



Brand Manual

Everything you need to know about the C-MORE brand: our brand promise, and the way we look in the marketplace.

Welcome

These guidelines define what our brand stands for and the way we go to market.

They describe the elements that make up our visual identity and explain how these are used to create a professional and coherent “look and feel” across all our branded communications, interactions and touchpoints.

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Our Brand

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People develop relationships with brands, not companies. So, it's important that everyone working with the C-MORE brand understands our ambition and the brand promise that underlies it.

The logo for C-MORE is displayed in a dark blue, sans-serif font. The 'C' is a large, bold, rounded letter. The 'M' is composed of two vertical bars with a small square at the top of each bar, connected by a horizontal bar. The 'O' is a simple, rounded letter. The 'R' is a simple, rounded letter. The 'E' is a simple, rounded letter.

These guidelines have been developed to help us work together to build consistent, branded communications that collectively build C-MORE reputation. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

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The future is “nurture-and-grow” value partnerships

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Beyond compliance, we ignite tech-empowerment competitive advantage that impact the wellbeing of billions.

This document will deliver two important first steps for starting to get there:

— a strategic brand platform that clarifies the distinct promise of the brand, and drive the necessary change needed for future business growth;

— a clear set of brand-to-life examples that will allow us to distill the brand promise into meaningful action.

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We believe
in the “power of all”
to seize
new opportunities
that matter,
beyond compliance.

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We turn ESG commitments
into levers of long-term impact
through passion driven
made-to-matter tech.

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We believe in the power of an idea. An idea born from the urgency to face the climate crisis head-on and drive change in a broader scale. The human scale.

In this transformative era, a shared passionate idea can present an unprecedented opportunity for businesses to lead this path. And progress.

We want to infuse it in all organisations, allowing them to take every possible action today and become an "agent of tomorrow". That will only be possible by adopting a data-driven approach powered by tech.

But we add more. We see more. Commitment, attitude and passion, embedded in and with the tech. Our tech.

Passionate about the tech we create... Passionate about evolving it with like-minded organisations... Passionate about making it the center of your organisation, your teams and your lives...

This belief in an idea is the legacy we leave you with.

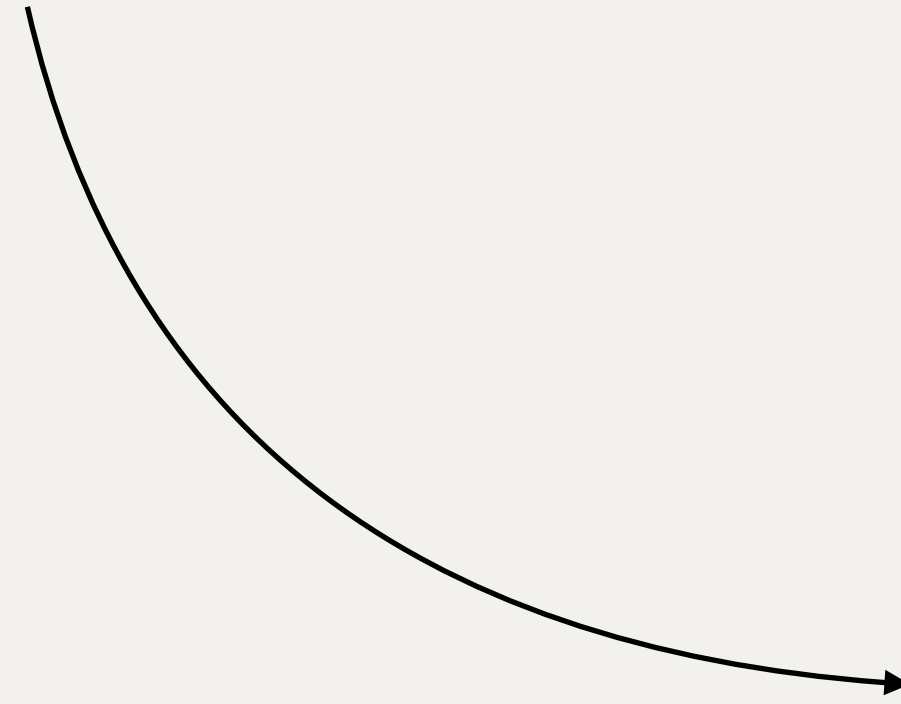
Conscious Passionate Infused.

