

CheckMate

CheckMate – Brandbook
karas strategy group GmbH

> Logo Pictogram



Clear visual anchor
Works as stand alone
Forms associations with „Check“
Distinctive „C“

> Logo Word image mark

The logo for CheckMate features the word "CheckMate" in a blue, sans-serif typeface. A yellow checkmark is positioned over the "C" in "Check", with its stroke extending through the letter.

Standard application of the word image mark
Clear and wide application
Pictogram integrates seamlessly into the mark

> Logo Family



checkMate

Standard application in primary blue and with a gold check



checkMate

Invers application in white and with a gold check

> Logo family



checkMate

monochrome blue



checkMate

monochrome black

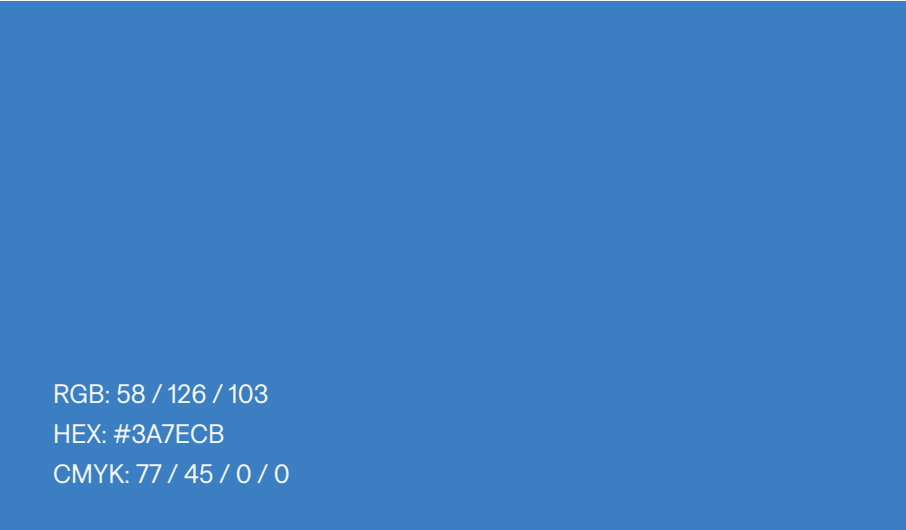


checkMate

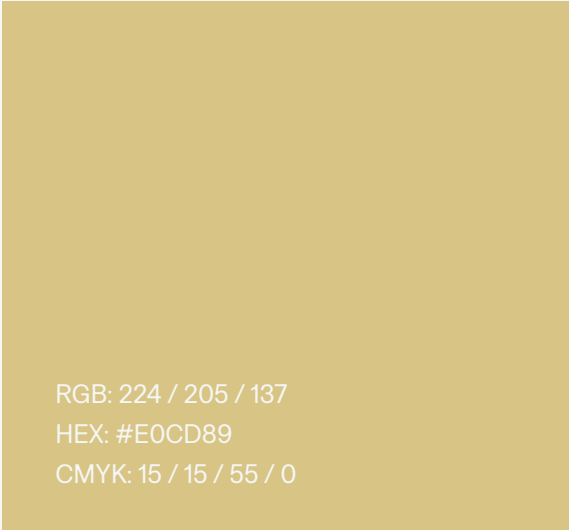
monochrome white

> Color spectrum Primary and secondary color

The color palette consists of a striking color duality: the dominant main color with a fresh blue is complemented by a warm gold accent color. This interplay gives the the appearance its EU-inspired character.



RGB: 58 / 126 / 103
HEX: #3A7ECB
CMYK: 77 / 45 / 0 / 0



RGB: 224 / 205 / 137
HEX: #E0CD89
CMYK: 15 / 15 / 55 / 0

> Typography Font

The brand font is Roc Grotesk in three different styles.
The combination of clear lines and refined details gives it
an independent and contemporary character.

Roc Grotesk Regular

Ab

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!

Standard style
use in body text

Roc Grotesk Medium

Ab

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!

Style for highlighting
Subheadings

ROC GROTESK WIDE MEDIUM

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!

Modern and bold headline style
Striking recognition appeal
Always to be used in all caps

> Typography Fallback font

In some situations it is not possible to use the corporate font. In these cases, the fallback font is applied. With Arial, we rely on a familiar non-serif typography.

Arial Regular

Ab

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!

Standard style
use in body text

Arial Bold

Ab

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!

