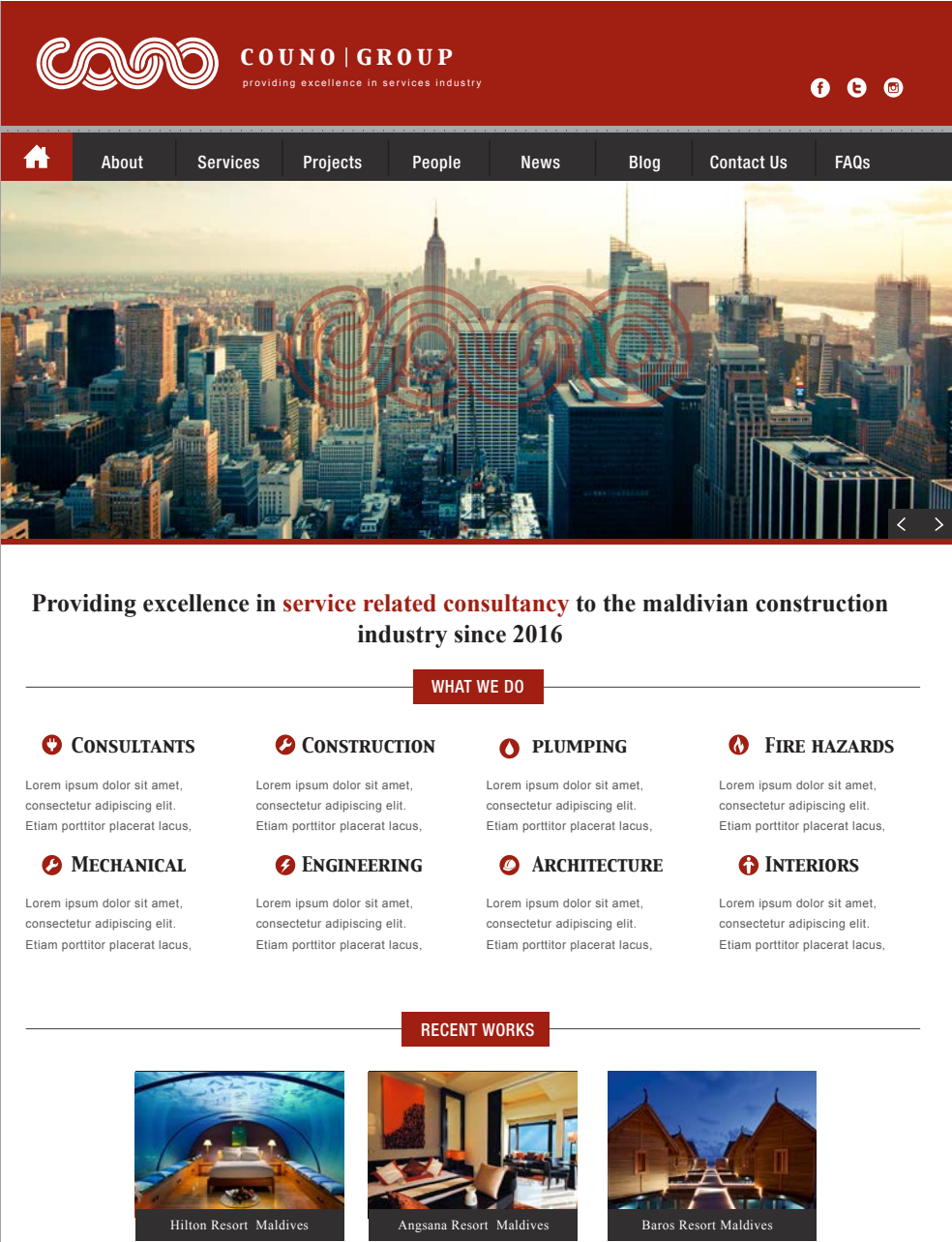
The Examples shows how the visual identity is applied to basic office stationary. For communication purposes the application of the visual identity should incorporate the elements within the examples shown here.

The main stationary will be used for all official communication purposes. This will be the main stationary pack which incorporates the overall identity of the brand, as well as primary elements as specified in the document previously



WEBSITE

Fonts, colours, and design elements used on the website are based on the guidelines discussed previously.



PRESENTATION SLIDES

These are the main powerpoint presentation slide templates, which includes the front, introduction and title pages.



FOR ANY QUESTIONS REGARDING THIS BRANDING GUIDELINE OR ABOUT
THE COUNO GROUP BRAND PLEASE CONTACT US