



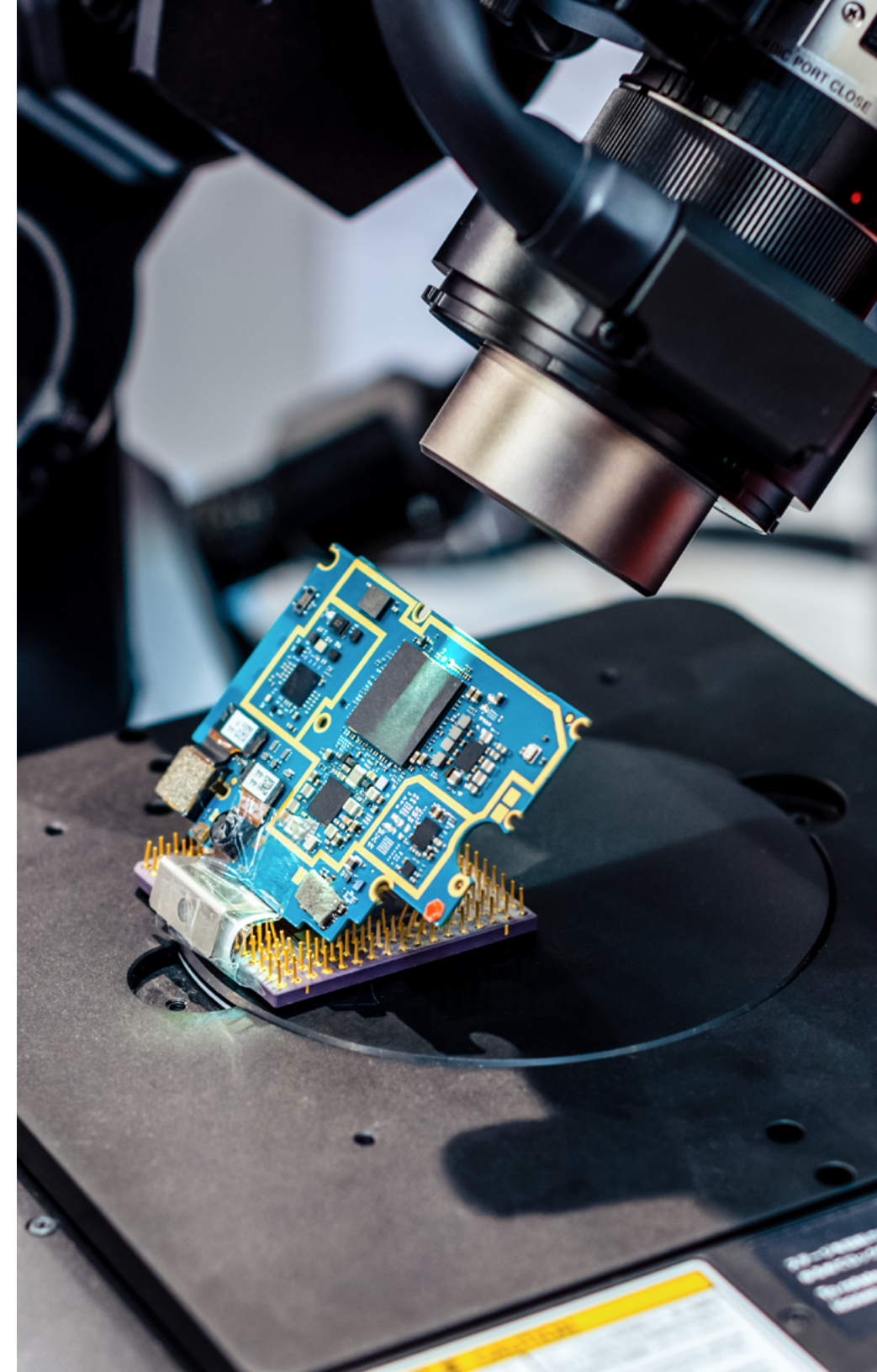
# Covalent Metrology Brand Guidelines

June 2021

## Advanced Materials Science and Analytical Services

Covalent Metrology helps scientists and engineers from many of the most influential companies in the world better understand the optical, chemical, physical, and electrical properties of their new product or technology. We succeed through a unique combination of cutting-edge analytical instruments and a world-class team of scientists; providing our clients actionable, accurate and affordable data and insights to accelerate the development of product and technology innovations.

