

CoreMedia

Brand Guidelines



COREMEDIA

NOTE

This presentation uses the CoreMedia brand font, DM Sans. If you haven't installed it yet, you should download it from the following link to ensure you see this presentation correctly.

<https://fonts.google.com/specimen/DM+Sans>

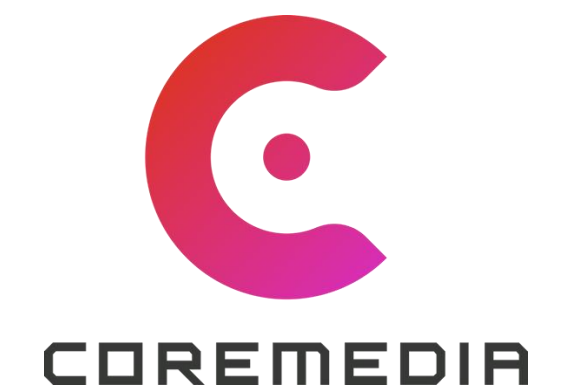


CoreMedia

These brand guidelines establish a set of rules and recommendations to ensure the consistent implementation of CoreMedia's fundamental brand elements. They define the key components and explain how they relate to one another, providing a clear framework for maintaining a strong and cohesive visual identity.

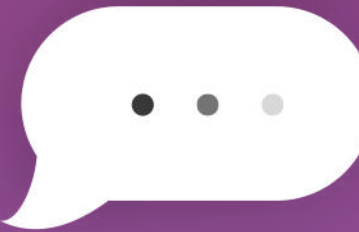
By following these guidelines, we can work together to uphold brand consistency and create impactful, unified communication. Your commitment is essential, and we appreciate your support.

Thank you!



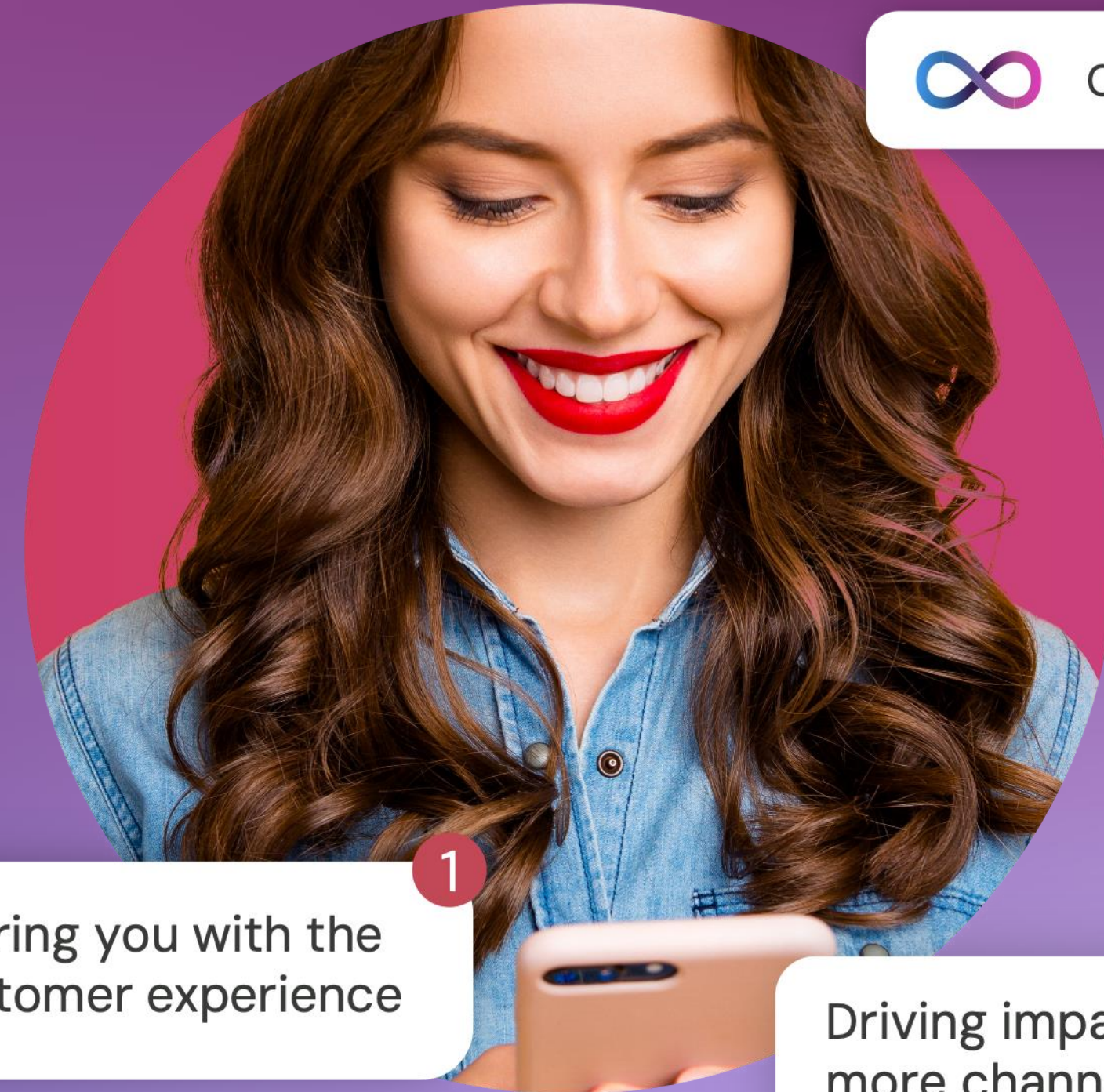
CoreMedia

Unifying the customer experience journey



Powered by 

 Omnichannel



1 Empowering you with the best customer experience

Driving impact across more channels than any other DXP

We have a rich brand story that is centered on innovation, customer success, and collaboration. CoreMedia GmbH was founded in 1996 in Hamburg, Germany by Sören Stamer and Jörg Liebe, who saw the potential for technology to help businesses build better relationships with their customers. Today, we are a leading provider of content management and digital experience solutions, serving some of the world's largest and most successful brands.

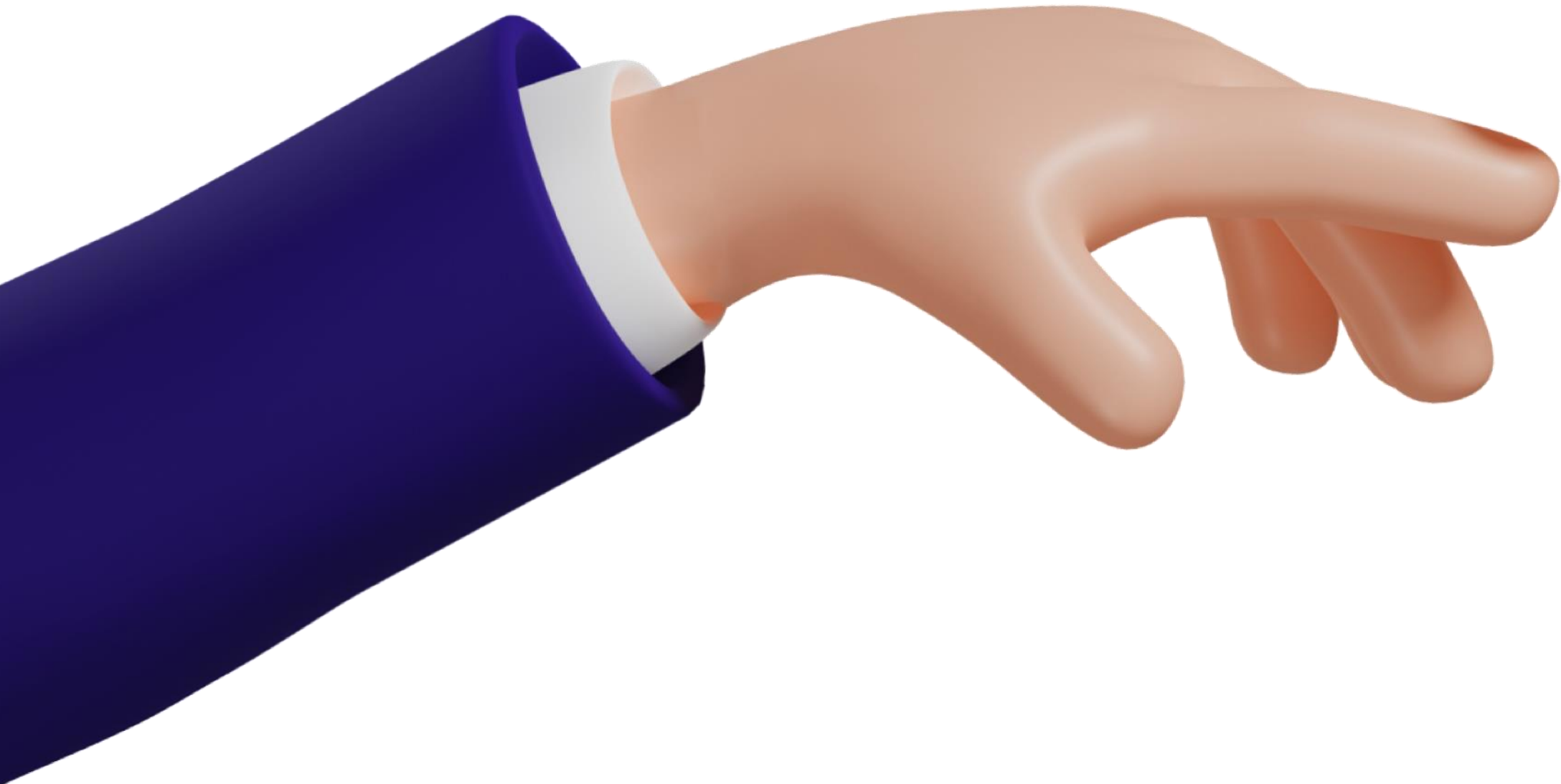
CoreMedia Commitment to innovation

One of our key strengths is our commitment to innovation. Our platform is constantly evolving to keep up with the changing needs of the digital landscape. From headless content management to artificial intelligence and machine learning, we are at the forefront of the latest trends and technologies, ensuring that our customers always have access to cutting-edge solutions.

Customer success is another important part of our story. We take a consultative approach to working with our clients, creating tailored solutions that meet their specific needs. This approach has helped us build long-lasting relationships with our clients, many of whom have been with us for years.



CoreMedia Commitment to innovation



Collaboration is also a core value at our company. We work closely with our customers, partners, and employees to create a culture of teamwork and innovation. This collaborative approach has helped us build a strong sense of community, with everyone working together to create the best possible solutions for digital experiences.

With our commitment to innovation, customer success, and collaboration, we are well positioned to continue our success well into the future. We are dedicated to elevating experiences and driving impact, awakening the full potential of content and empowering businesses to adapt their digital touchpoints quickly and efficiently across all localizations.




Elevate
experience.
Drive impact.