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Core Values

Spread magnetic goodness



Do, the best way you can
Always an adventure
Push innovation's elbow
Be passionate, present and playful
Create a successful future for all
Support radical truth
Apply total transparency
Absolute integrity, all the way
Ultra open mind

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The visual presentation of C-MORE helps reinforce and build our brand.

It projects the essentials of our brand personality: Warm, Optimistic and Connected.

A specific design philosophy underpins all our branded material and the way we present our brand both internally and externally.

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Purpose Driven

We have three design principles which are key to bringing the C-MORE brand to life.

They underpin the content, design and presentation of our branded collateral and environments. Be sure to keep them in mind when creating branded materials.

Delivered with purpose, passion, and meaning. Nothing gratuitous or unnecessary.

Meticulous

Exceptionally crafted in every detail. Works with precision. Beautiful to see and share. Clean and clear, easy to use.

Alive

Designed with a pulse. Dynamic, quick and responsive. Anticipatory, one step ahead. Adapts and evolves continuously.

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cmore

The C-MORE logo acts as visual shorthand for all we stand for. It is simple, assured and modern. The use of lower case letters makes our brand friendly and accessible .

While our logo is represented in lower case, we always refer to C-MORE in written text with capital letters. So, "C-MORE", not "C-more" or "C-More" .

Our name appears in precisely-drawn and spaced lettering that conveys closeness and confidence



In exceptional cases, we can use a reduced version, that is expressed only by our unique "C".

The Logo Versions

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Our logo is one of the most recognisable elements of our identity. To keep it that way we must use it as consistently as possible.

We colour the logo in the following four ways only. The logo must never be reproduced in any other colours.



Primary preferred

Because it uses our brand colours the preferred option should always be the C-MORE Deep Blue with Mid-blue.



Secondary

When using the logo over an image or a C-MORE Deep Blue background we may use the secondary artwork for maximum stand-out.



Secondary exceptional use - Black

In rare instances, for legal or production reasons or when being used by one of our partners, we allow our logo to be reproduced in black.



Secondary exceptional use - White

When using the logo over an image or a C-MORE colour background and the secondary version is not an option, we may use the white artwork for maximum stand-out.

Logo Don'ts

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- ⊖ Never use the logo at an angle other than horizontal.



- ⊖ Never place it on a coloured background that will not allow an ideal contrast.



- ⊖ Never change the colour of the logo.



- ⊖ Never lock other words or graphic elements to the logo.



- ⊖ Never remove elements of the logo



- ⊖ Never distort the logo.



Protecting the Logo

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The clear space that should always protect the logo is defined by “o”. This is the minimum clear space, and you can give the logo more room whenever possible.



10mm / 15px 

Minimum Size

To ensure our logo is always legible in print, digital and other branded applications, there is a prescribed minimum size based on the width of the logo. Minimum widths for print and screen are shown on the left.

Our Colours

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The C-MORE color palette is one of the brand’s most powerful and recognisable assets.

Our most iconic colors are the C-MORE Deep Blue and the C-MORE Lime. The deep blue provides the backdrop for much of the brand, and in combination with the lime, pairs to create a dynamic and recognisable combination.

Note: These colours are always used in their 100% solid form. Tints can only be applied under C-MORE Marketing supervision.

Deep Blue

PMS 289C
CMYK 100 76 12 70
RGB 20 26 50
HEX 141A32

Lime

PMS 381
CMYK 22 0 100 0
RGB 192 250 0
HEX C0FA00

Light Beige

CMYK 0 0 25
RGB 242 241 237
HEX F2F1ED

Off White

CMYK 0 0 0 2
RGB 250 250 250
HEX FAFafa

Blue

PMS 7682C
CMYK 63 37 5 10
RGB 78 99 139
HEX 4E638B

Mid Blue

PMS 535C
CMYK 43 25 0 8
RGB 144 157 182
HEX 909DB6

Green

CMYK 22 0 100 8
RGB 180 235 0
HEX B4EB00

Light Lime

CMYK 4 0 17 2
RGB 241 251 208
HEX F1FBD0

Dark Beige

CMYK 0 14 12
RGB 224 222 215
HEX E0DED7

Mid Beige

CMYK 0 13 9
RGB 233 231 226
HEX E9E7E2

Our Colours Usage

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Our two primary colours help give our brand its distinctiveness. Deep Blue should always be balanced with a touch Lime, which provides a technological counterpoint and vivid dynamic.

