DESIGN GUIDE

COLOQUICK

FIRST MEAL - BIG DEAL

Logo

COLOQUICK

Logo with payoff

COLOQUICK

FIRST MEAL - BIG DEAL

Logo positive/negative

COLOQUICK

FIRST MEAL - BIG DEAL

COLOQUICK

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Color scheme

100% BLACK
Solid black C40/M20/
Y20/K100

WHITE

C82/M9/Y86/K0
R0/G155/B81
Hex #009b51
Pantone: 354C
RAL 6038

The primary colors are black and white. The green color is used sparingly, only to highlight text or small graphic elements.

Graphic element

Graphic element

Typography

PRIMARY FONT

MULISH

For use in all marketing projects where possible

Mulish Light
123456789 & ? § $ € %
abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ

Mulish Bold
123456789 & ? § $ € %
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ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ

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SECONDARY FONT

APTOS

Intended for use in emails, presentations, and documents created by non-marketing staff.

Aptos Light
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ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ

Aptos Bold
123456789 & ? § $ € %
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If Aptos is not available on a given system, Arial should be used as a fallback font.

THE FIRST MEAL IS A BIG DEAL

A direct connection between optimized colostrum management

For short headlines, uppercase letters can be used — but no more than 5–7 words. Alternatively, use standard capitalization (sentence or title case).

ColoQuick

The name ColoQuick is always written with a capital C and Q in text.

Icons



QUALITY



TIME



TEMPERATURE



BACTERIA

Business cards



Poster


COLOQUICK
FIRST MEAL - BIG DEAL
FIRST MEAL
BIG DEAL
Trials have shown a direct connection between
optimized colostrum management and
a higher milk yield later.
www.coloquick.com

Roll-up


COLOQUICK
FIRST MEAL - BIG DEAL
FIRST MEAL
BIG DEAL
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PowerPoint



Keep it simple!!

- *Better to create multiple slides than to overload one*
- *Use the three colors (black, white, and green)*
- *Use large headlines*
- *Remember: not everything you say needs to be written in the presentation*



Keep it simple!!

- *Rather create multiple slides than overloading one*
- *Use the three brand colors (black, white, and green)*
- *Create short, clear headlines and make them stand out*

Signature

Best regards

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COLOQUICK

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Clothes







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