SHOW ON:

DESKTOP MOBILE TABLET

HERO IMAGE



EDIT BY ADRIAN

HEADER

EN FR IT DE

Find your perfect look |

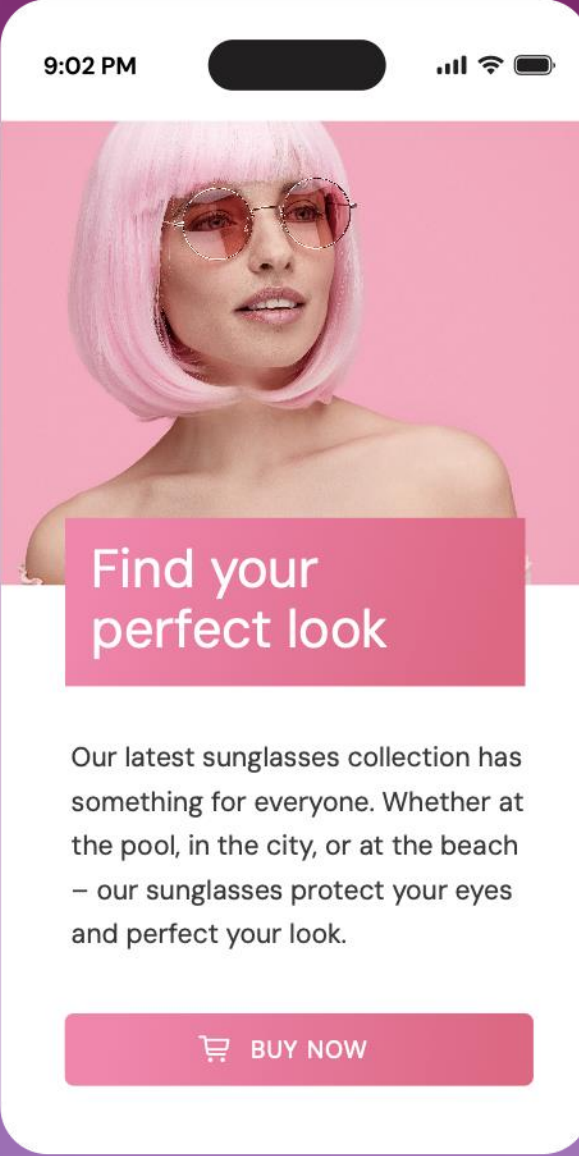
EDIT BY ELI

TEASER

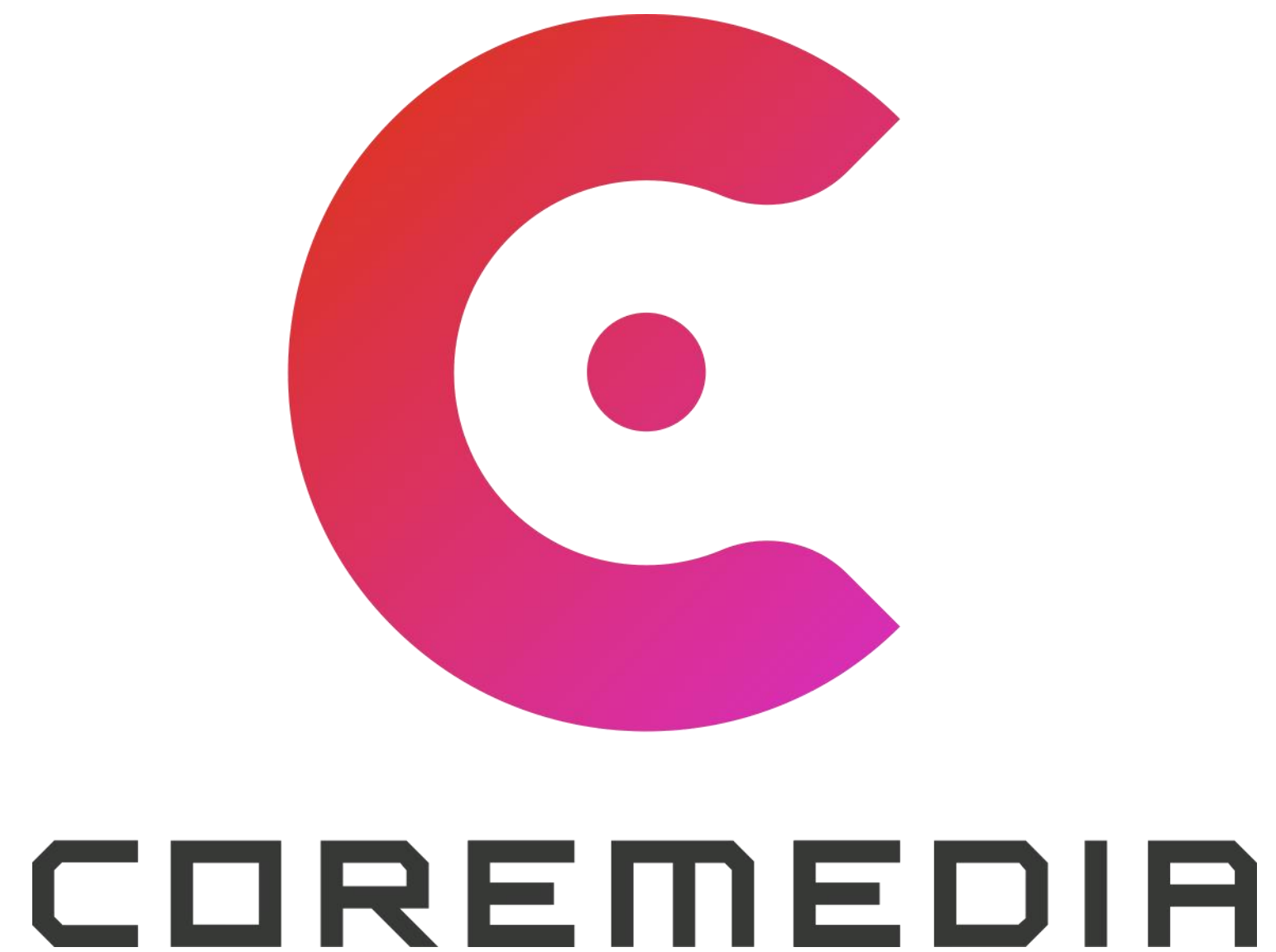
EN FR IT DE

Unsere neueste Sonnenbrillenkollektion bietet für jeden etwas. Ob am Pool, in der Stadt oder am Strand – unsere Sonnenbrillen schützen deine Augen und perfektionieren deinen Look |

EDIT BY AARON



CoreMedia Logo - Vertical version



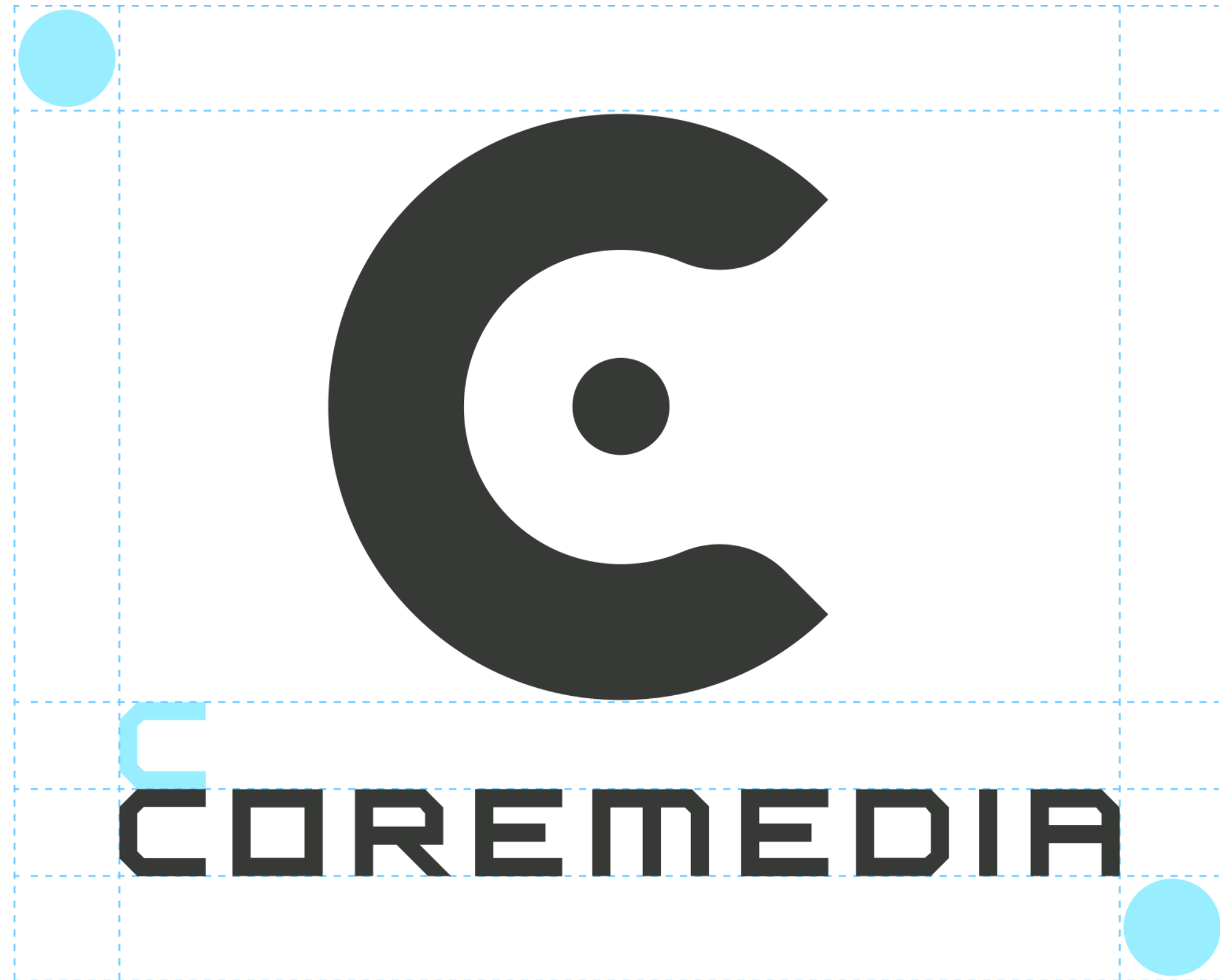
Our logo is the touchstone of our brand and one of our most valuable assets and we must ensure proper usage at all times.

The logo consists of a stylized “C” with a dot at its center, symbolizing connection and engagement. While the dot represents the core, the “C” (CoreMedia) appears to expand around it, providing both growth and security.

CoreMedia Logo - Horizontal version

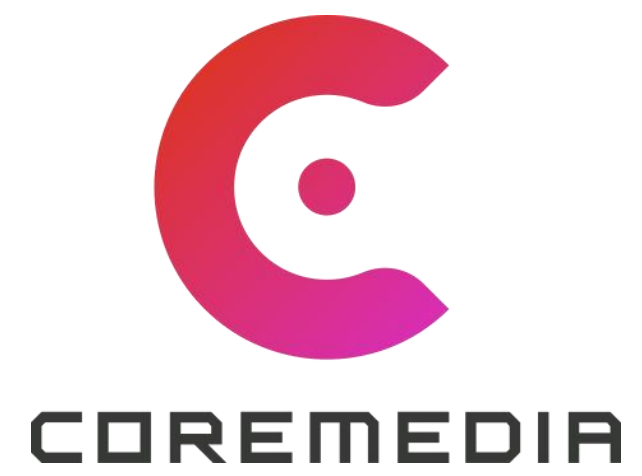


CoreMedia Logo construction

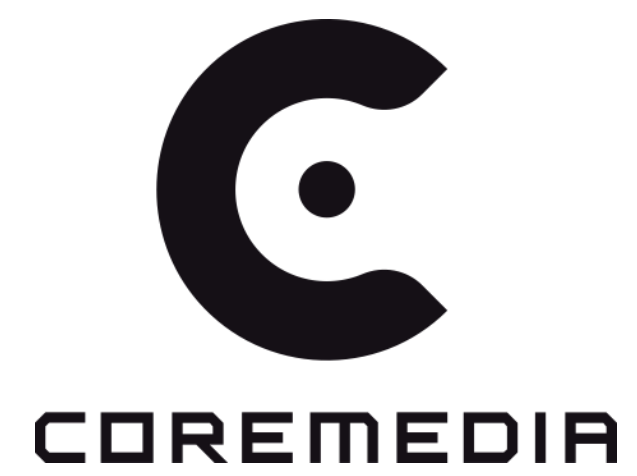


CoreMedia Logo variants

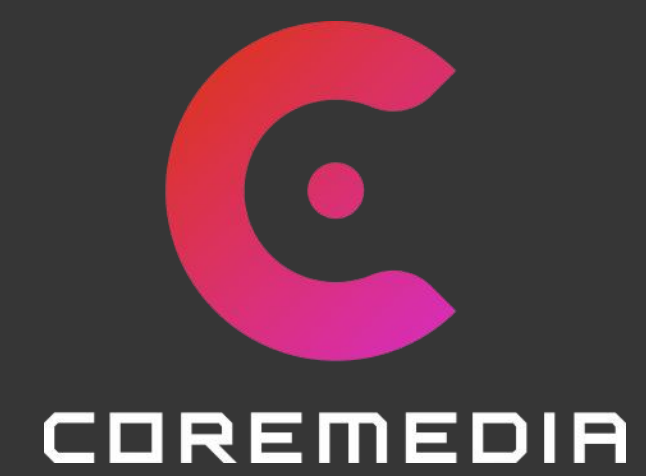
COLOR VERSION



BLACK VERSION



NEGATIVE VERSION



WHITE VERSION

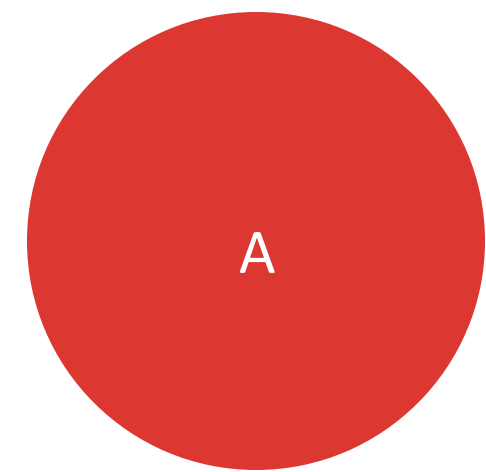


CoreMedia Logo variants

Always use the color variant that ensures the best readability. By default, the full-color version works best on light backgrounds, while the white version is more suitable for dark or photographic backgrounds.