White space is a key element, creating calm layouts with a subtle 'easy' feel.

TO REMEMBER

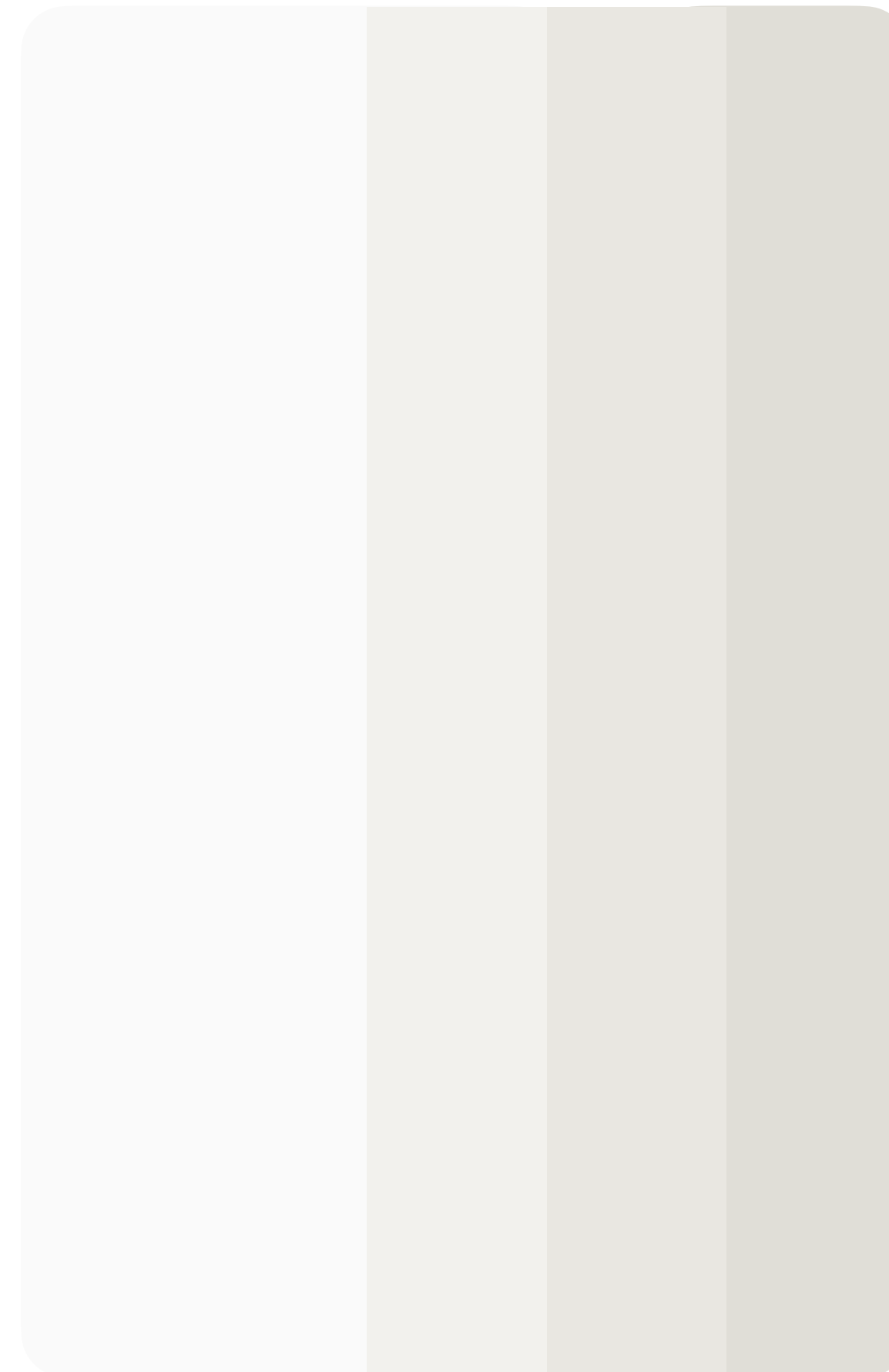
-  Deep Blue IDENTIFIES
-  Lime ACTIVATES

When using color within the C-MORE brand, please refer to the general color hierarchy chart (on the right side).

