



COASTER

Brand Guidelines

1. Brand identity



Coaster CMS is the open source CMS system developed by Web-Feet . It is flexible for developers and simple for end users. The logo represents both the name and the modern approach to creating something complex (where the colours intersect) that is easy to use and understand.

2. Brand variants



Standard



Single colour



White version



3. Zone of isolation



The preferred zone of isolation (area that isolates the logo from other elements on page or website) is one „C” character space.

4. Minimum size



80px, 28mm

Minimum size of the logo is a width of 28mm or 80px

5. Typography

Intro regular

Raleway Bold

Raleway Light

Intro regular

MAIN HEADER TEXT

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque totam rem **aperiam**, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

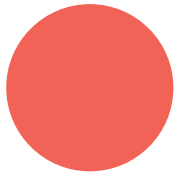
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia cons

SUB HEADING

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore

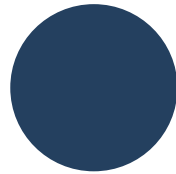
6.Colours

Primary Colours



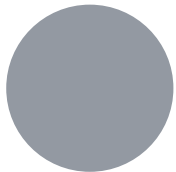
#e85b4d

C: 0 R: 232
M: 76 G: 91
Y: 65 B: 71
K: 0



#1f3d5a

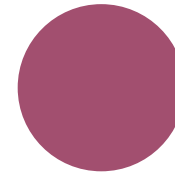
C: 90 R: 31
M: 73 G: 61
Y: 37 B: 90
K: 30



#9b9ea3

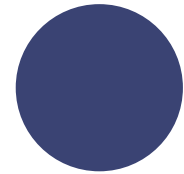
C: 45 R: 155
M: 35 G: 158
Y: 29 B: 163
K: 0

Secondary colours



#a54966

C: 35 R: 165
M: 80 G: 73
Y: 39 B: 102
K: 7



#343e6b

C: 87 R: 52
M: 79 G: 62
Y: 27 B: 107
K: 17