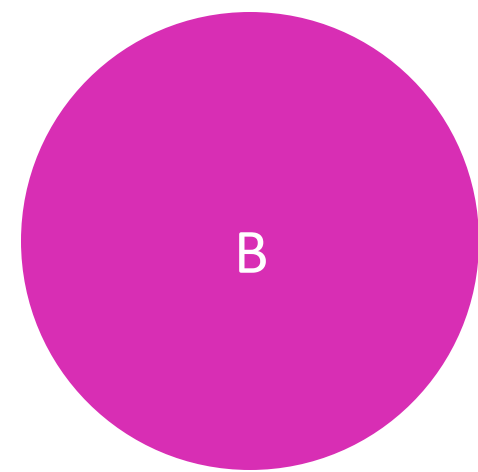


CoreMedia Main color palette



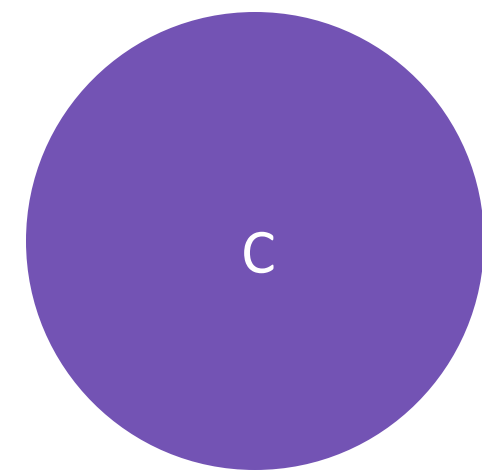
A

CRIMSON



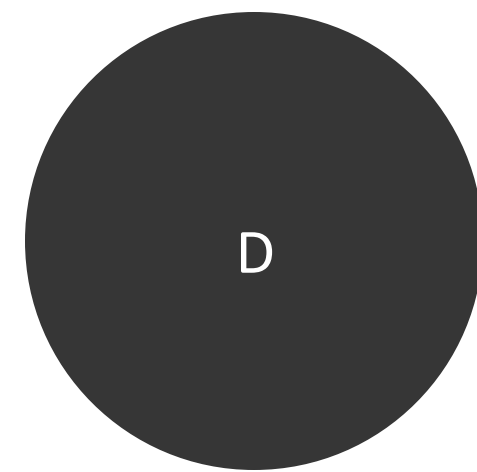
B

MAGENTA



C

PURPLE

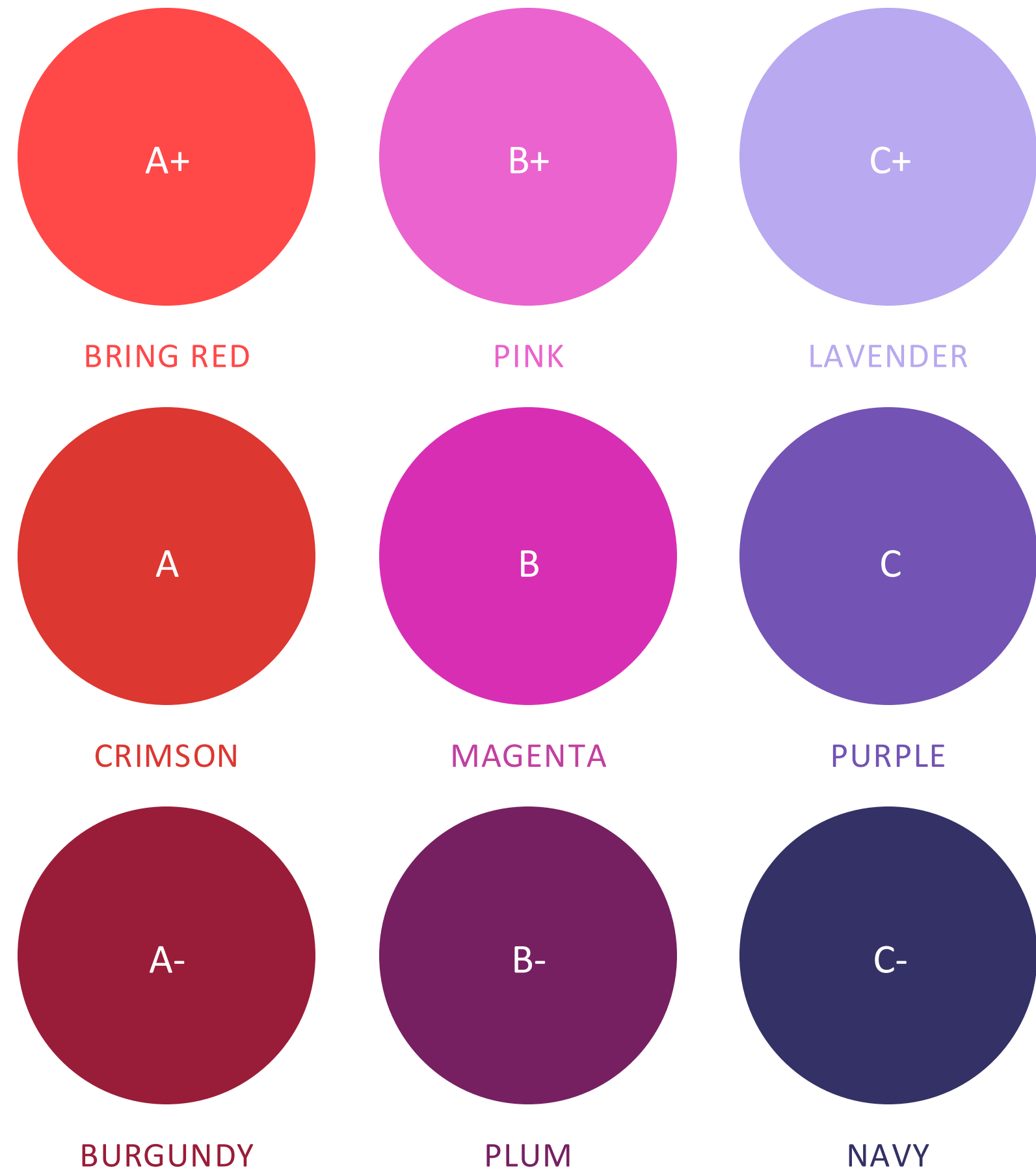


D

GRAPHITE

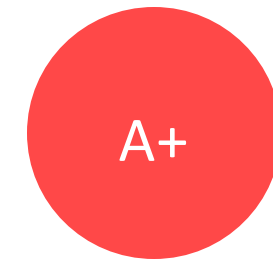
Our colors are what gives us our personality. Our color palette conveys a bold, sophisticated, and creative brand identity. With Crimson Red and Magenta as our primary colors, they make a strong impression and reflect our innovative spirit. Meanwhile, Purple and Graphite add a sense of trustworthiness, luxury, and refinement to the brand.

CoreMedia Complementary color palette

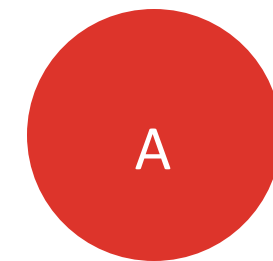


Gradients play a key role in our brand, bringing dynamic to our designs. They can be created using different shades of our primary colors, and can transition seamlessly between one to another. Since our brand is built on bold, impactful colors, white space is equally essential. White should always be present to ensure balance and lightness.

CoreMedia Color systems



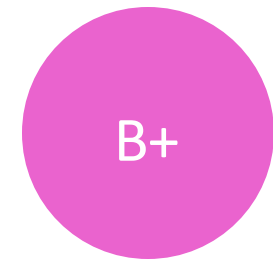
BRING RED
HREF: #FF4848
CMYK: 0/86/70/0
RGB: 255/72/72
HSB: 0/71/100



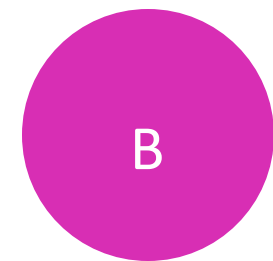
CRIMSON
HREF: #DD342B
CMYK: 9/94/96/1
RGB: 220/152/43
HSB: 1/78/86



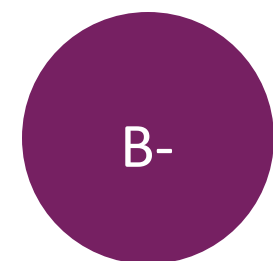
BURGUNDY
HREF: #991D38
CMYK: 27/99/73/22
RGB: 153/29/56
HSB: 345/80/60



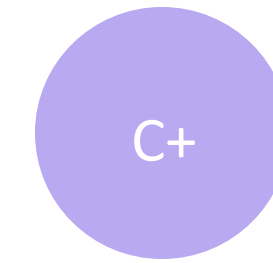
PINK
HREF: #EA63CE
CMYK: 16/71/0/0
RGB: 234/99/206
HSB: 312/57/91



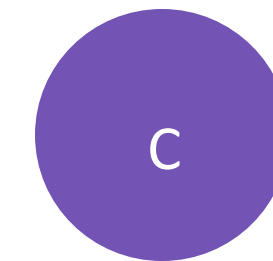
MAGENTA
HREF: #D82EB4
CMYK: 23/87/0/0
RGB: 216/46/180
HSB: 314/66/76



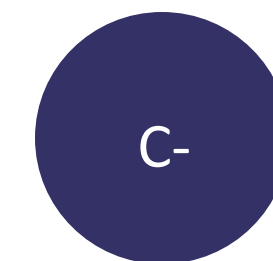
PLUM
HREF: #762062
CMYK: 56/100/31/16
RGB: 118/32/98
HSB: 313/72/46



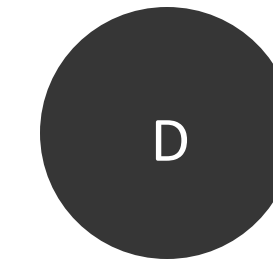
LAVENDER
HREF: #B8A9F0
CMYK: 27/33/0/0
RGB: 184/169/240
HSB: 251/29/94