The primary neutral colours are used most frequently, leading with warm offsite white and white. Deep Blue is used sparingly to keep the overall confident brand tone. Lime is used only in select moments to create visual contrast and a pop of life.

Primary Neutrals

50%



Identification

35%



Activation

15%



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Our brand typeface is called Figtree. It was selected because it is both highly readable and highly legible, making all that we have to say as accessible to customers as possible. It is available for both print and digital applications.

Figtree can be downloaded at:
fonts.google.com/specimen/Figtree

HELLO

Figtree

Light, Regular,

Medium, Semibold

We use four weights of the Figtree typeface. Combined they create pace and visual interest, but most importantly they can help us structure information. These guidelines are a good example of how the font can be flexed in both of these ways.

Figtree should only be used for external facing non-editable content.

Figtree Light

Used for body copy when a greater level of sophistication is required.

Figtree Regular

Used for most body copy applications.

Figtree Medium

Used for most titles, when paired with the Light weight.

Figtree Semibold

Used for titles, headlines and running heads, when paired with the Regular weight.

Arial Regular/Bold

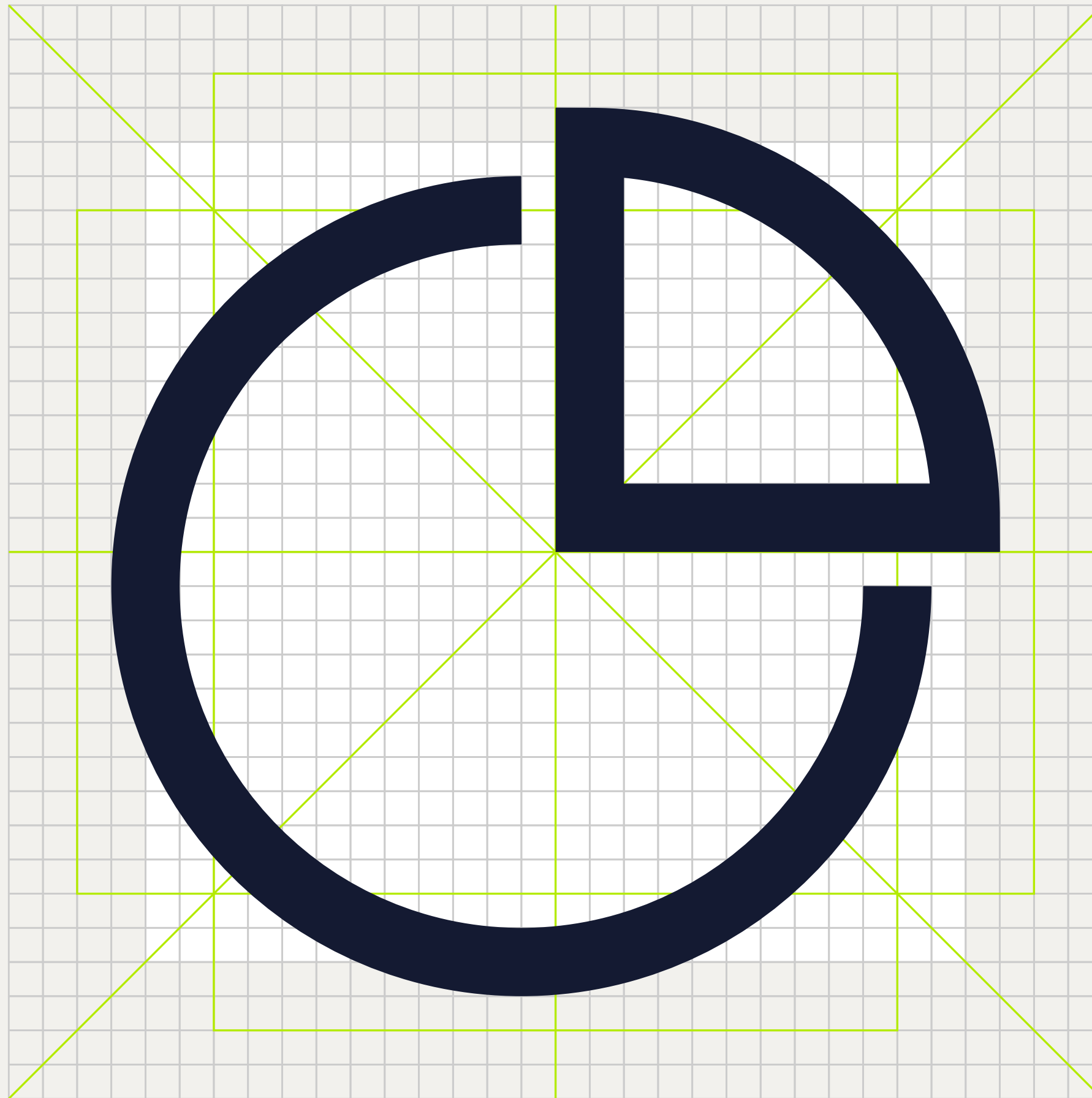
Our system typeface is Arial, built into most computer operating systems. We use it in PowerPoint and other digital applications where Figtree is not available, or when we are sharing files with partners and clients who do not use it.

