

VISUAL IDENTITY SYSTEM

Brand Guidelines.

The work management platform for service organizations — one simple, effective workspace that brings calm and operational clarity to the work companies do for and with other companies.

INSIDE THIS DOCUMENT

Contents

01	Introduction	Who we are and how to use this guide	04
02	Brand Foundation	Mission, vision and personality	05
03	The Logo	Primary lockup and construction	06
04	Logo Variations	Approved formats for every context	07
05	Clear Space & Sizing	Protecting the mark's integrity	08
06	Logo Misuse	What never to do with the logo	09
07	Color System	Primary palette and values	10
08	Color Application	Tints, neutrals and balance	11
09	Typography	Ibrand, Poppins and the type scale	12
10	The Icon	App marks and standalone symbol	13
11	Brand Voice	How cordeya sounds and writes	14
12	Applications	The identity in the real world	15

PART ONE

Introduction & Foundation

01

01 — INTRODUCTION

A single source of brand truth.

cordeya is a work management platform for service organizations — one simple, effective workspace for calmer company work. This document exists to keep the cordeya brand as dependable as the product itself.

Why guidelines matter

A brand is only as strong as its consistency. Every time the logo, color or voice appears the same way, trust compounds. These rules remove guesswork so every team — design, marketing, product and partners — can move quickly without diluting the identity.

How to use this guide

Treat this as the definitive reference. Before producing any branded material, check it against these pages. When a scenario isn't covered here, apply the spirit of the system: clear, modern, confident and human.

ELEMENT	WHAT IT COVERS	PAGE
Logo	Construction, variations, clear space and misuse	06 – 09
Color	Primary palette, values, tints and neutrals	10 – 11
Typography	lbrand display, Poppins text and the type scale	12
Voice & Applications	Tone of language and identity in context	14 – 15

02 — BRAND FOUNDATION

What cordeya stands for.

MISSION

Calmer company work

To give service organizations one simple, effective workspace — turning scattered context into operational clarity across the work they do for and with other companies.

VISION

Shared work made visible

A future where every commitment between companies — ownership, status, and next actions — is easy to see, so shared work becomes visible momentum.

Brand personality

The cordeya brand is shaped by four traits. They guide every design and writing decision across the identity.

Clear

Nothing hidden,
nothing noisy

Modern

Current,
crafted, never
dated

Confident

Sure of itself,
never loud

Human

Warm,
approachable,
real

03 — THE LOGO

The primary logo.

The cordeya logo is the cornerstone of the identity. It pairs a swirling six-point symbol with a clean, geometric wordmark set in the Ibrand typeface.



The symbol

A continuous looping star formed from six petals. It represents shared work in motion — separate commitments flowing together into one connected whole. The open center is a focal point: clarity at the core.

The wordmark

Set in lowercase Ibrand for an approachable, contemporary feel. The gradient flows from indigo into magenta, and the closing dot signals resolution — a clear, settled outcome.

CONSTRUCTION

Symbol and wordmark sit on a shared baseline. The space between them equals the width of the letter "c" in the wordmark.

BALANCE

The symbol height matches the cap height of the wordmark, keeping the lockup visually even and stable at any size.

04 — LOGO VARIATIONS

Variations for every surface.

Four approved logo formats cover every background and context. Always choose the version with the strongest contrast.



PRIMARY — FULL COLOR

For light backgrounds. The default logo.



REVERSED — WHITE

For dark backgrounds and photography.



SYMBOL — FULL COLOR

When the brand is already established.



SYMBOL — WHITE

App icons, favicons and dark UI.

Choosing the right version

CONTEXT	RECOMMENDED VERSION
Website header (light)	Primary — Full Color
Dark UI / footer	Reversed — White
App icon / favicon	Symbol — Full Color or White
Over photography	Reversed — White

05 — CLEAR SPACE & SIZING

Room to breathe.

Clear space keeps the logo legible and uncluttered. Never let other elements intrude on the protected zone around the mark.



The minimum clear space equals the height of the cordeya symbol — measured as "X" — on all four sides.

Minimum size — full logo

To stay legible, the full logo should never appear smaller than **28 mm** wide in print, or **120 px** wide on screen.