PURPLE
HREF: #7353B4
CMYK: 65/77/0/0
RGB: 115/83/180
HSB: 259/53/70

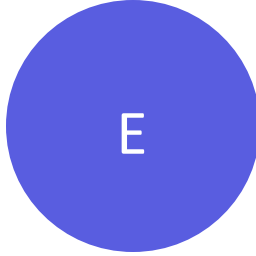



NAVY
HREF: #343166
CMYK: 93/92/31/20
RGB: 52/49/102
HSB: 242/51/40

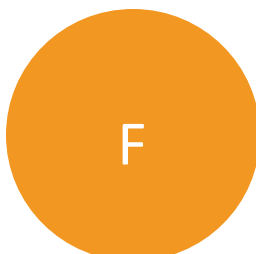


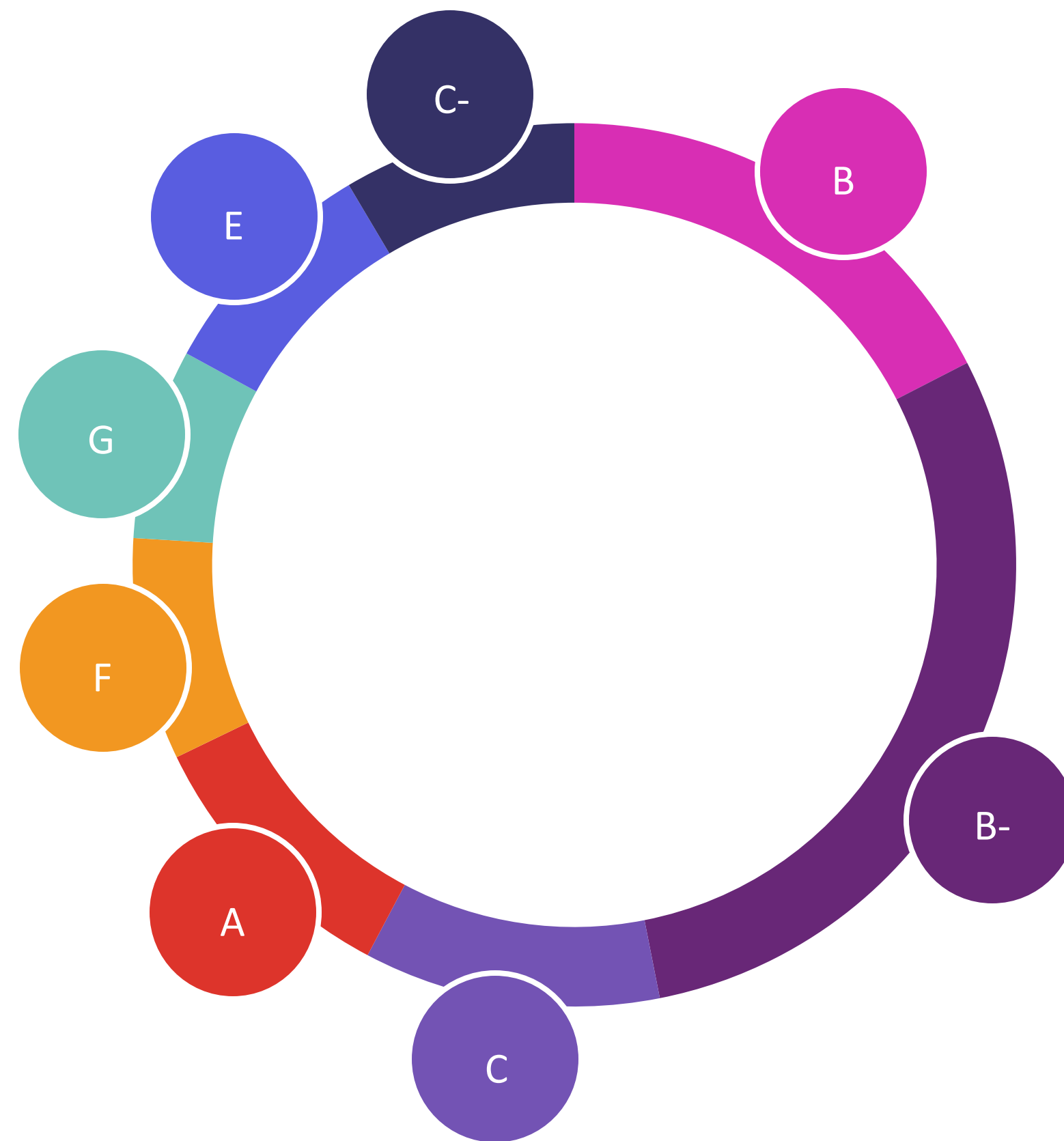
GRAPHITE
HREF: #363636
CMYK: 69/63/62/56
RGB: 54/54/54
HSB: 120/0/21

CoreMedia Extra colors

 BLUE
HEX: #595DE0
RGB: 89/93/224
HSB: 238/60/87

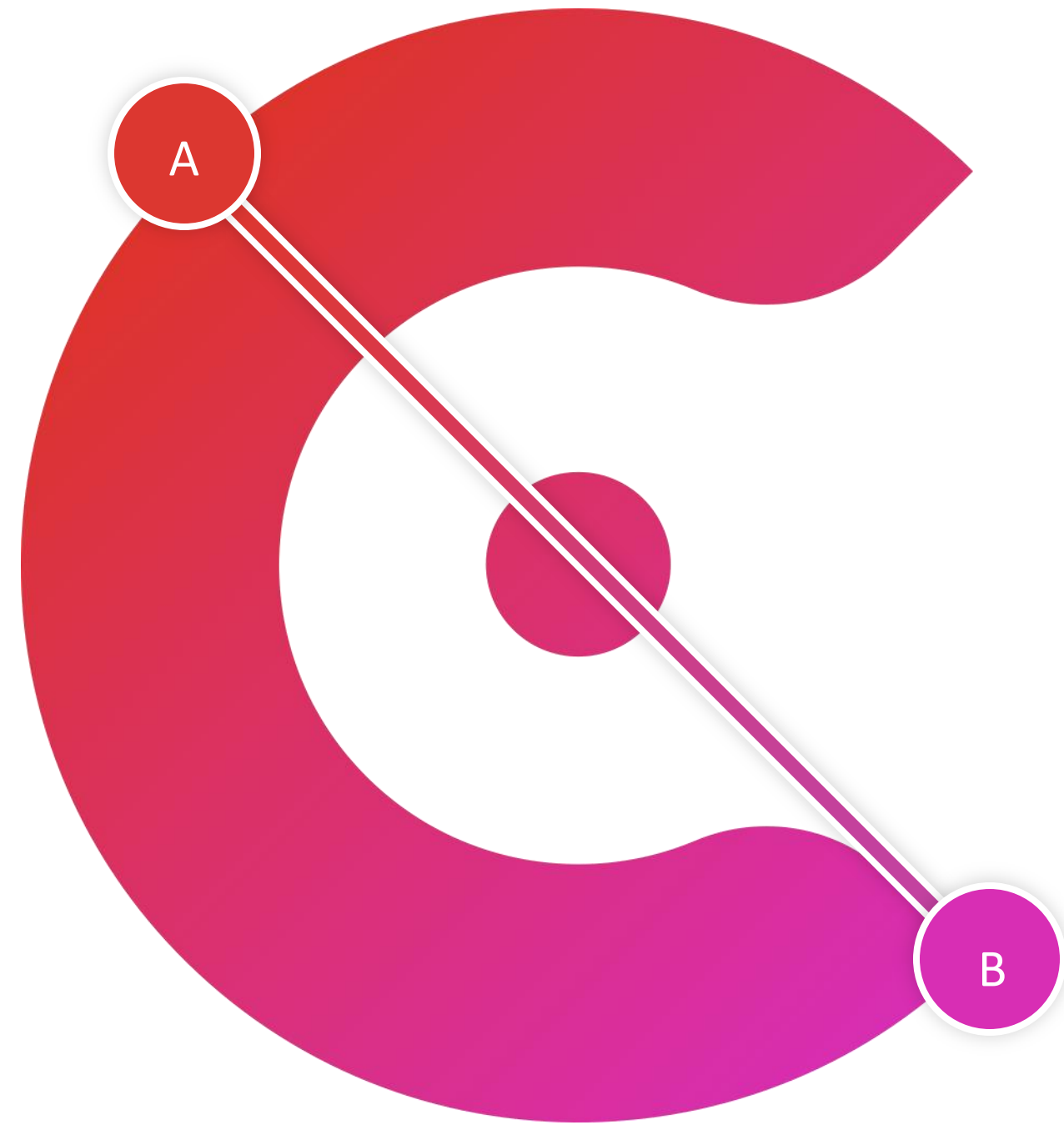
 GREEN
HEX: #67BBB0
RGB: 103/187/176
HSB: 172/45/73

 YELLOW
HEX: #F29721
RGB: 242/151/33
HSB: 33/86/95



Additional colors are available for use in charts and infographics. These colors should not serve as identity colors and should remain subtle, avoiding dominance in the design.

CoreMedia Gradients

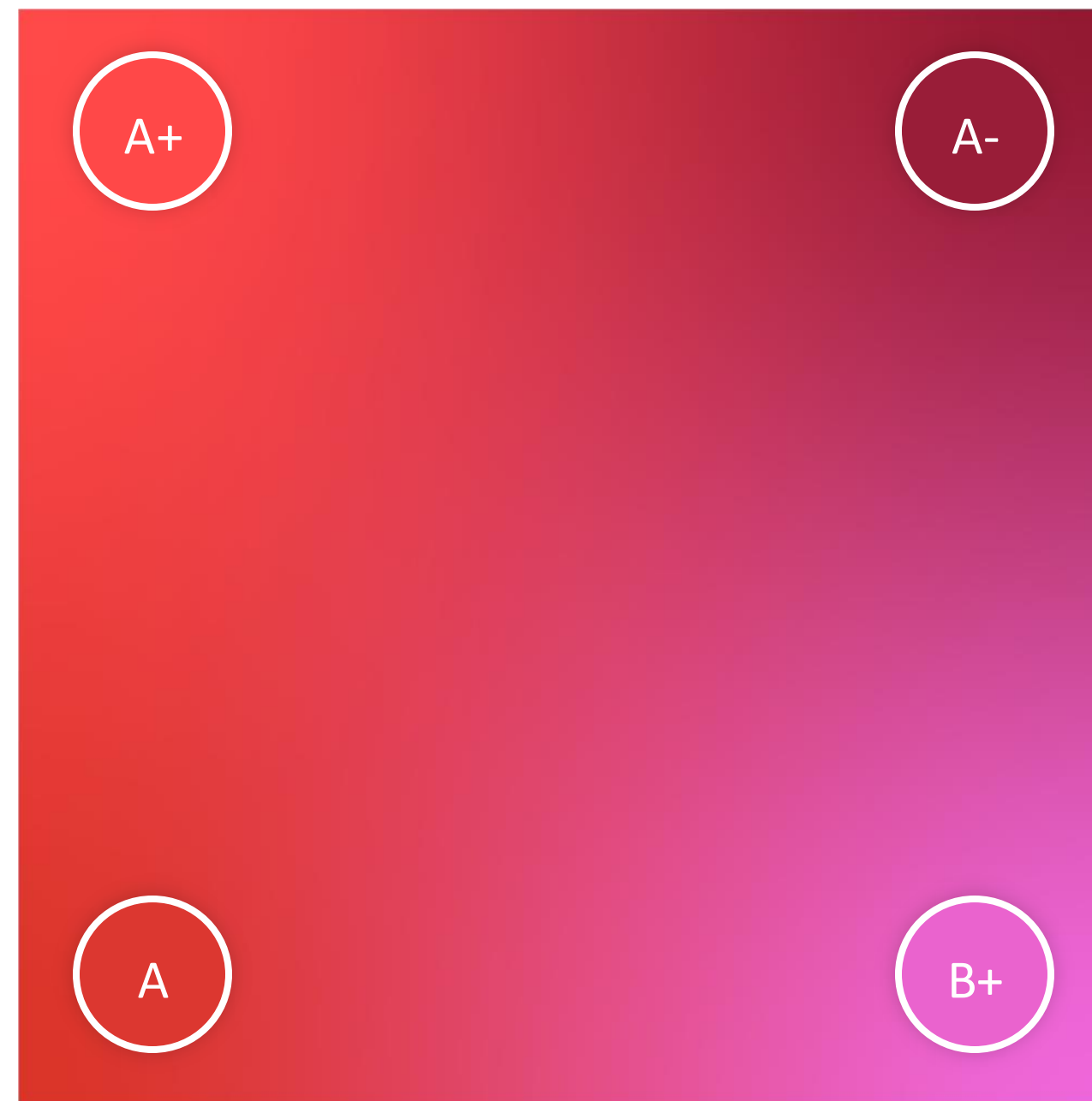
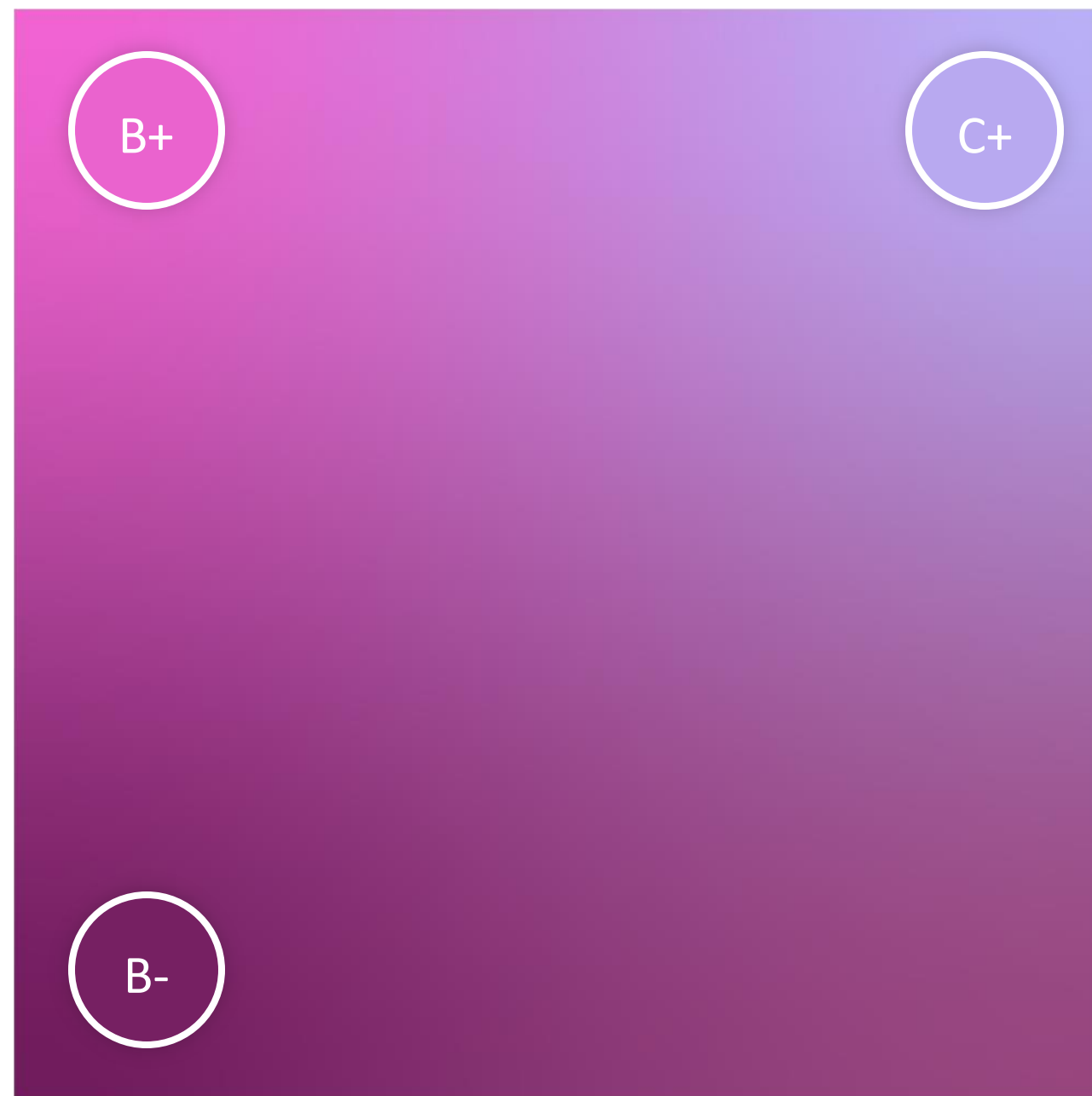