Together with our strategic partners and clients, we are pushing the boundaries of materials science to develop new products and services that will revolutionize the industry as we know it. It is Covalent Metrology's mission to ensure that every company, no matter the size, has access to the data and expertise they need to science forward – faster and more affordably.



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## The Logo

The primary logo combines a logo shape with the “Covalent Metrology” wordmark. The logo shape is made of 3 concentric circles in the form of a ‘C’ and depicts two “covalent” electrons, which represent the company’s collaborative nature as well as its scientific roots. The wordmark uses the typeface Europa Bold.



Logo Shape

**COVALENT  
METROLOGY**

Wordmark





### Light/White Variant

The light variant of the primary logo should only be used on dark blue or black background. The all white version can be used on lighter or otherwise colored or photographic backgrounds when applicable. Always ensure that there is a strong contrast between the logo and the background color / image.



### Shape-only Variants

In special cases, the logo shape may be used without the accompanying “Covalent Metrology” wordmark. In order to maintain brand cohesion, these uses should be limited to promotional/decorative items such as stickers, desktop backgrounds, vehicle decals, wall art, etc.

## Clear Space

To ensure visibility, maintain a clear space equal to twice the height of the 'M' in "Metrology" around all sides of the primary logo. The shape-only logo variant should only be used in promotional/decorative cases, and may be applied more creatively in those instances.



## Incorrect Logo Usage

Do not squash or stretch any of the brand marks in any way. Do not alter any of the brand mark colors or fonts. Do not separate the wordmark from the logo shape. Do not place the color version of the primary logo on anything other than a white background. Do not place the white logo variant on overly light or complex backgrounds.



## Brand Colors

The primary brand colors are Covalent Blue, Dark Turquoise and Covalent Yellow. Covalent Blue is used in the brand logo shape and is the default color for data visuals, CTA shapes and iconography. Dark Turquoise is used in the brand logo wordmark and is the default color for shadows/dark color backgrounds. Covalent Yellow is the default color for paragraph headers.

The secondary palette can be used in situations such as data visuals that require additional subtle variations in color (see Data Visualization on page XX)

The accent colors (Green, Red, Orange and Violet) should be used sparingly. Similar to the secondary colors, they can be used in data visuals where additional color variation is required. They can also be used to denote positive/negative relationships in bulleted lists, spreadsheets, etc.

Grayscale colors exist within the brand primarily for typographic uses. Black is the primary body copy color. Lighter grays can be used for footnotes/softer treatments.

### Primary Colors

**Covalent Blue**  
RGB 0 128 190  
CMYK 90 40 4 0  
#0080BE

**Dark Turquoise**  
RGB 11 27 44  
CMYK 91 77 53 67  
#0B1B2C

**Covalent Yellow**  
RGB 255 193 14  
CMYK 0 25 100 0  
#FFC10E

### Secondary Colors

**Light Covalent Blue**  
RGB 28 156 204  
CMYK 75 22 7 0  
#1C9CCC

**Dark Covalent Blue**  
RGB 4 87 126  
CMYK 96 65 30 12  
#04577E

**Dark Covalent Yellow**  
RGB 228 159 36  
CMYK 10 40 100  
#E49F24

**Cool White**  
RGB 227 244 252  
CMYK 9 0 0 0  
#E3F4FC

### Accent Colors

**Accent Green**  
RGB 114 190 68  
CMYK 60 0 100 0  
#72BE44

**Accent Red**  
RGB 238 62 58  
CMYK 0 91 82 0  
#EE3E3A

**Accent Orange**  
RGB 247 128 36  
CMYK 0 62 98 0  
#F78024

**Accent Violet**  
RGB 176 43 133  
CMYK 33 97 10 0  
#B02B85

### Grayscale

**100% Black**  
RGB 0 0 0  
CMYK 0 0 0 100  
#000000

**75% Gray**  
RGB 64 64 64  
CMYK 0 0 0 75  
#404040

**50% Gray**  
RGB 128 128 128  
CMYK 0 0 0 50  
#808080

**25% Gray**  
RGB 191 191 191  
CMYK 0 0 0 25  
#BFBFBF

## Brand Typefaces

The Covalent Metrology branding uses Poppins and Source Sans Pro as its primary typefaces.