Bold

Figtree Bold

Used for exceptional titles, highlights and occasional headline applications.

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SPECIFICS

Artboard: 32 x 32 px
Stroke: 2 pt
Angle: 45° (preferential)

Icons are fundamental to the construction and use of the brand. The iconography is designed with medium outline, rounded corners, little detail but it is easy to read.

Icons inform, are functional and used as a call-to-action in product and marketing. Use icons to convey information, not for decoration. Icons are primarily used in onscreen scenarios where they are actionable.

THE GRID

Our icons are drawn on a pixel based grid of 32px x 32px. Use the grid as your basic guideline to snape the artwork in place.

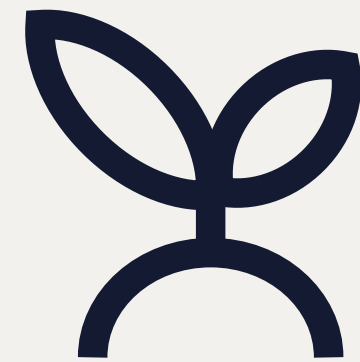
Also provided in the diagram to the right is an example of clear space around each icon, as well as key-lines that should be used to align shapes.

When designing new icons, try to combine the 45° angle with straight and circular shapes to get a more distinct feeling. However, in complex icons, you may be indulgent for this.

Graphic Universe Icons

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EXAMPLES



Always follow our icon commandments:

- . Use icons where there is a clear function or where words won't work.
- . Icons may be placed within tiles or separately.
- . Icons should never be used decoratively.
- . Stay true to the medium. Don't try to make an icon look realistic.
- . Don't use an icon to represent a complex message.
- . Don't use an icon if the message can be communicated in another way.
- . Don't overuse icons.

Icons should be used with moderation and requests validation of Brand Global Unit team.

Graphic Universe Illustrations

Our illustration style builds off the shape in our logo, adding a little spice to our communications.

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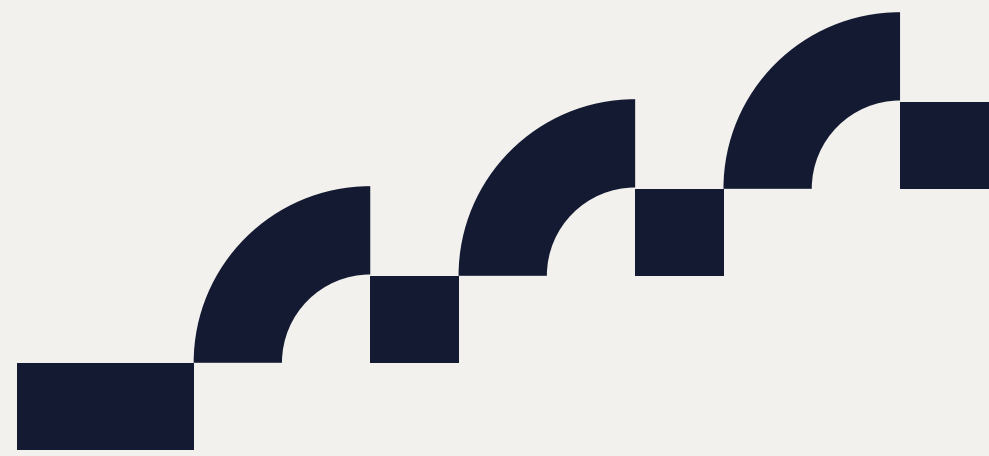