Gradient on Logo
(A at 0% - B at 100%)



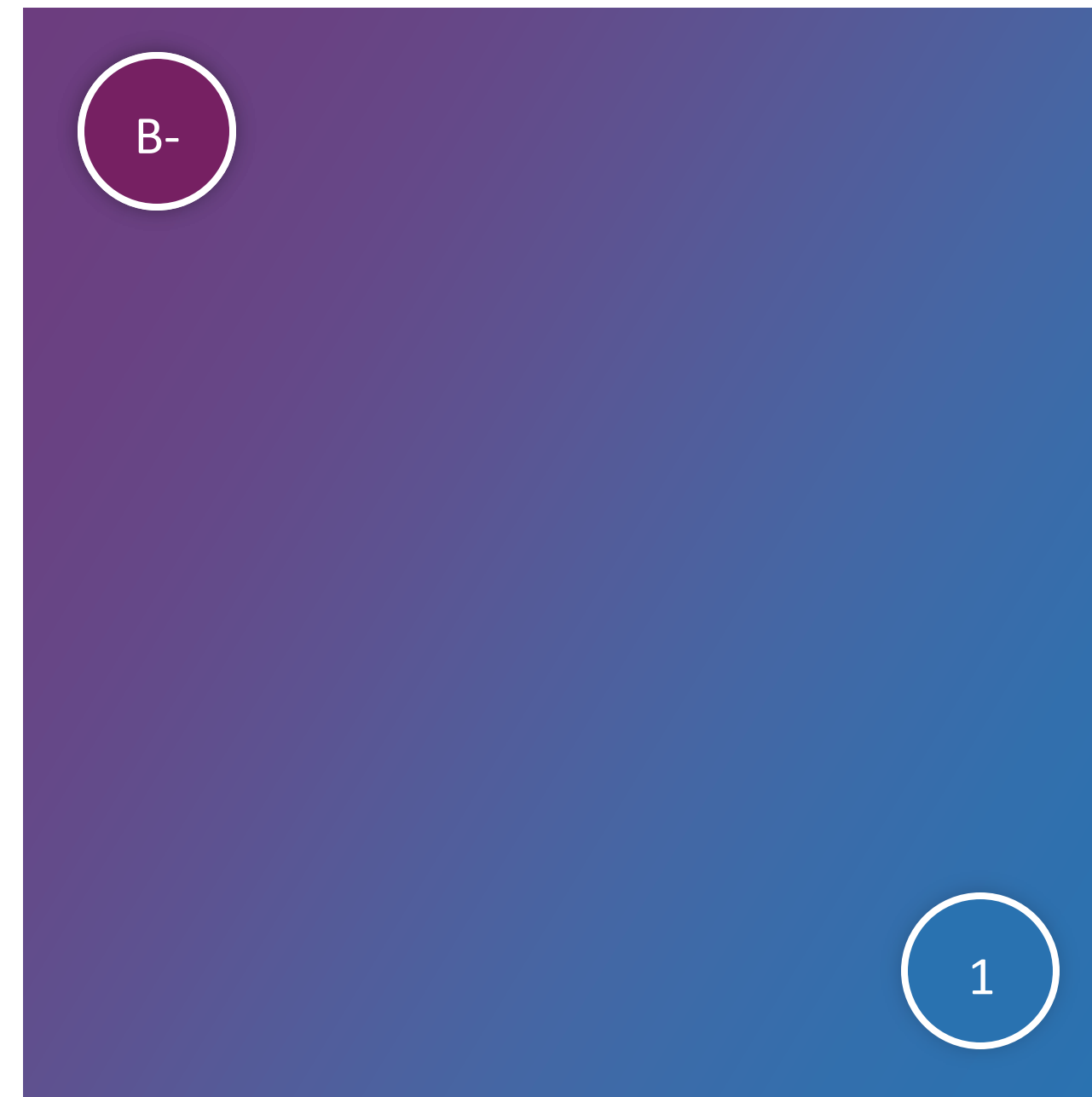
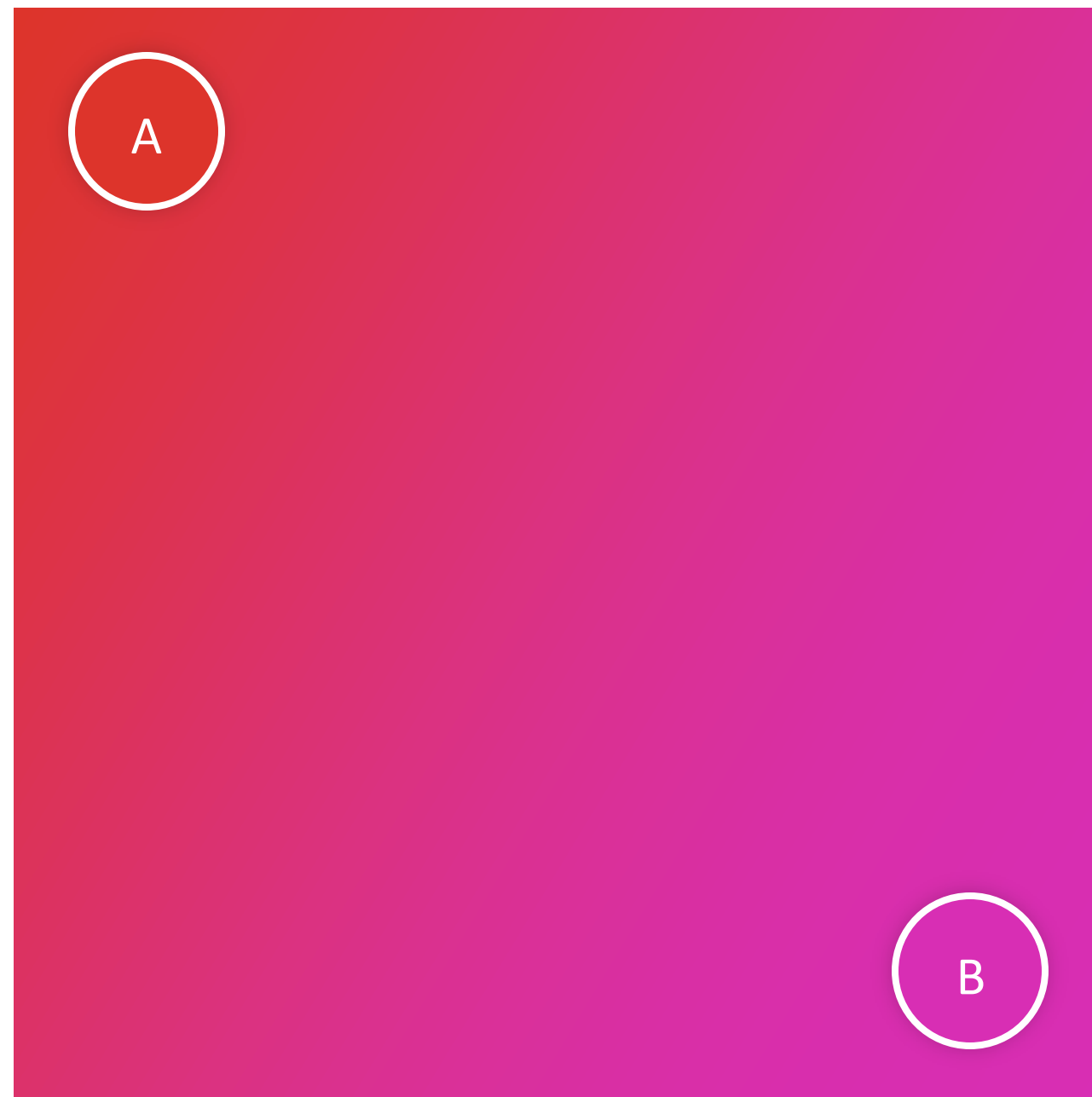
Gradient on Text or backgrounds
(A at 0% - B at 50% - C at 100%)