Poppins should be used for headers and pull quotes (Poppins Extra Light for main header/pull quotes and Poppins Medium for secondary/tertiary headers). In some special cases, Poppins Semibold can be used for expressive, type forward header designs (see page 2 of this document).

Source Sans Pro Regular should be used for all body copy. The semibold, Italic and Semibold Italic weights can be used as necessary to add emphasis and clarity. By default, all body copy should be black.

Both Poppins and Source Sans Pro are part of the Google Fonts library and should be used whenever possible in web applications. If it is not possible to use either in a given application, Arial may be used as a substitute.

H1, Pull Quote: Poppins Extra Light

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The quick brown fox jumps...

H2, H3: Poppins Medium

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The quick brown fox jumps over the lazy dog.

Body: Source Sans Pro Regular, Italic, Semibold, Semibold Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()\_

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()\_*

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()\_**

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()\_***

Web-only Substitute: Arial

---

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()\_

## Specific Cases

The examples on the right show how to combine the Covalent Metrology brand colors and typefaces for a variety of different use cases. In general, try to limit the number of different font colors, weights & treatments in a given document/use case.

Main Header: Poppins Extra Light, White on Dark Turquoise/abstract photographic background

On-Demand Measurement Services

CTA Button: Poppins Regular, White on Covalent Blue button, Light Covalent Blue button on rollover

Get a quote at [covalentmetrology.com](https://covalentmetrology.com)

Get a quote at [covalentmetrology.com](https://covalentmetrology.com)

Hyperlink: Source Sans Pro Semibold, Light Covalent Blue, Dark Covalent Blue on rollover

Get a quote at [covalentmetrology.com](https://covalentmetrology.com) today!

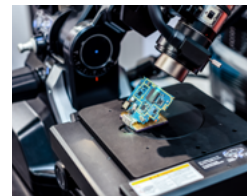
Get a quote at [covalentmetrology.com](https://covalentmetrology.com) today!

Legal text, Detail text: Source Sans Pro Regular, 50% black, smaller than body copy

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Marketing-style Type Treatment: Poppins Semibold, Covalent Yellow, large font, combined with photography

Your Trusted Partner



Note: This type of treatment should be used conservatively, reserved for bold, marketing-style use cases

## 3 Styles of Photography

Imagery is an integral part of Covalent Metrology's identity and business offering. The types of imagery to be used in branded pieces are divided into three categories.

### Data Output Images

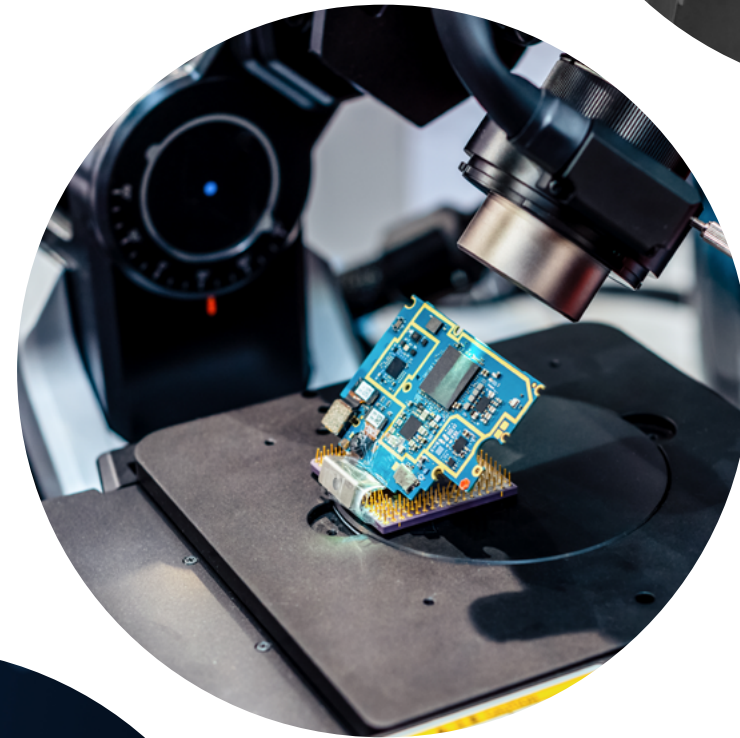
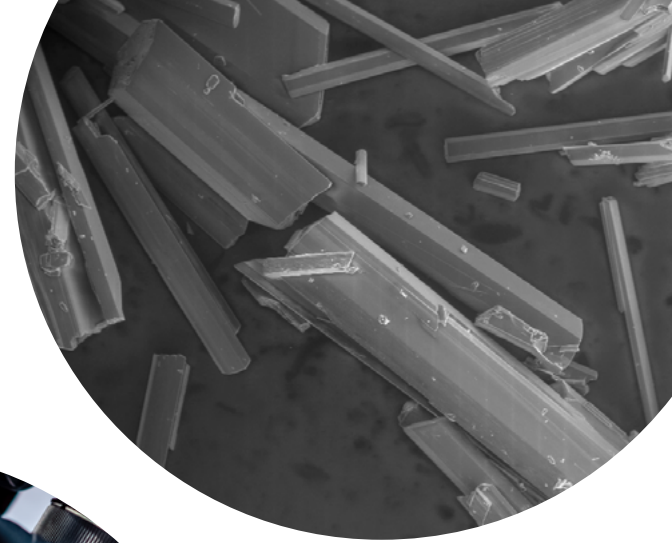
Includes any scans, 3D models, spectroscopic tools, raw measurements, and other varieties of outputs created by the imaging techniques that Covalent Metrology offers its clients.