Illustration is an important element of the C-MORE identity system. As with photography, you should not purchase stock illustration.

Always follow our illustration commandments:

- . Illustrations tell stories and convey ideas.
- . They are simple and made up of geometric shapes.
- . Use flat colours from the C-MORE palette.
- . Use illustration when photography won't work.
- . Illustrations should be witty but not cartoonish.
- . They are vector-based artwork.
- . Never use illustration as decoration.

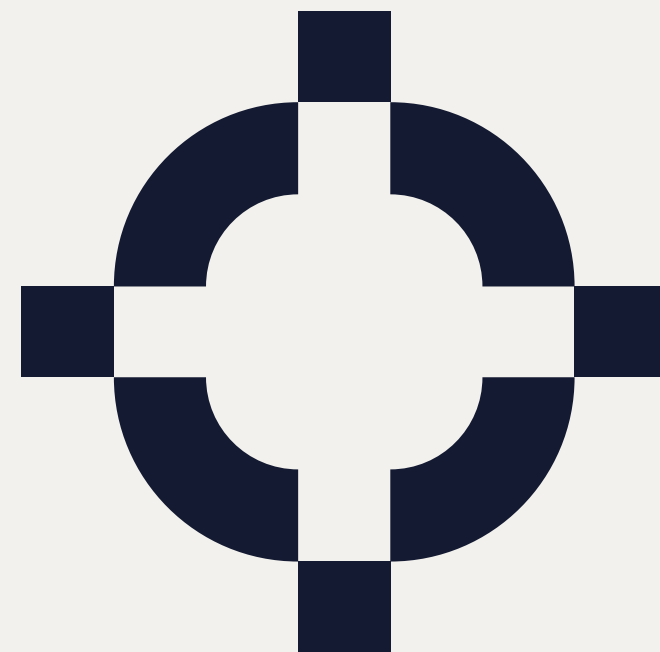
Illustration should be used with moderation and requests validation of Brand Global Unit team.