CoreMedia Gradients Examples



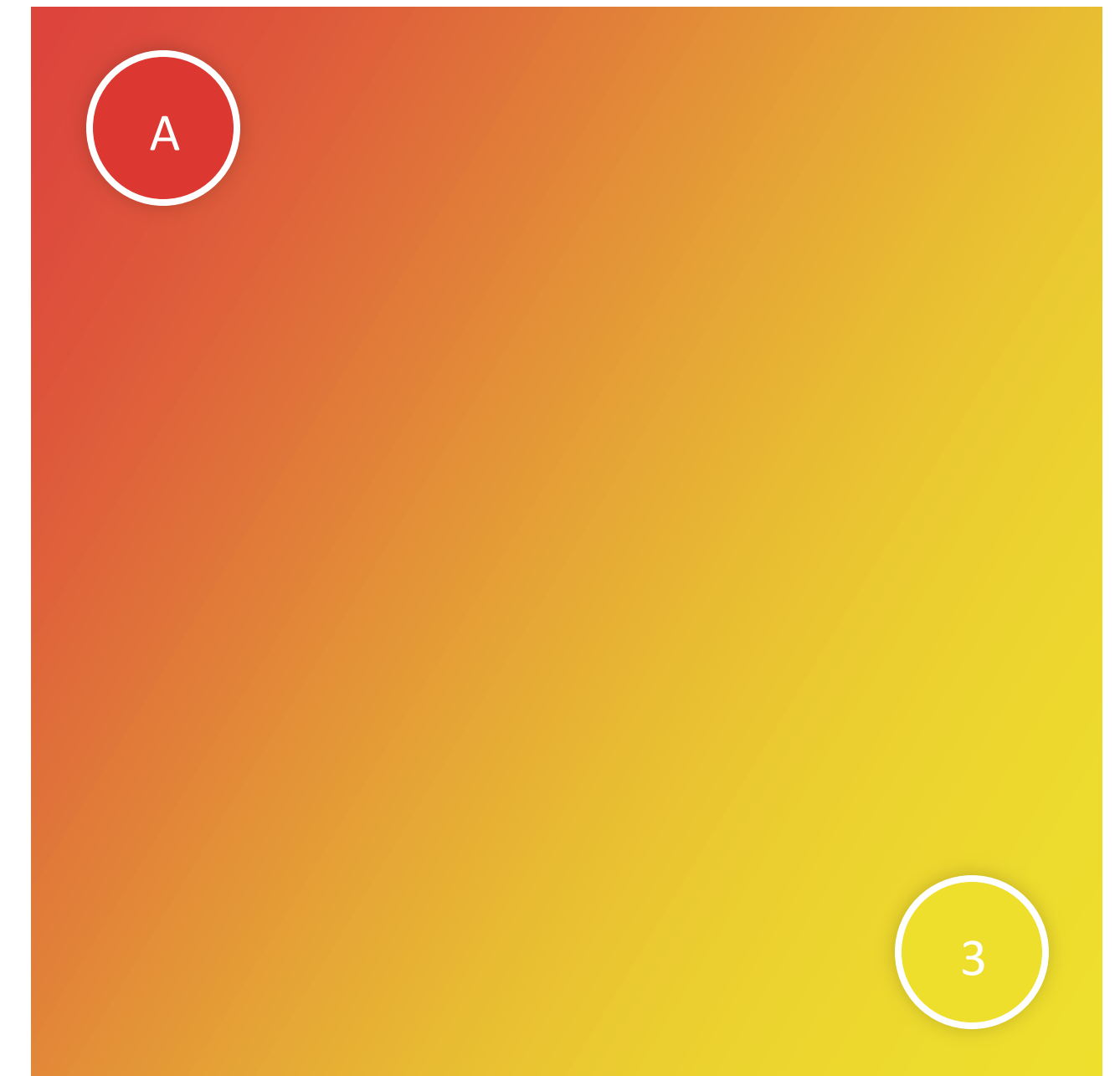
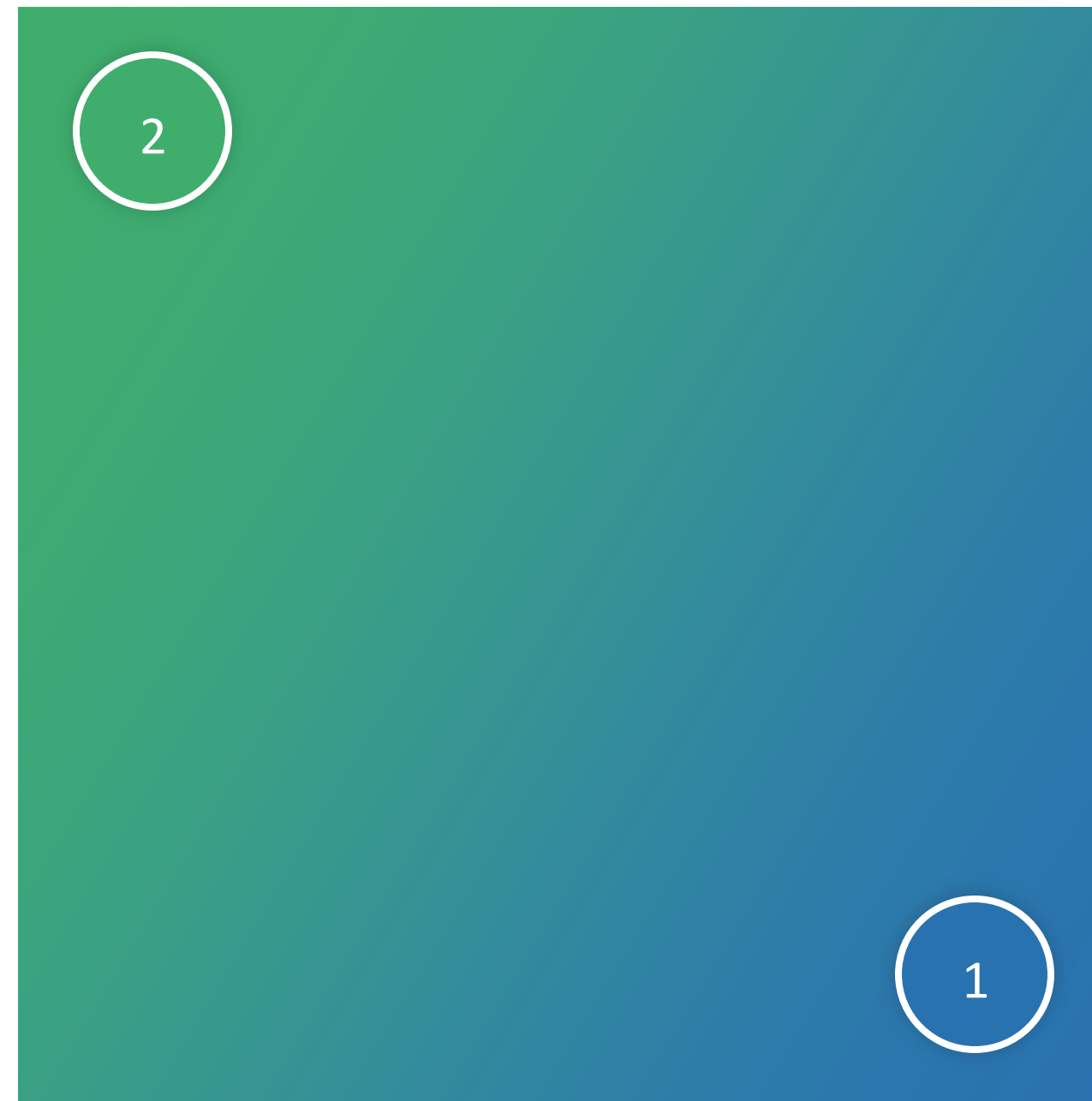
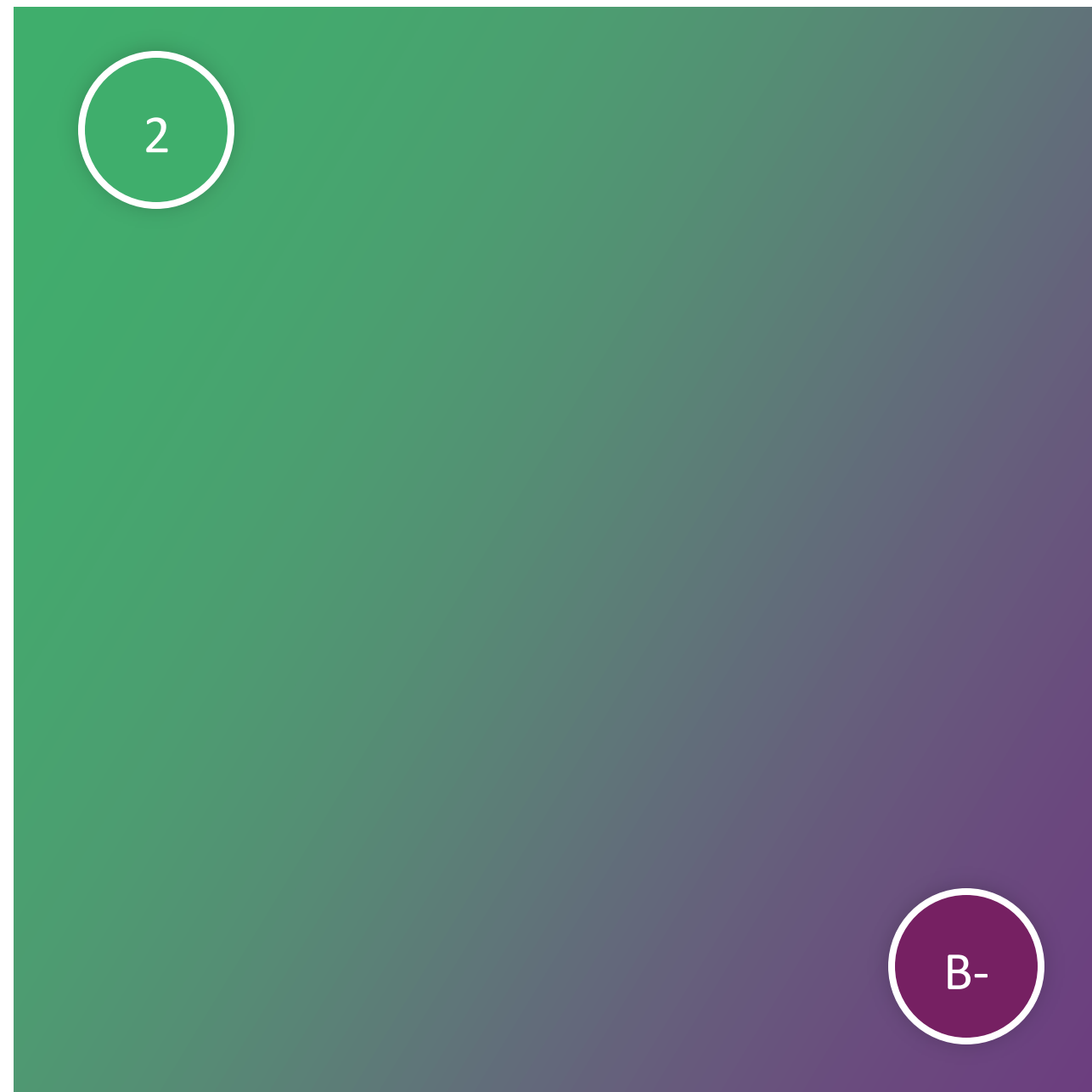
Gradients should favor brighter colors and employ a dynamic scheme with three or more colors.

CoreMedia Gradients



These gradients are still in use; however, future applications should favor more dynamic gradients with red and pink as predominant colors.

CoreMedia Depreciating gradients



These gradients (present in CoreMedia's previous guidelines) are being phased out as we transition to a more dynamic and lighter set of gradients with red and pink as the primary colors.

1 #006CAE

2 #2FAC66

3 #EFDFOF

CoreMedia Typography



DM Sans

DM Sans is a popular sans-serif font that was created specifically for digital screens and mobile devices, making it highly legible and easy to read, even at small sizes.

The design of DM Sans is simple and straightforward, with rounded corners and a clean, modern look. The font has updated in 2023 expanding the coverage of available weight which now range from Thin & ExtraBlack.

DM Sans is licensed under the Open Font License, which mean you can use it in products & projects – print or digital, commercial or otherwise.

We recommend downloading and installing the Variable version from Google fonts.