### Science in Action

Includes any stock or brand photographs depicting real life people/devices with a focus on active imagery that features what can be *done* using our science.

### Abstract Texture

Finally, these images capture the scientific feel of the Covalent Metrology brand but are abstract enough to not be tied to a specific service or technique.

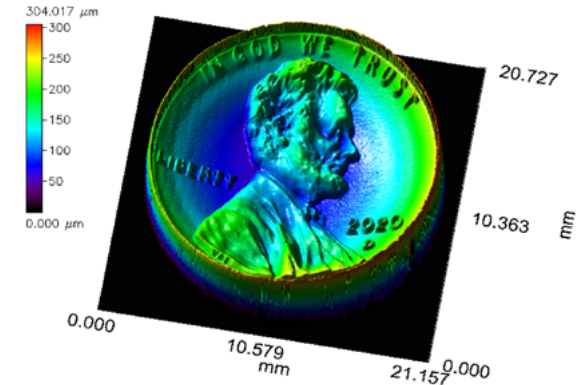
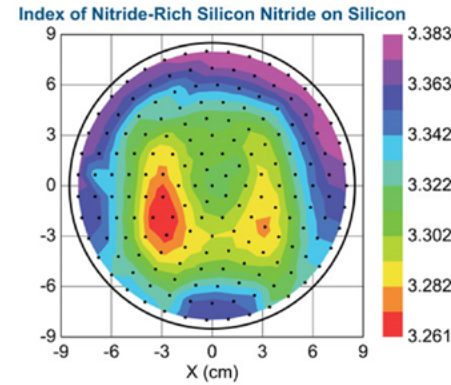
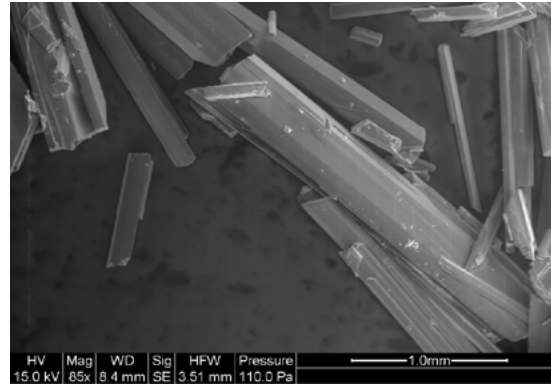




## Data Output

Good data output images:

