cosmopremi

Brand Guidelines

Logo

The logo system is composed of three forms: icon, wordmark, and logotype.

PITTOGRAMMA

LOGOTIPO

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WORDMARK

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Palette

A balanced system of neutral and energetic accents.

SFONDI | TESTI — Primario

60 % — #171717

B2C ACCENT — Secondario

15 % — #FFC40C

B2C ACCENT — Secondario

15 % — #3C5CDF

Terziario

5 % — #FFC40C

Terziario

5 % — #3C5CDF

Fonts

Two complementary families for hierarchy and clarity.

DISPLAY & HEADERS

Unbounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+-=[]{}|;':",./<>?

Medium Semi bold Bold Extra Bold

Download here →

BODY

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+-=[]{}|;':",./<>?

Light Regular Medium Semi Bold

Download here →

Cosmolino

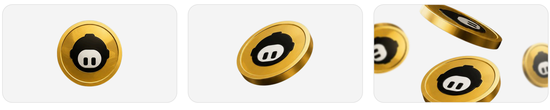
Use these assets consistently across digital and physical touchpoints.





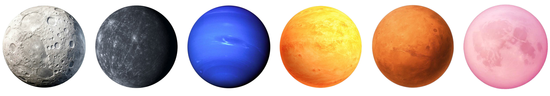
Cosmo Points

Use these assets consistently across digital and physical touchpoints.



Pianeti

Use these assets consistently across digital and physical touchpoints.



Asset Grafici

Use these assets consistently across digital and physical touchpoints.



Immagini Stock

Use these assets consistently across digital and physical touchpoints.