CoreMedia Typography

DM SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS REGULAR

PREFERED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS SEMIBOLD

PREFERED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS EXTRABOLD

PREFERED

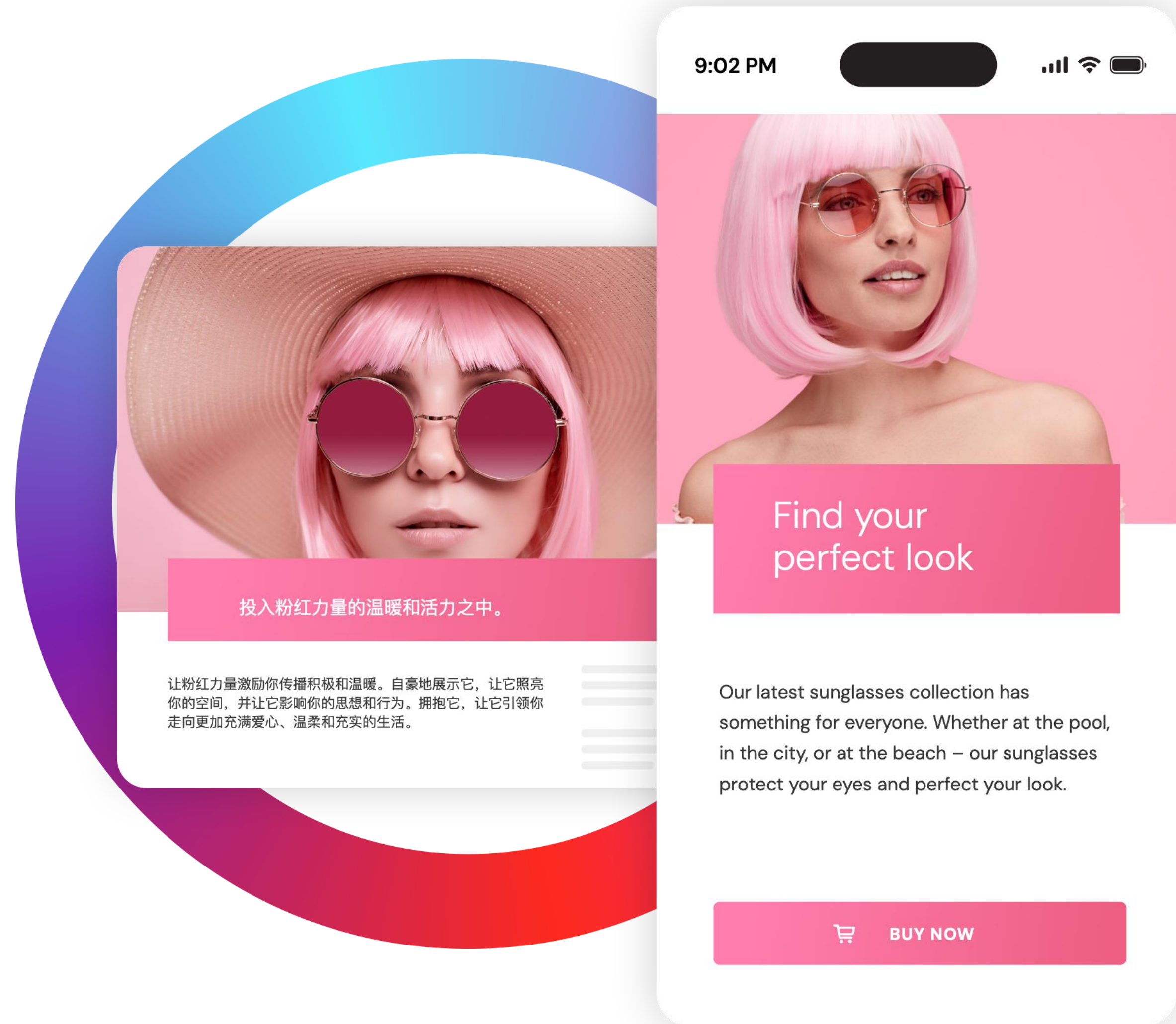
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM SANS BLACK

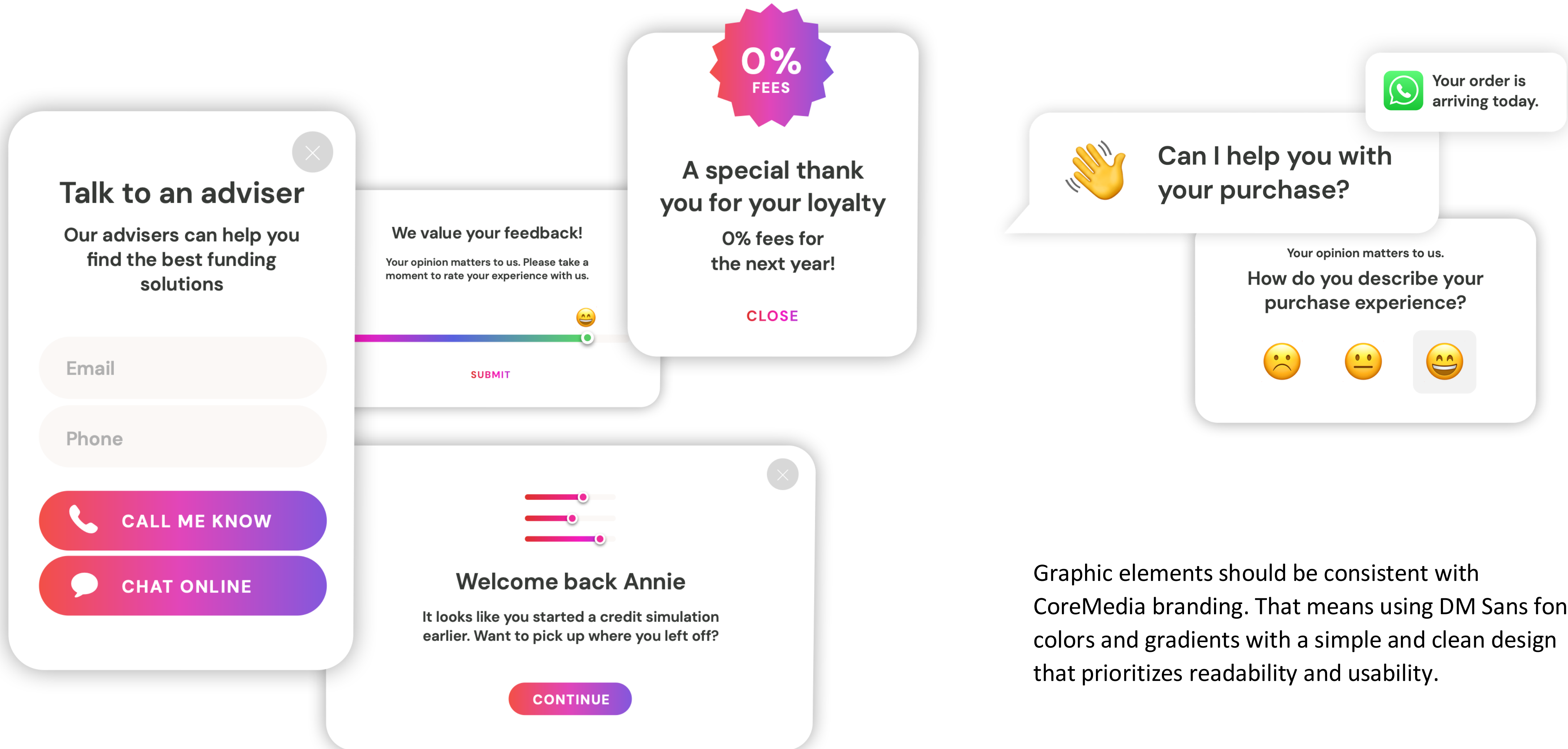
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CoreMedia Graphic elements

Graphic elements are a key part of our brand. They help represent our platform and its features, illustrate use cases, reinforce ideas and concepts, and clarify the platform's potential. They should be visually clean and simple ensuring readability and easy understanding.

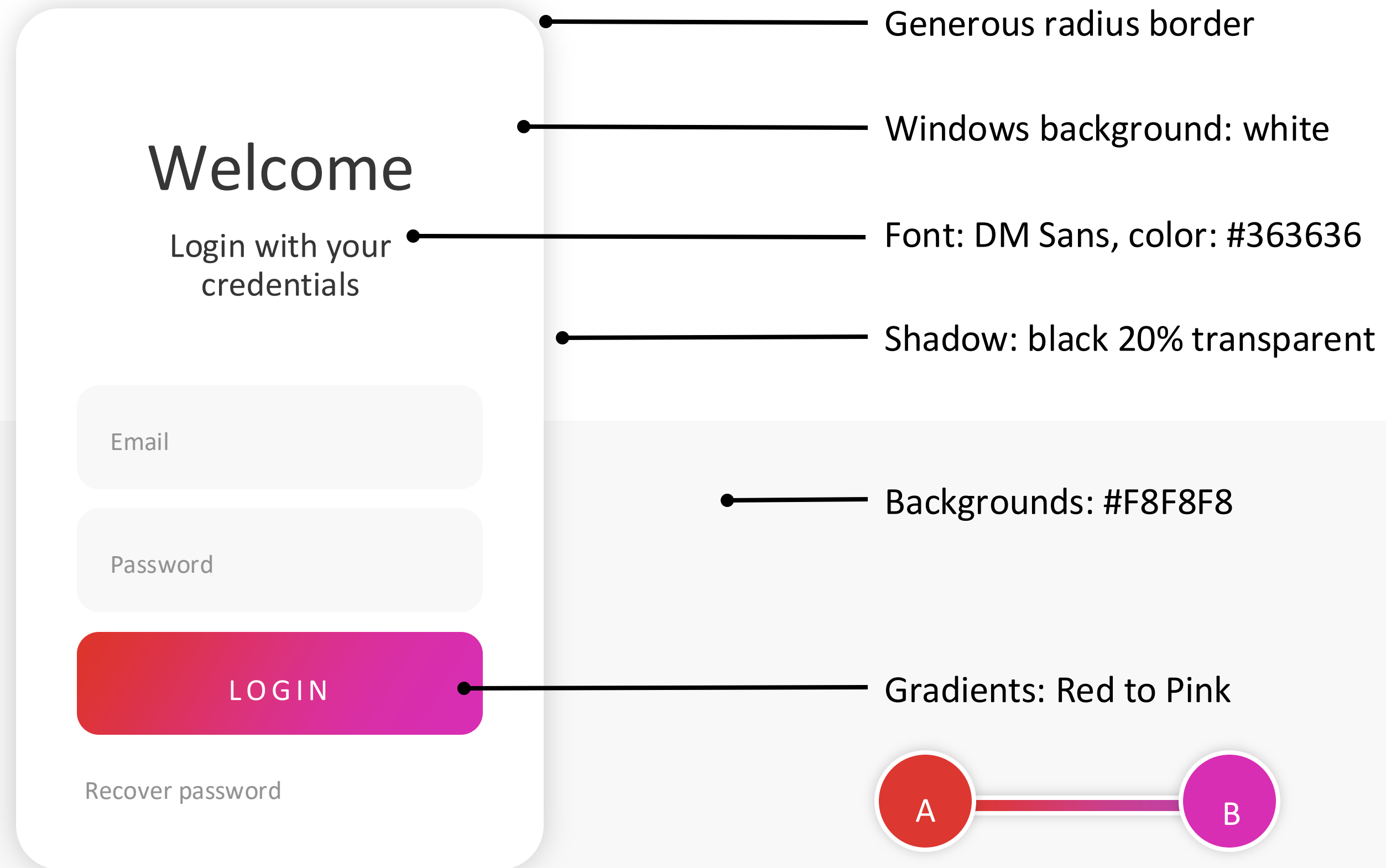


CoreMedia Graphic elements

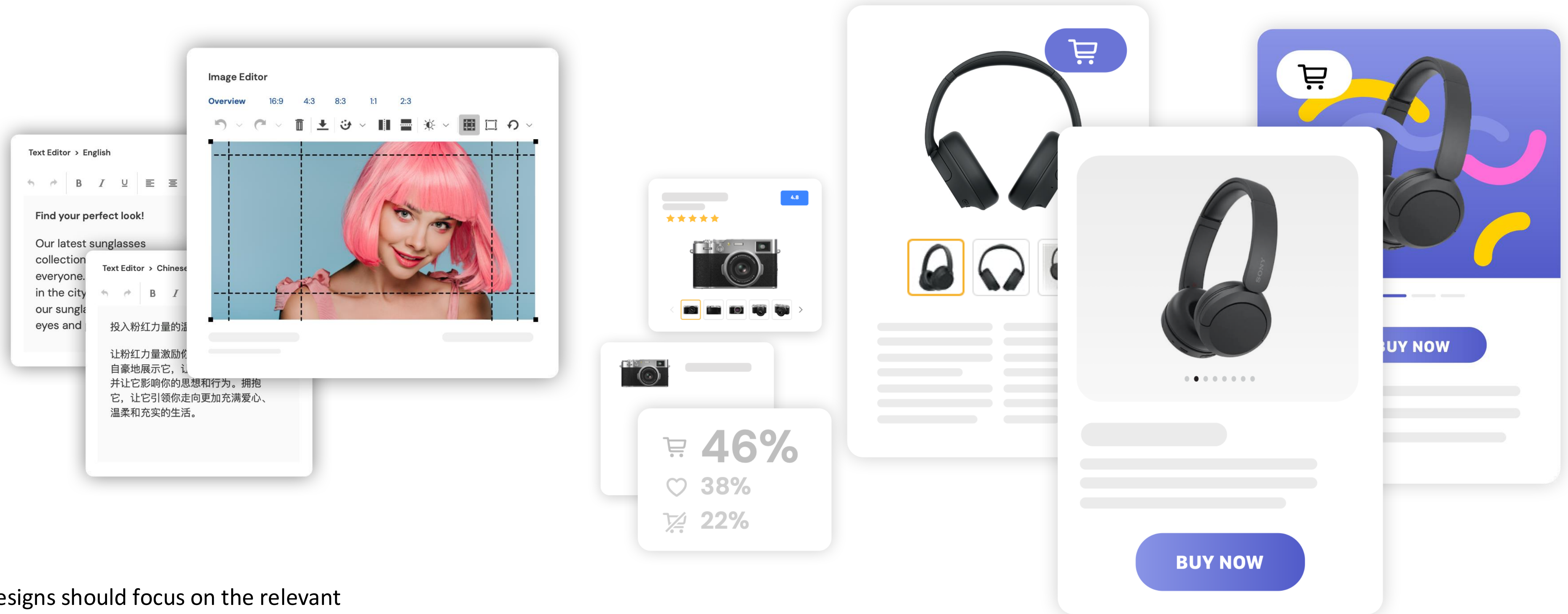


Graphic elements should be consistent with CoreMedia branding. That means using DM Sans font, colors and gradients with a simple and clean design that prioritizes readability and usability.