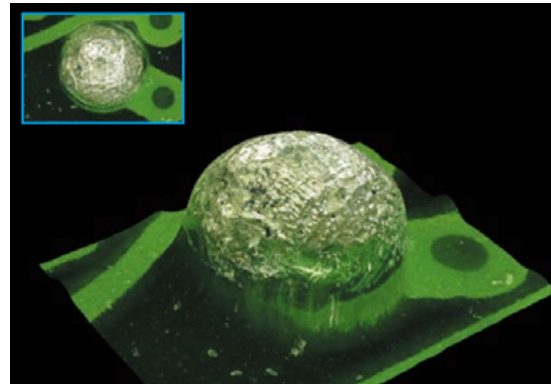
- Are scientifically correct to the technique being represented
- Are high resolution
- Show our ability to convey a high level of detailed information to customers in a clear way
- Are, when possible, colorful and on a clean background (preferably white or dark blue)



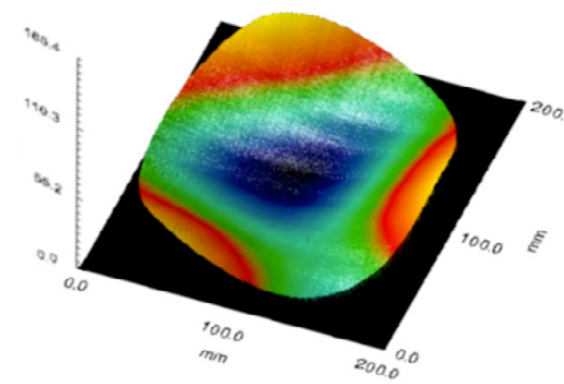
## Things to Avoid

Avoid images that:

- Are low resolution
- Contain thumbnails or unnecessary graphic elements (unless this is literally how the output for a technique looks)



? Thumbnail with distracting outline (ok if this is best image available)



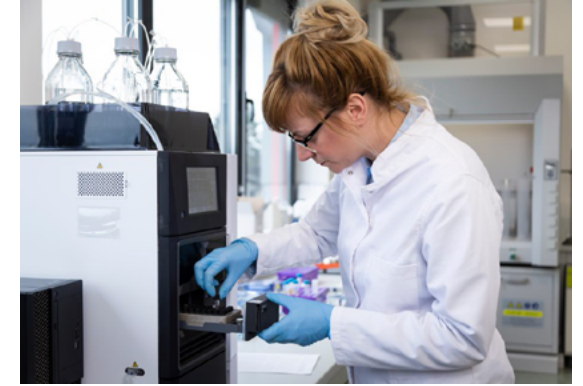
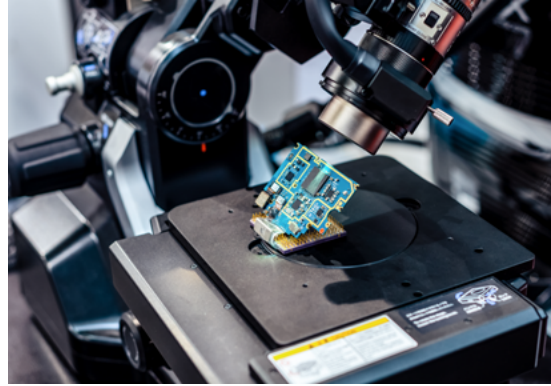
✗ Low image quality (pixelated), avoid using if possible

Note: If image choice is limited, it is ok for Data Output images to not match these criteria exactly in terms of color, detail, resolution, etc. The most important thing is that an image being used to represent a technique is accurate to that technique.

## Science in Action

Good Science in Action images:

- Show people actively working, measuring, collaborating.
- Have a neutral color palette, with pops of blue/yellow
- Depict realistic-looking devices/techniques



## Things to Avoid

Avoid images that:

- Depict techniques we don't do or industries we don't serve
- Are static or show incorrect attire / technology
- Use distracting filters or overlays
- Have an off-brand color palette