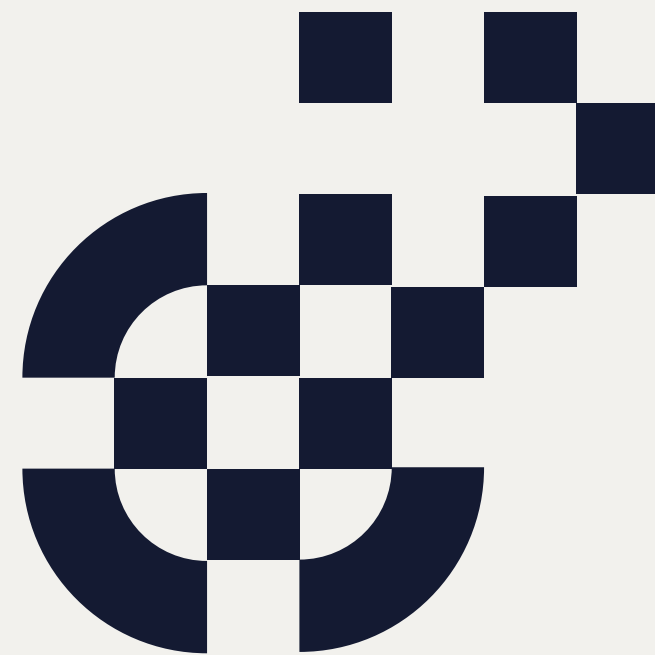
GROWTH



INCEPTION



CONVERGENCE



EXPANSION

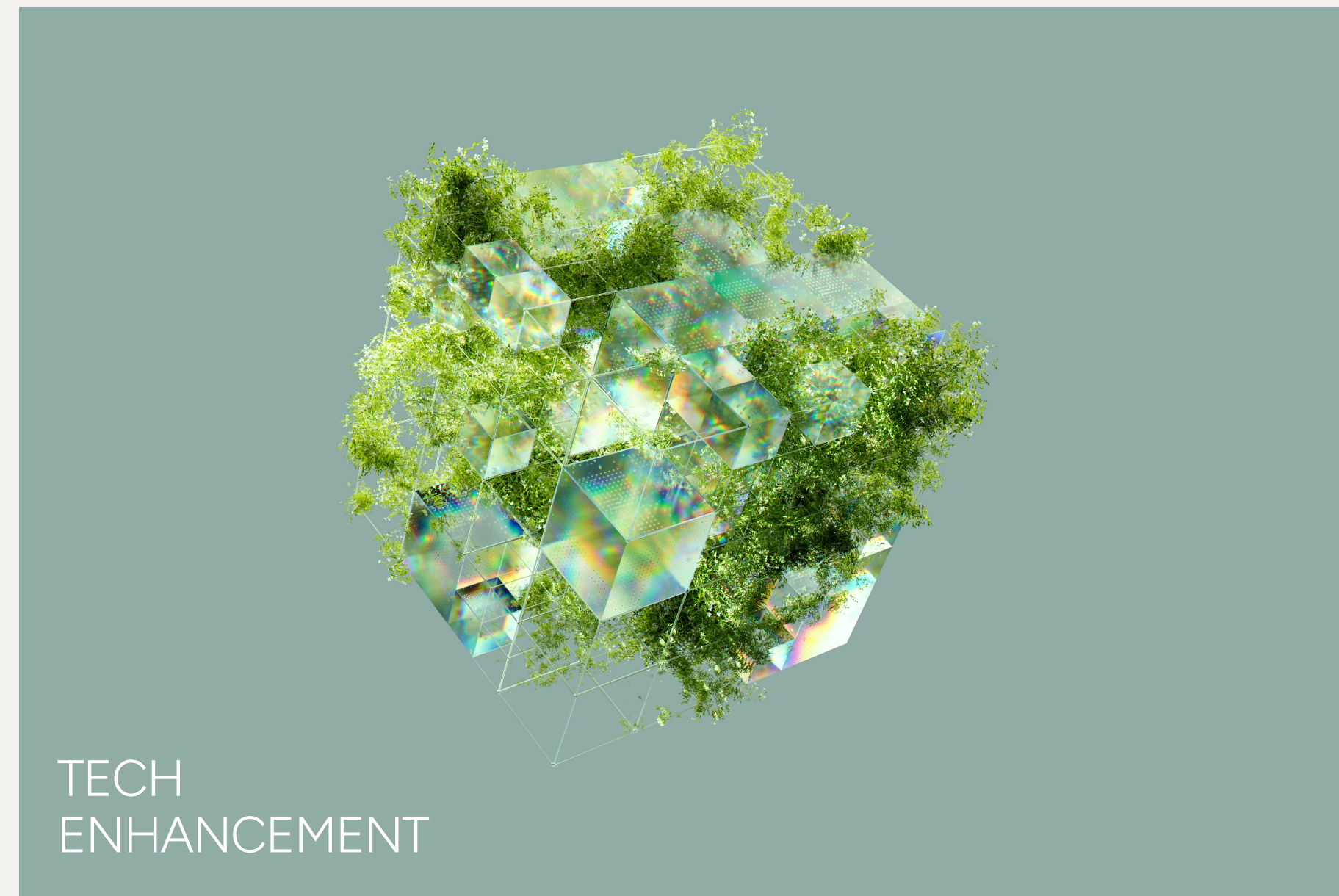
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To reinforce the user-centric, accessible nature of our brand and business, we use a strong photographic style grounded in reality.

It is centred around Nature, People and Tech, capturing how daily life can express our promise through different themes.