Minimum size — symbol

The standalone symbol should never appear smaller than **10 mm** in print, or **24 px** on screen.



06 — LOGO MISUSE

What never to do.

The logo's consistency is non-negotiable. These six examples show the most common mistakes — avoid every one of them.

**CORRECT USAGE**

Original artwork, unaltered, full contrast.

**DO NOT STRETCH**

Never distort or change proportions.

**DO NOT ROTATE**

Always keep the logo level and upright.

**DO NOT PLACE ON LOW CONTRAST**

Avoid busy or tonally similar backgrounds.

**DO NOT RECOLOR**

Never apply unapproved colors or filters.

**DO NOT REDUCE OPACITY**

Keep the logo fully opaque and solid.

07 — COLOR SYSTEM

The cordeya palette.

Three vivid primaries define the brand — a gradient journey from electric indigo through violet to a bold magenta-pink.

**PINK · #FD3A8C**

RGB 253 · 58 · 140

CMYK 0 · 77 · 45 · 1

The accent. Highlights & energy.

**INDIGO · #6558FC**

RGB 101 · 88 · 252

CMYK 60 · 65 · 0 · 1

The anchor. Primary brand color.

**VIOLET · #8B46EC**

RGB 139 · 70 · 236

CMYK 41 · 70 · 0 · 7

The bridge. Connects indigo & pink.

The signature gradient

The brand gradient flows left to right at a 110° angle, moving indigo → violet → magenta → pink. It is the heart of the cordeya look — used in the logo, key headlines and feature moments.

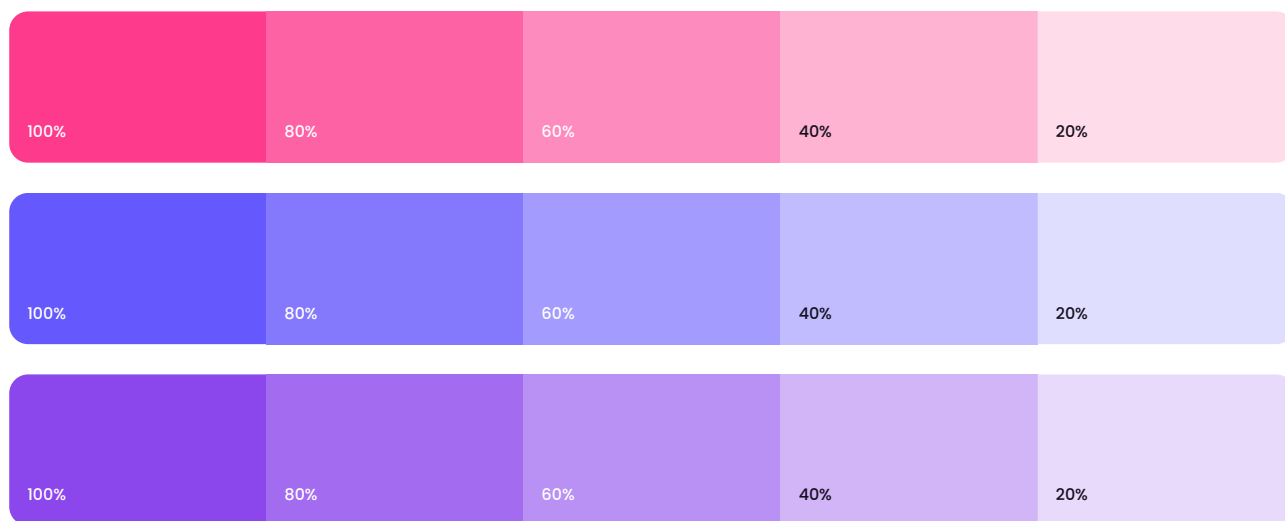


08 — COLOR APPLICATION

Tints, neutrals & balance.