Distracting sun-flare filter



Off-brand color palette



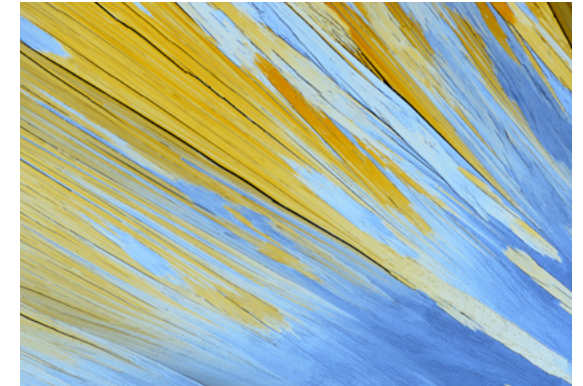
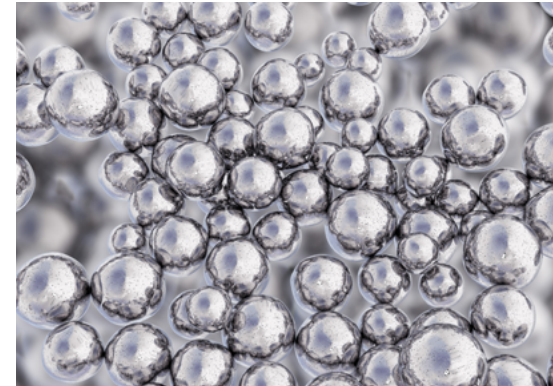
Staged-looking pose & technology



## Abstract Texture

Good abstract texture images:

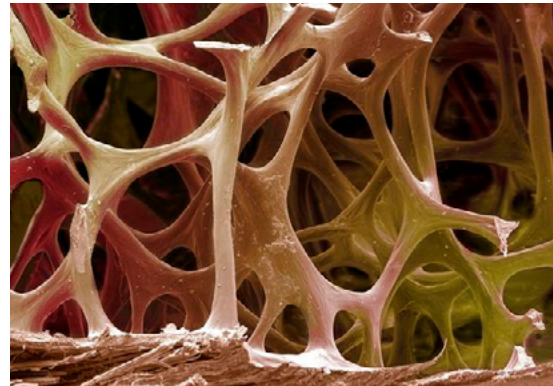
- Compliment the Covalent Metrology brand colors
- Feel scientific without being too recognizable
- Work well as a background to header text/other design elements



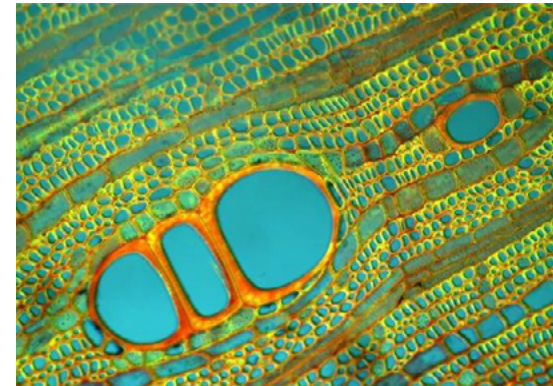
## Things to Avoid

Avoid images that:

- Are too recognizable/defined
- Have distracting color palettes
- Are overly biological / medical in nature



Off-brand color palette



Not abstract enough

## Brand Iconography

Iconography should be used to supplement text and imagery to enhance readability of communications and to strengthen the Covalent brand.

These brand icons function best when arranged sequentially in sets of 3-6 and when given a good amount of clear space around them (see page 16 of this document for an example).

Any supplementary icons that are designed should be simple, geometric and function well as a single color. When applicable, emphasis can be applied to an icon with the addition of a thin circle in either Covalent Blue or Covalent Yellow.

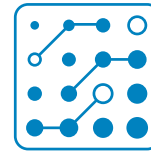


Emphasis example

### SOLUTIONS



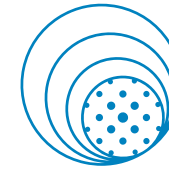
Chemical Composition



Failure Analysis



Material Property Analysis



Microscopy & Imaging



Particle Analysis



X-ray Analysis

### GENERAL



Prices



Commerce/  
Convenience



Discounts



Flexibility



Speed



Security



Flexibility/  
Speed Alt



Covalent  
Academy



Innovation



Insight



Analysis/  
Instruments



Sample  
Pickup



Samples



Cloud



Platform



eBrief /  
Datasheet



eBook



Phone 1



Phone 2



Email



Address



Printer / Fax



Little Blue



Data / Layers



Abstract 1



Abstract 2



Person / Client



Expert



Partners



Negative



Affirmative



Checkbox



Direction



Divergent 1



Divergent 2



Convergent 1



Convergent 2



Cyclical 1



Cyclical 2

## Custom Illustration

In situations where imagery is not available or suitable for a given use case, custom illustration may be used. Covalent illustration uses flat, simple shapes in the primary and secondary brand colors, with a dot-splatter texture added for additional warmth and roughness.

