Coral

Partnership Brand Guidelines

With Coral intelligence

Partner products integrate Coral inside their hardware or software.

Partner HW/SW products

With Coral intelligence

Use the "With Coral intelligence" lockup to show your product uses Coral hardware or software.

Design

- Use your company or product's brand colors, not Coral brand colors.

DO...

- ○ Reference Coral in plain text
- ○ Reference Coral as "Coral from Google" when needed
- ○ Use the Coral partner attribution mark (With Coral intelligence) on marketing
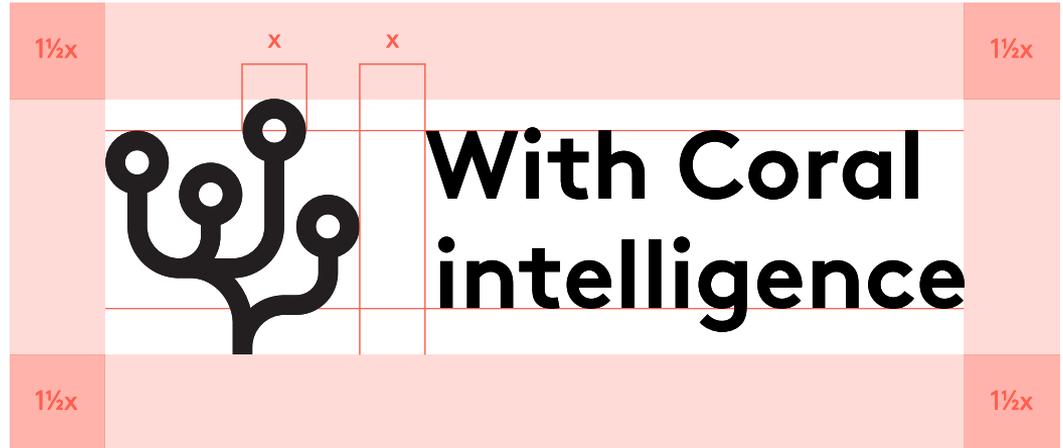
DO NOT...

- ○ Use the Coral logo or symbol by itself (outside of the attribution mark) on hardware or packaging
- ○ Use the Coral logo or symbol in a lockup with plain text
- ○ Use the Google logo or symbol in a lockup with plain text OR alone
- ○ Reference Coral as "Coral Google" or "Google Coral" or "Coral by Google"
- ○ Use the Google and Coral logos in a lockup together

Coral

Safety area + spacing

The lockups have been set using a specific safety area, with a minimum distance/padding surrounding the lockup.

The safety area can be measured using the width of the circle (marked as "x" in the diagram).

For maximum legibility, it is important that no graphic elements or text enter the safety area.

1½x   x   x   1½x

With Coral intelligence

1½x   1½x

Coral

Symbol scaling

The symbol should always be scaled maintaining its original proportions.

The symbol should not be scaled below 5 mm (print media) or 22 px (digital media) in width, as shown below. This is to avoid any degradation of the mark.

27 mm / 76 px
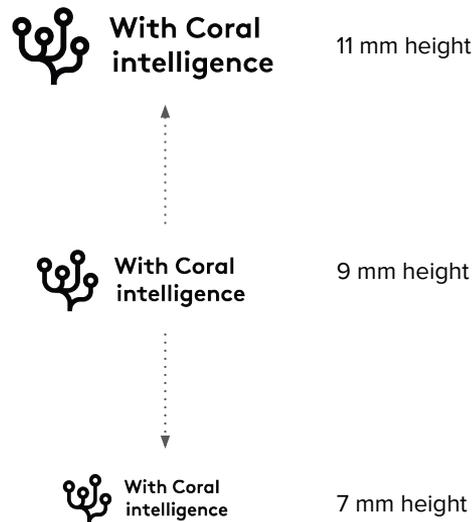
18 mm / 51 px

12 mm / 34 px

5 mm / 22 px

"With Coral intelligence" lockup scaling

The lockup should be scaled keeping
readability and safety area spacing in mind,
especially in print circumstances.

The recommended size for stickers and
labels is 9mm H, but can have a range from
7mm min to 11 mm recommended max,
depending on the use case.
The lockup should not be scaled below
7mm in height.

If the applied area requires a smaller
dimension, the copy should be removed
and *only* the symbol should be used.

**With Coral
intelligence**   11 mm height

**With Coral
intelligence**   9 mm height

**With Coral
intelligence**   7 mm height

Partnership lockup usage examples

Coral color on white background is the primary combination of the lock up. On white background use the coral symbol.

On coral background use the white lock up.

On light coral background use the coral lock up.

When color is not available, use the white lock up.

For lock up in context, to use black lock up on white background.

On an image use the white lock up. *Make sure there is enough contrast with the image.

Incorrect lockup examples

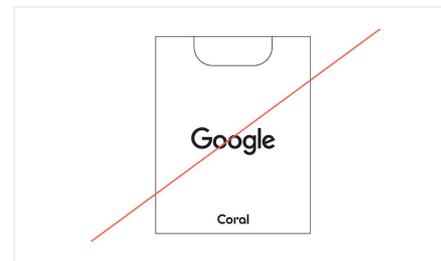The Coral and Google logos may not be used in a lockup together.

The logos also may not be used inline with other copy.

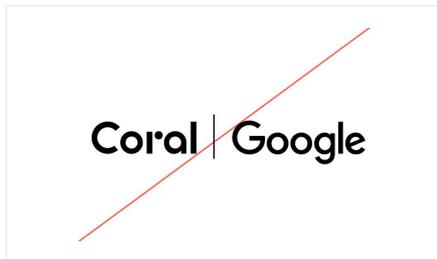**DO NOT** use Coral and Google logos as a lockup.

