



CoARA

Coalition for Advancing
Research Assessment

BRAND
GUIDELINES

LOGO
CONSTRUCTION



CoARA
Coalition for Advancing
Research Assessment



**COMPLETE
LOGOS**



**SIMPLE
LOGOS**



FONTS

TITLES
Poppins Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY TEXT
Poppins Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

PRIMARY
COLORS



#00b8f2
R0 G184 B242
C75 M0 Y0 K0



#0d29f9
R13 G41 B249
C92 M73 Y0 K0



#004494
R0 G68 B148
C100 M80 Y0 K0



#00b8f2
100%

#0d29f9
30%

#004494
0%

**SECONDARY
COLORS**

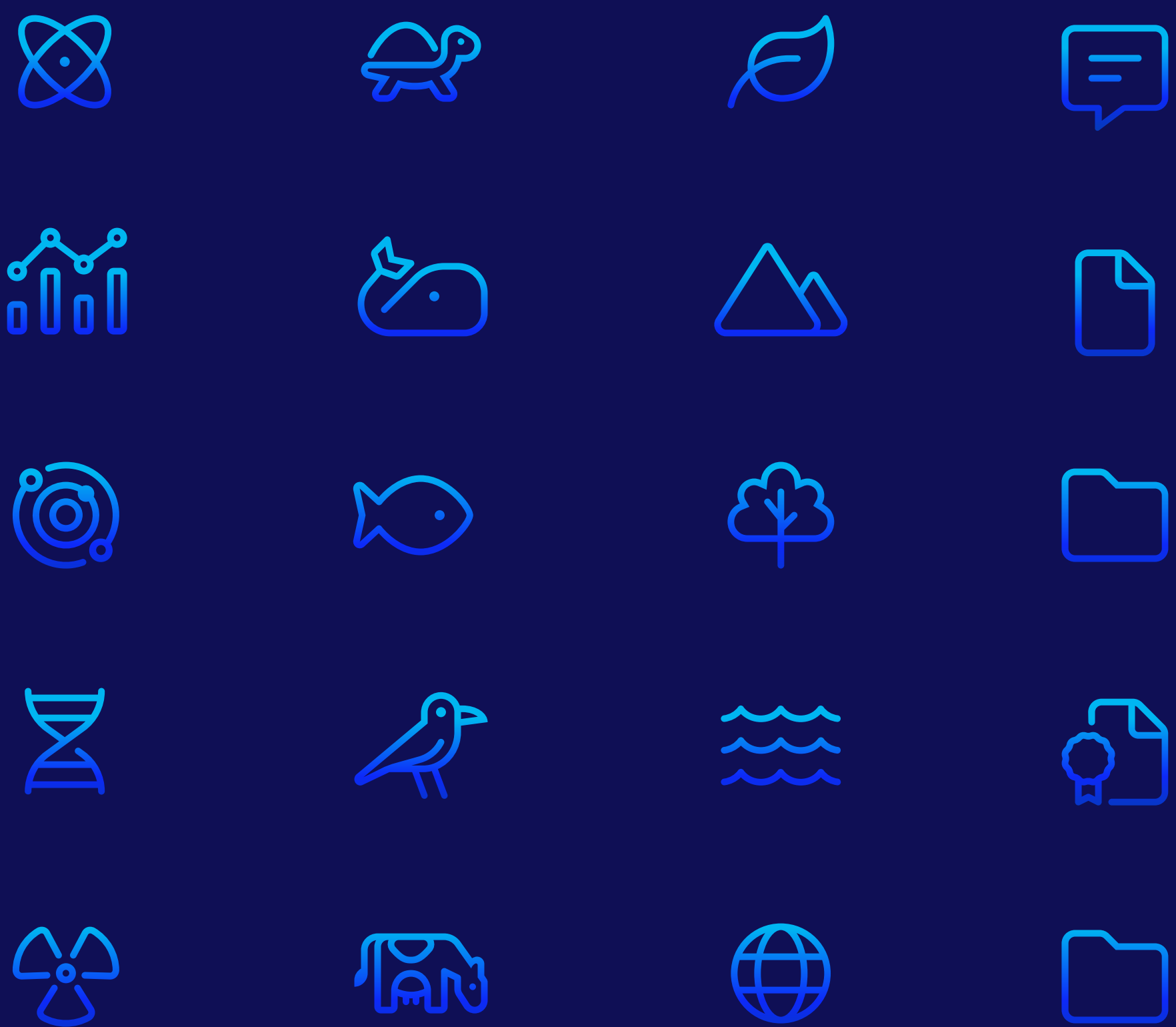
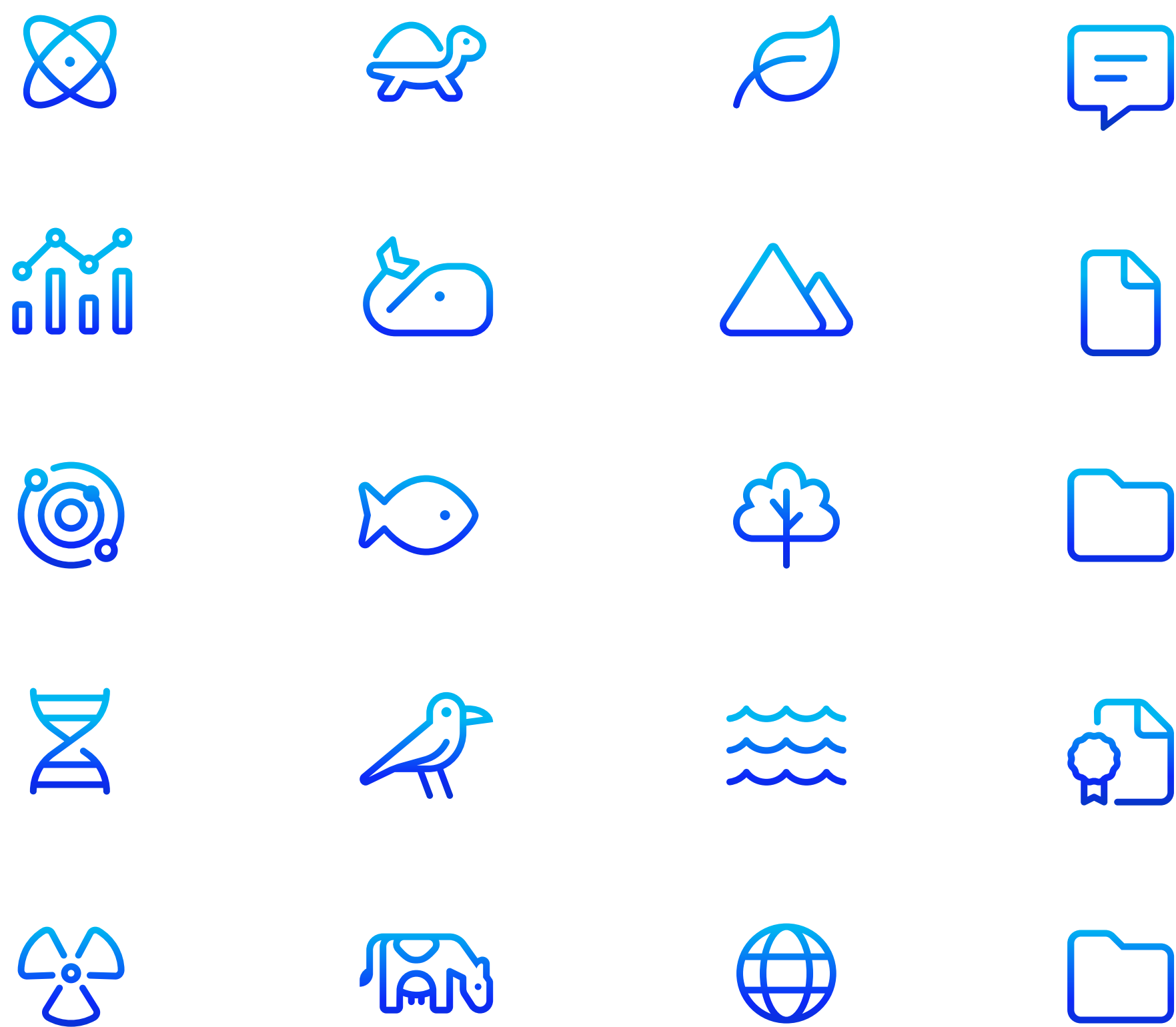


#0F0F55
R15 G15 B85
C100 M95 Y37 K35



#EEF2FF
R238 G242 B255
C8 M4 Y0 K0

PICTOS



MADE BY

Cherry
Pulp.