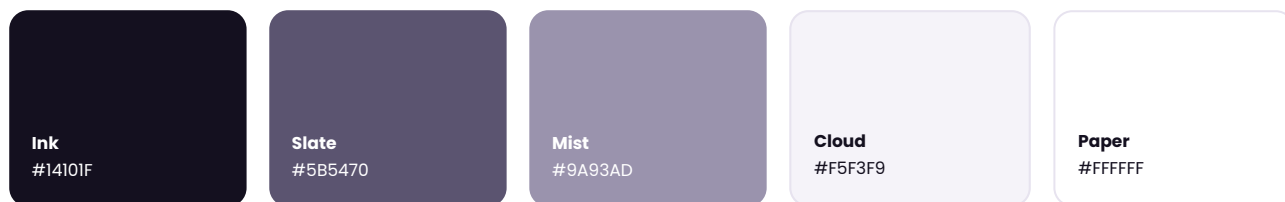
Tint scales

Lighter tints extend each primary for backgrounds, states and data visualization — without introducing new hues.



Neutral palette

Neutrals carry the bulk of interface and document surfaces, letting the brand colors stay vivid and intentional.



THE 60 · 30 · 10 RULE

Aim for roughly 60% neutral surfaces, 30% a dominant brand color, and 10% a sharp accent. Vivid colors lead — they never flood the page.

ACCESSIBILITY

Always confirm text meets WCAG AA contrast. Use Ink on light tints and white on full-strength primaries — never mid-tint text on mid-tint backgrounds.

09 — TYPOGRAPHY

Type with character.

Ibrand

DISPLAY & HEADLINES

Ibrand is the brand's display typeface — geometric, rounded and friendly. It is used for the logo, headlines and large statement type. Set it in sentence or lowercase for warmth.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
0123456789 & .,!?

Poppins

BODY & INTERFACE TEXT

Poppins is the supporting typeface for body copy, UI and long text. Its geometric forms harmonize with Ibrand while staying highly legible at small sizes.

Poppins Light 300 · Intro text

Poppins Regular 400 · Body copy

Poppins Medium 500 · Emphasis

Poppins Bold 700 · Labels

Type scale

DISPLAY

Operational clarity

Ibrand · 33 / 34pt

HEADING

Calmer company work

Ibrand · 15 / 18pt

BODY

The supporting voice of the brand.

Poppins · 9.4 / 15pt

CAPTION

SMALL LABEL TEXT

Poppins · 7pt · Caps

Pairing in practice

Lead with Ibrand for impact, then let Poppins carry the detail. Never set long paragraphs in Ibrand, and never use Poppins for the primary headline of a branded layout.

LICENSING NOTE

Ibrand is a third-party typeface. The file supplied for this project is licensed for personal use only — secure the full commercial license from the foundry before using it in production for the cordeya brand.

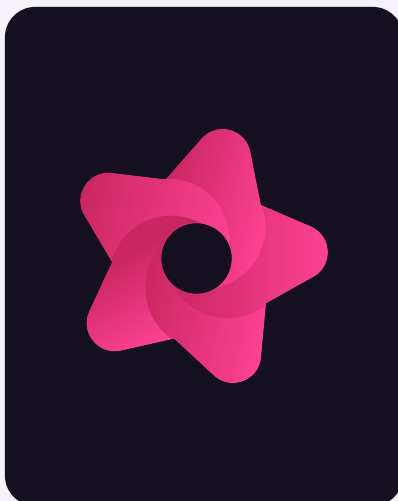
10 — THE ICON

The symbol, standalone.

The cordeya symbol works on its own as an app icon, favicon or profile mark — anywhere the brand is already familiar.



Gradient ground — hero placement



Dark ground — full-color symbol



Light ground — default symbol

App icon grid

For app stores and home screens, the symbol sits centered within a rounded-square container with consistent padding.



iOS / gradient



Dark variant



Light variant



Circular / avatar

Padding rule — within any icon container, the symbol occupies roughly 62% of the width, leaving even breathing room on all sides. Never let it touch the edges.

11 — BRAND VOICE

How cordeya speaks.

The cordeya voice is the verbal half of the identity. It is plain, helpful and quietly confident — never jargon-heavy, never hype.

We are **clear**

Short sentences. Plain words. We explain, never obscure.

We are **human**

We write to a person, not a market segment. Warm, never robotic.

We are **confident**

We state things directly. No hedging, no empty superlatives.

We are **helpful**

Every sentence earns its place by guiding the reader forward.

✓ WRITE LIKE THIS

- One simple workspace for calmer company work.
- Less scattered context. More operational clarity.
- Turn shared work into visible momentum.