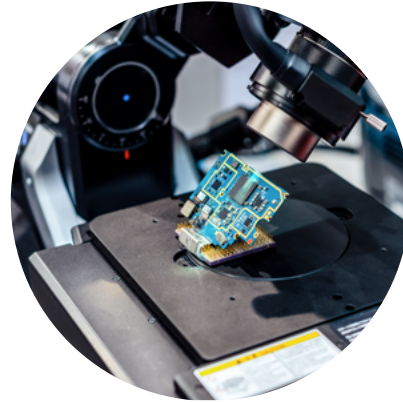
Compositions can be designed as needed, but large scale versions of scientific imagery combined with small scientist/technician characters can be a good place to start. In general, character faces should be depicted with noses and possibly with glasses/goggles but not with eyes or mouths.

When possible, try to depict a range of skin tones and body types across a given illustration / set of illustrations. Gender should not be emphasized too strongly in illustrated characters, but at the same time does not need to be completely ambiguous.



## Circular Crops (Optional)

While they should not be overused, circular crops around imagery can help provide emphasis to a part of a design while reinforcing the Covalent Metrology brand.

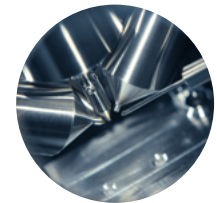
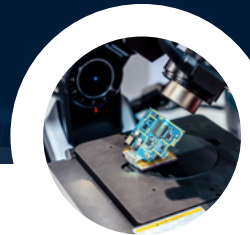


## Horizontal Rules

Horizontal rules can be used sparingly to provide structure to a design. When used, horizontal rules should be .75 pt in weight and Dark Turquoise in color.



Datasheet  
Header message  
Placeholder



### A Trusted Partner for...

dLorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros



#### Callout Number 1

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#### Callout Number 2

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#### Callout Number 3

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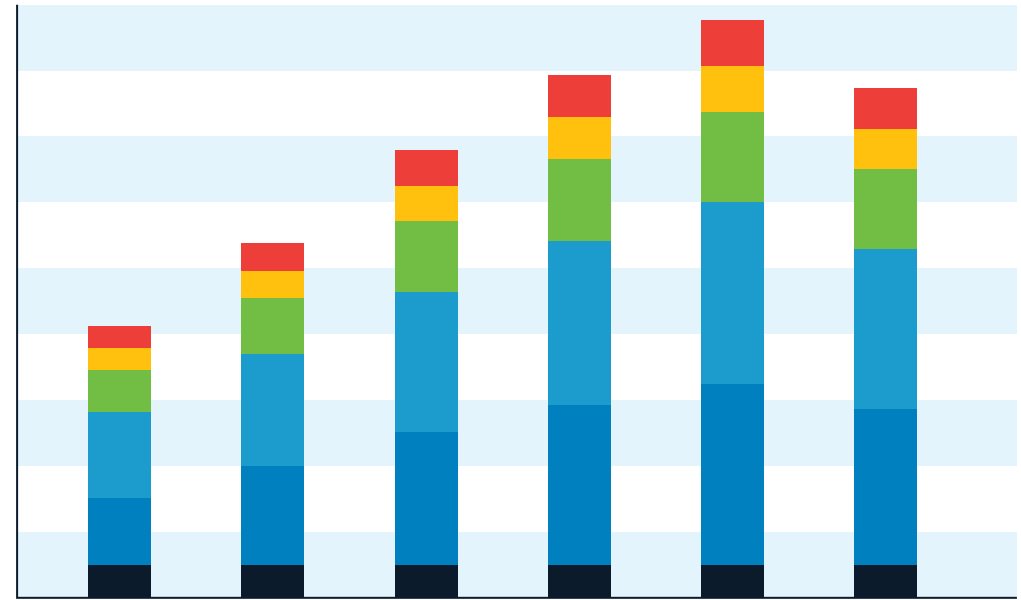
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Example datasheet using brand design elements





To be explored later



Example bar graph using brand colors and horizontal rule style

To be explored later