CobaltFrame

CobaltFrame brand rules

Mission-grade technology for federal and state agencies.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 16 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.
Endorsement: "A Perizer company", once, in the footer. Nothing more.

Color

Vivid Cobalt	#0052CC	RGB 0 82 204 CMYK 100 60 0 20
Mission Green	#36B37E	RGB 54 179 126 CMYK 70 0 30 30
Light Cobalt	#4C9AFF	RGB 76 154 255 CMYK 70 40 0 0
Midnight Cobalt	#091E42	RGB 9 30 66 CMYK 86 55 0 74



CMYK is computed from sRGB: proof it before print.

Type

IBM Plex Sans: Headlines, body, and UI. Weights 400, 500, 600, 700. SIL Open Font License 1.1.
https://fonts.google.com/specimen/IBM+Plex+Sans

Voice

Professional, credible, mission-focused. Authoritative without being stiff.
Government audiences need compliance credibility, not innovation theater.

Say: mission, modernize, production, compliance, capability
Never: startup language, product names, venture language

Before: Our disruptive startup brings innovation to the public sector.
After: We modernize agency systems to production standards, with compliance in scope from the start.