CoreMedia Generic interfaces mockups

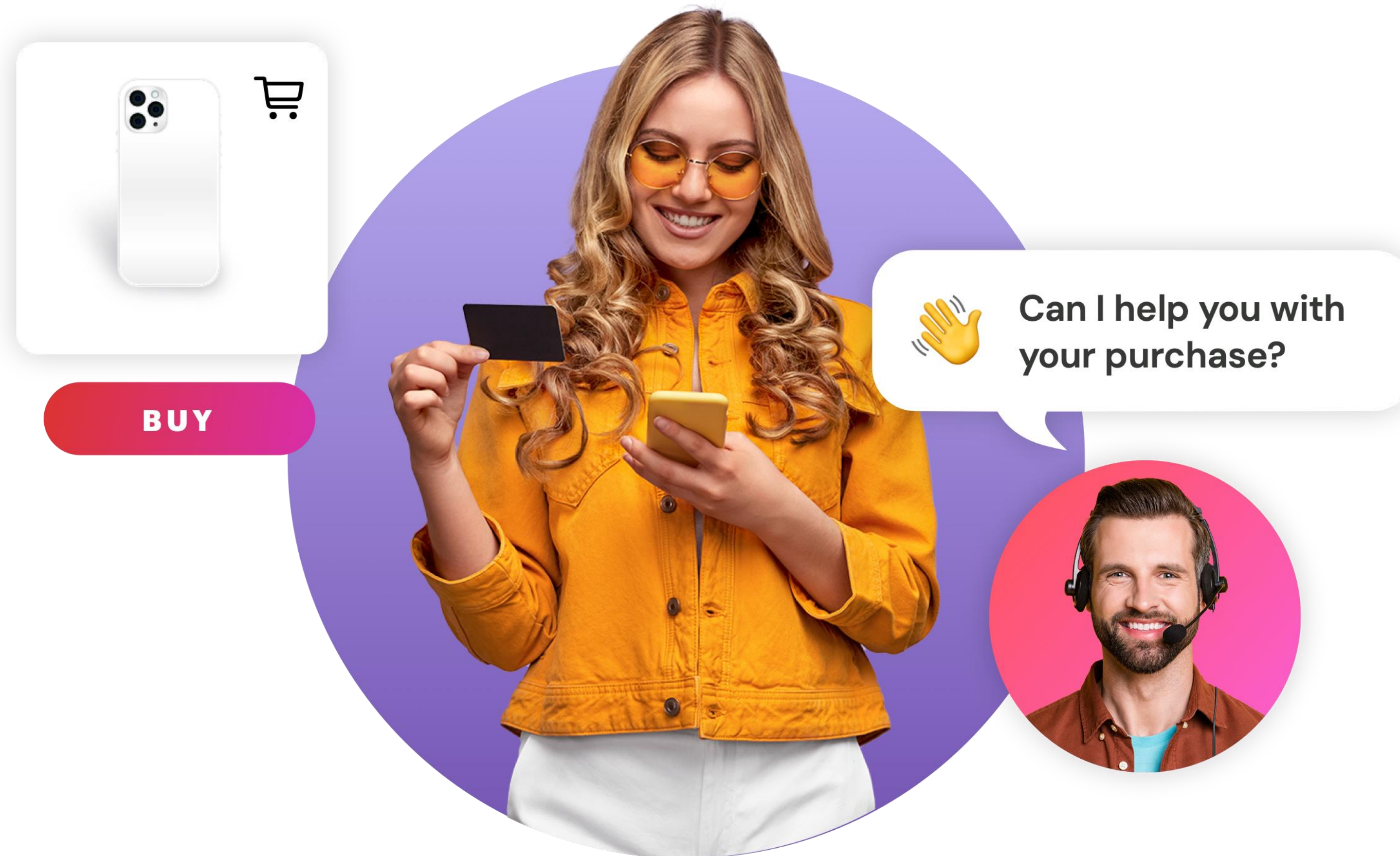


CoreMedia Graphic elements



Designs should focus on the relevant information and use simulated text for non relevant one.

CoreMedia Graphic elements



Prefer human elements whenever referring to visitors or users.

CoreMedia Photography



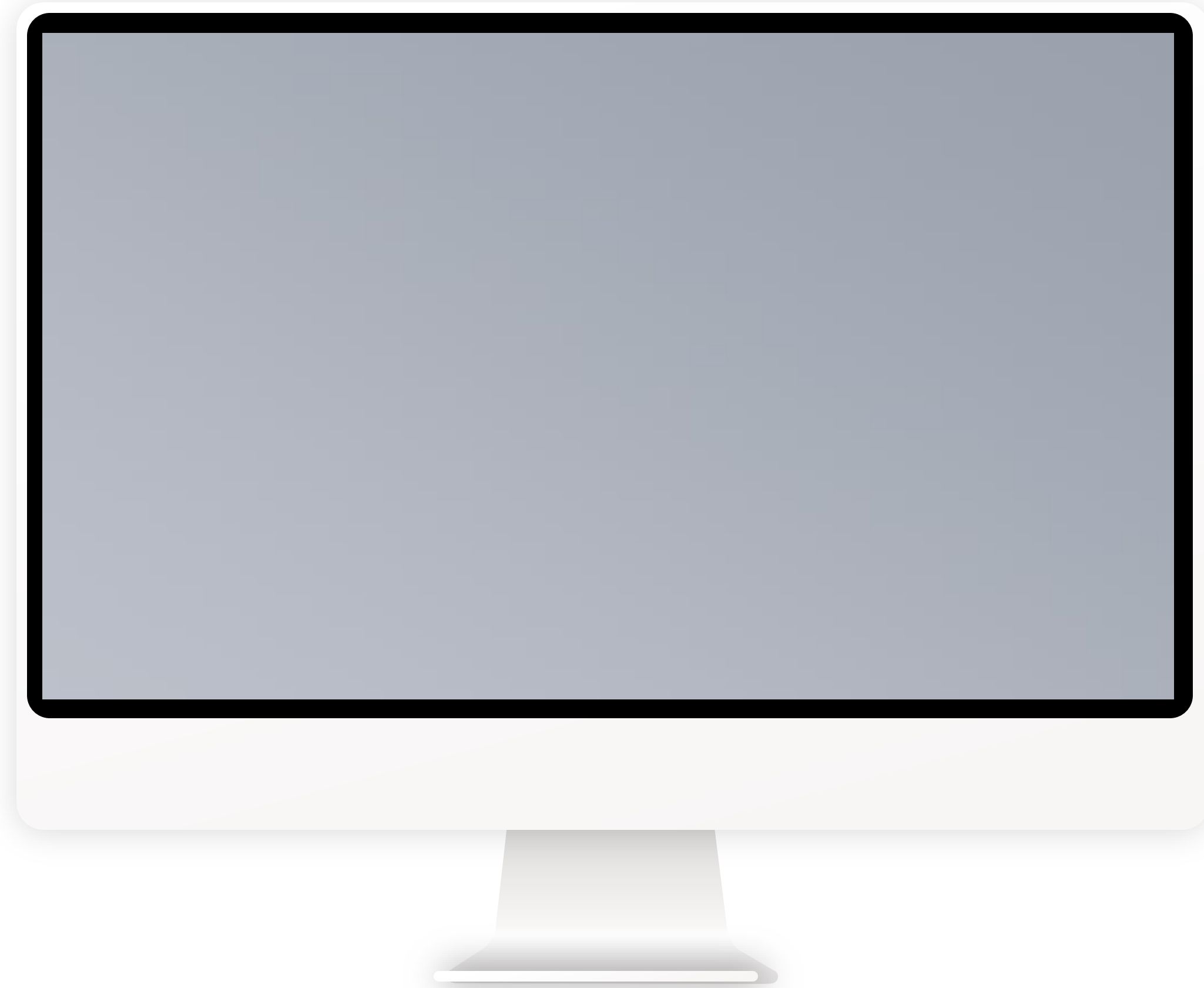
Featuring real people in our designs helps to humanizing our brand. It creates a connection with our audience, making our brand more relatable and trustworthy.

The images should feel as natural as possible appearing casual and friendly. As a tech company at the forefront of innovation, we must pay special attention to devices, ensuring they are not outdated.

When using stock images keep away from photoshopped images and favor images of final clients which our clients can relate to.

CoreMedia Devices

Infographics featuring devices should use the following mockups.



CoreMedia Icons



Content Management System (CMS)



Digital Asset Management (DAM)



Omnichannel Content Management



Multi-Experience Preview



Publication Workflows



Translation & Localization Workflows



Automated Content Operations (AI)



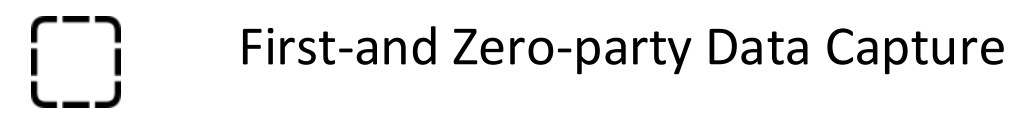
eCommerce Integrations



Web Analytics



Cross-channel and Cross-device



First-and Zero-party Data Capture



Data Centralization



Lead Scoring



Customizable Dashboards



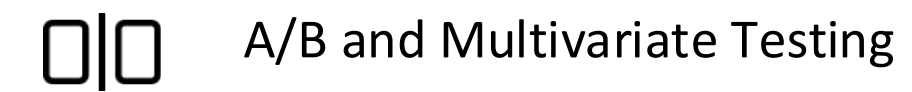
Hyper-personalization



Real-time Optimization



AI Segmentation of Customer Profiles



A/B and Multivariate Testing



CRM & Data Enrichment



Cross-channel Marketing Automation



Retargeting Campaigns

CoreMedia Icons



Loyalty Programs



NPS/CSAT Surveys



Custom Forms



Conversational Bots (Chatbot and Voicebot)



Email & SMS Marketing



Proactive WhatsApp Messages



Social Networks



Dynamic Overlay Campaigns



Push Notifications



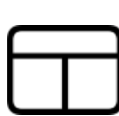
Cloud Contact Center



AI Agent Assistant



Call Transcription & AI Contact Classification



Smart Windows



Live Chat



Click-to-call, Inbound & Outbound Calls



Video Call for Shopping and Support



Co-browsing



File Sharing

CoreMedia Users



A curated collection of user images suitable for presentations is available. Please ensure sensitivity to gender, age, and ethnicity when selecting images.

CoreMedia Partners badges

These badges are exclusively available for use by certified partners. They may be used in accordance with our brand guidelines and should not be altered or used in a misleading manner. Use by unauthorized parts is strictly prohibited.





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