DO NOT use the logo in line with other copy. It is a violation of Google standards.

DO NOT make the Google logo larger than the Coral logo for any of Coral's products.

DO NOT use Coral logo locked up with copy.

DO NOT use Coral and Google logotype too close to each other.

DO NOT create unspecified lock ups.

DO NOT differentiate the color in one lock up.

8.16
Packaging
<u>Partner Product Branding</u>

There are two versions of the vertical Coral sticker to choose from (A or B). Apply the vertical sticker on the lower left edge of a box on the top panel. Margin to the left edge of the box should be 4.25 mm.
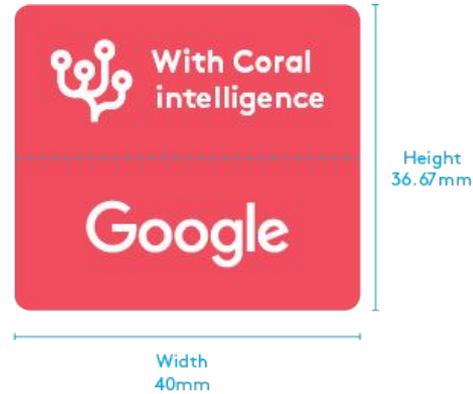

Box Sticker A
Vertical
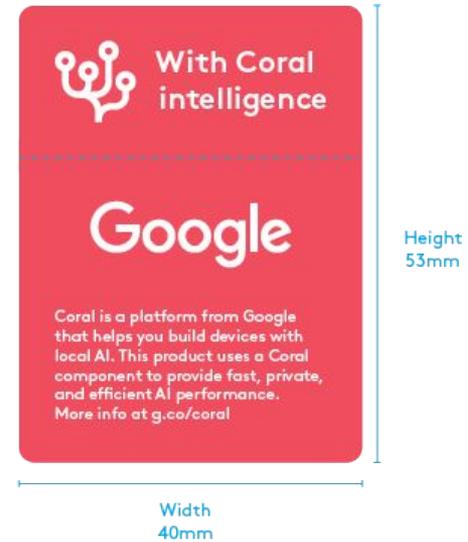
Box Sticker B
Vertical

8.16
Packaging
<u>**Partner Product Branding**</u>

The size of the sticker is 36.67 mm x 40 mm and 53.84 mm x 40 mm. It should be silkscreen printed on matte vinyl sticker (70 lb.) with Pantone 1785 C and then over-laminated.

Box Sticker A
Vertical
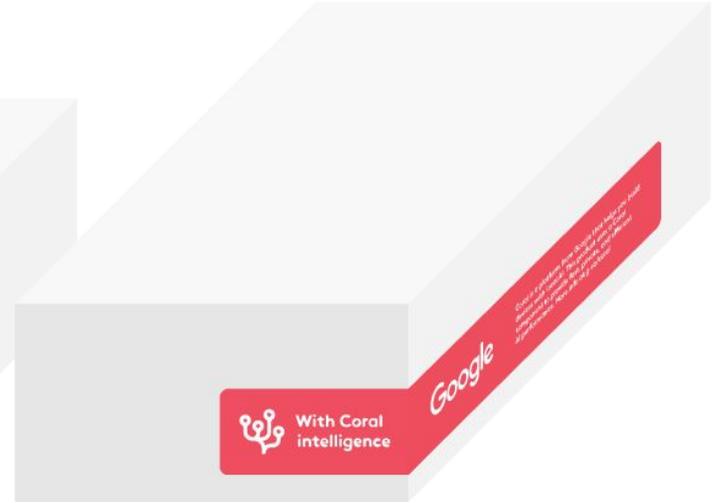
Box Sticker B
Vertical

8.16
Packaging
Partner Product Branding

There are two versions of the horizontal Coral sticker to choose from (C or D). Apply the horizontal sticker on the lower right edge of a box on the side panel. Margin to the bottom edge of the box should be 4.25 mm.

Margin
4.25mm

Box Sticker C
Horizontal

Box Sticker D
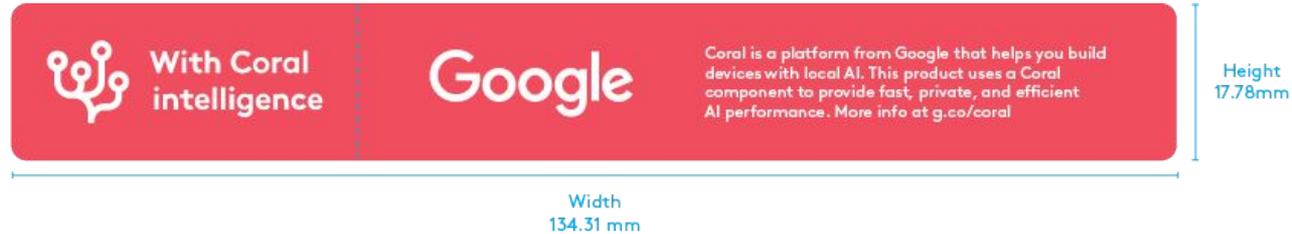Horizontal

8.16
Packaging
Partner Product Branding

The size of the sticker is 17.78 mm x 77 mm and 17.78 mm x 127 mm. It should be silkscreen printed on matte vinyl sticker (70 lb.) with Pantone 1785 C and then over-laminated.

Box Sticker C
Horizontal

Box Sticker D
Horizontal

8.16
Packaging
Partner Product Branding

The size of the device sticker is 17.78 mm x 17.78 mm. Margin to the left and bottom edge of the box should be 4.25 mm. It should be printed on coated matt paper with Pantone 1785 C and white solid gloss pigment foil stamping.

Margin
4.25mm

Height
17.78mm

Width
17.78mm

Device Sticker