✗ NOT LIKE THIS

- Leverage synergistic workflow paradigms.
- The world's #1 most revolutionary platform!!!
- Our solution-oriented architecture empowers.

IN ONE LINE

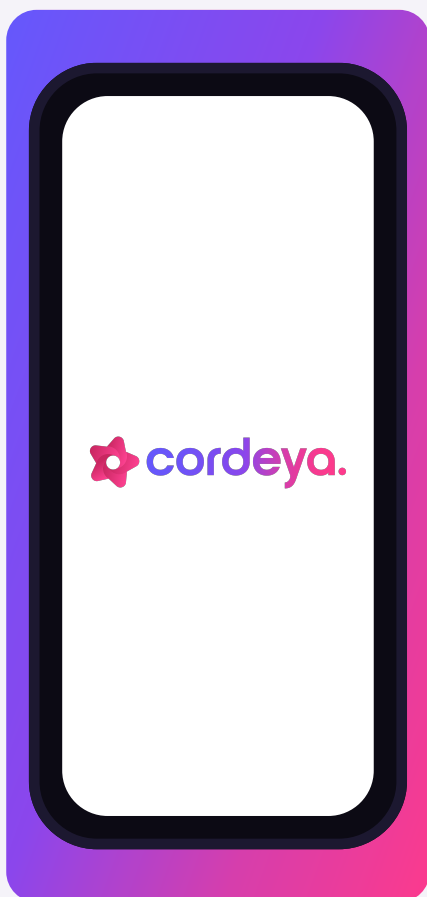
Plain words, calm tone, real clarity.

When in doubt, write the way you would explain the work to a colleague — clearly, and without noise.

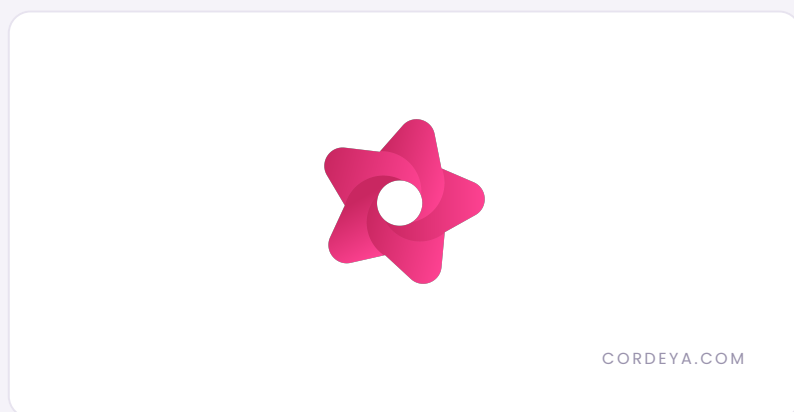
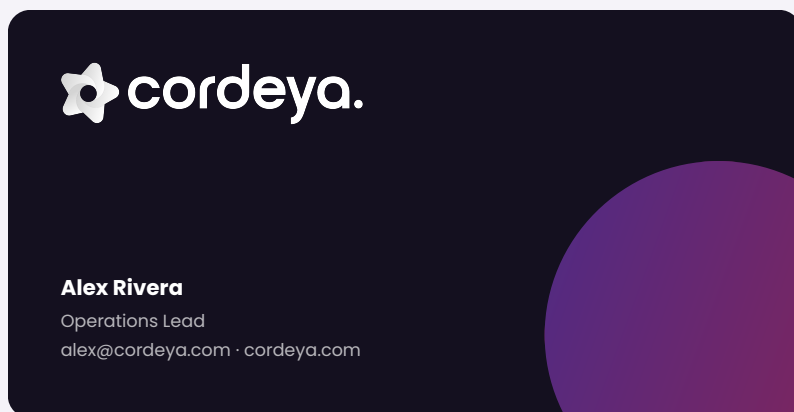
12 — APPLICATIONS

The brand in the world.

A quick look at the identity in context — from the mobile app to stationery. Every surface follows the same system.



Mobile app — splash screen



Business card — front & reverse



Website footer



Email signature



Social banner



Work management for service organizations

BRAND GUIDELINES · VERSION 1.0