Style for highlighting
Subheadings

> Templates Document

The clean application example for documents (supplied as a Word template) can be used universally and is suitable for reports, agendas and notes. Created in the corporate identity font Roc Grotesk, it can also be used with the fallback font if necessary.



Co-funded by
the European Union

Subtitle

TITLE

Highlight text

Body text

— Text 1

— Text 2



Co-funded by
the European Union

Subtitle

TITLE

Highlight text

Body text

— Text 1

— Text 2

checkmate.bge.eu

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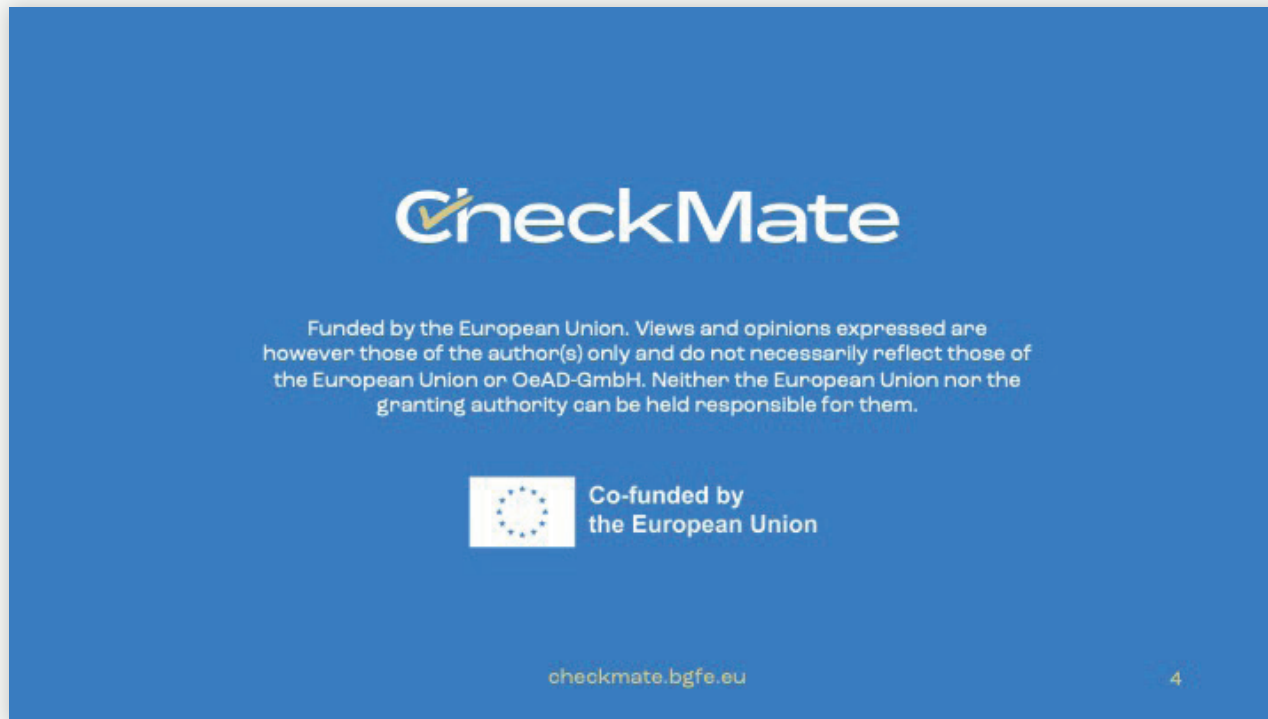
> Templates Presentation

Whether keynote, internal meeting or for events: The presentation template (supplied for Microsoft PowerPoint) creates the framework for visually appealing slides that still focus on the content. With title slide, subheading slide and text slide, it defines the three most common applications.



> Templates Regulation

The brand book also provides guidelines for the regulatory requirements, specifically the „Co-funded by the European Union“ logo and the associated disclaimer. The CheckMate word mark should always be left-aligned or centered at the top. The „Co-funded“ logo should be right-aligned or centered at the bottom. The disclaimer must be kept in the footer of all reports, etc. In presentations, the „Co-funded“ logo is used for all headline slides, the disclaimer as a stand-alone final slide.



These are guidelines for a flexible and versatile design. Answers to the majority of design questions can be found in this manual. Complex design tasks will most likely have to be considered and solved separately. Should any uncertainties arise in everyday design work, we are always available to provide graphical solutions.



karas strategy group GmbH

+43 660 6540544

mail@karas-strategy.group

UID: ATU79769207

FN 604193w

> karas-strategy.group