Imagery Themes to explore

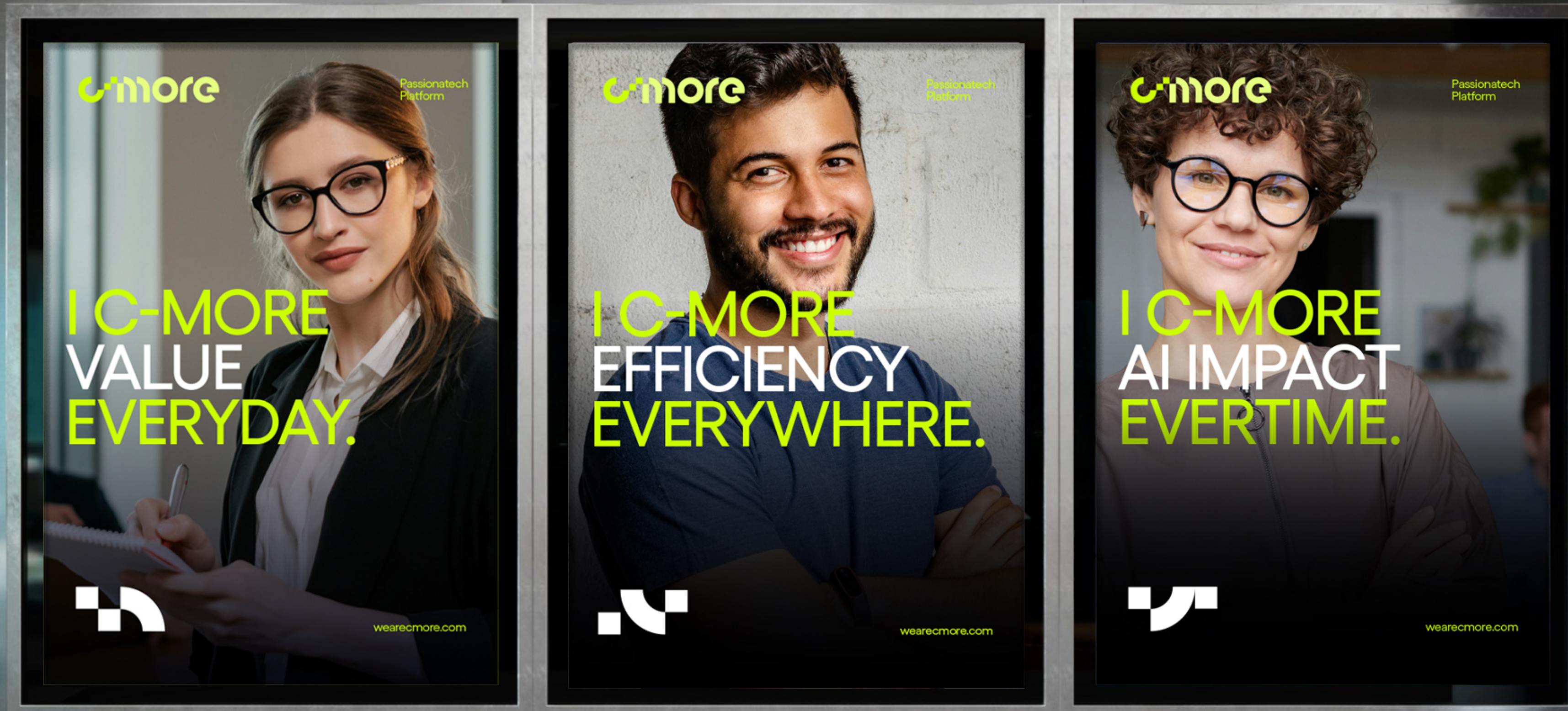
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We present key-visuals that translate the visual approach we need to convey in order to express our identity clearly and to-the-point.

Brand to life

Brand to life



Brand to life



Brand to life



Av. Duque
1050-066 Lisb
wearecmore.com

Av. Du
1050-066
wearecmore.coi

Passionatech
Platform

Conscious
Passionatech.
Infused.

C-more

Nome e Apelido
Função
Departamento
M 123 456 789
nome@c-more.com

Av. Duque de Ávila, 64, 7ºA
1050-066 Lisboa
wearecmore.com

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C-more

Passionatech
Platform

89
more.com
Av. Duque de Ávila, 64, 7ºA
1050-066 Lisboa
wearecmore.com

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Brand to life



If you have any questions, or need help implementing any aspect of the C-MORE brand identity, please contact the brand team at brand@c-more.com



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