Cushion

Brand guidelines

Brand Vision

To build a new standard of income protection for the modern economy.

Brand Purpose

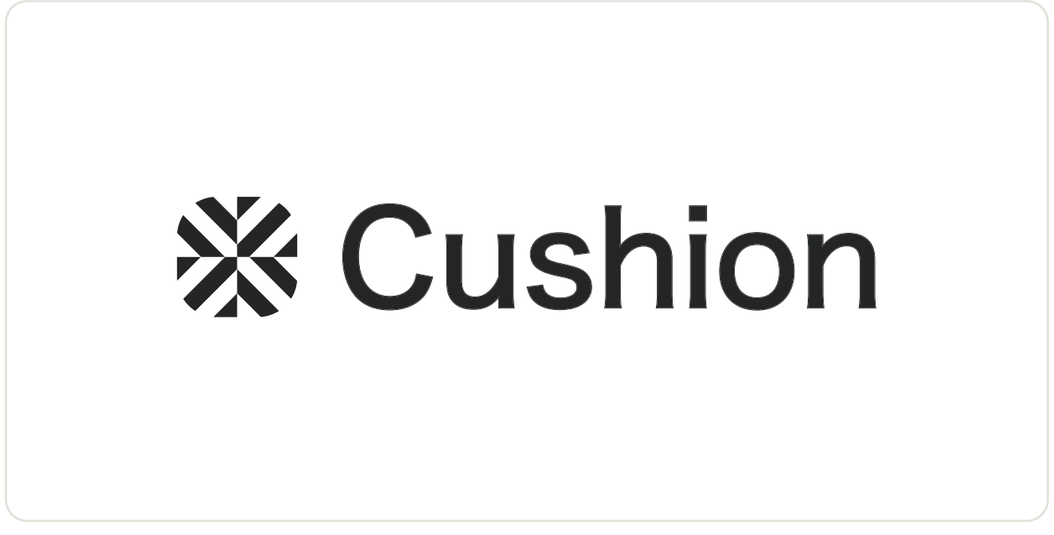
Cushion is income continuity for forward-thinking professionals.

Your income supports your home, your family, and your future.

Cushion protects it.

Logo Design

The primary Cushion logo is designed as a balanced symbol and wordmark combination, intended for clear and consistent use across all applications. It is used primarily in a horizontal orientation.

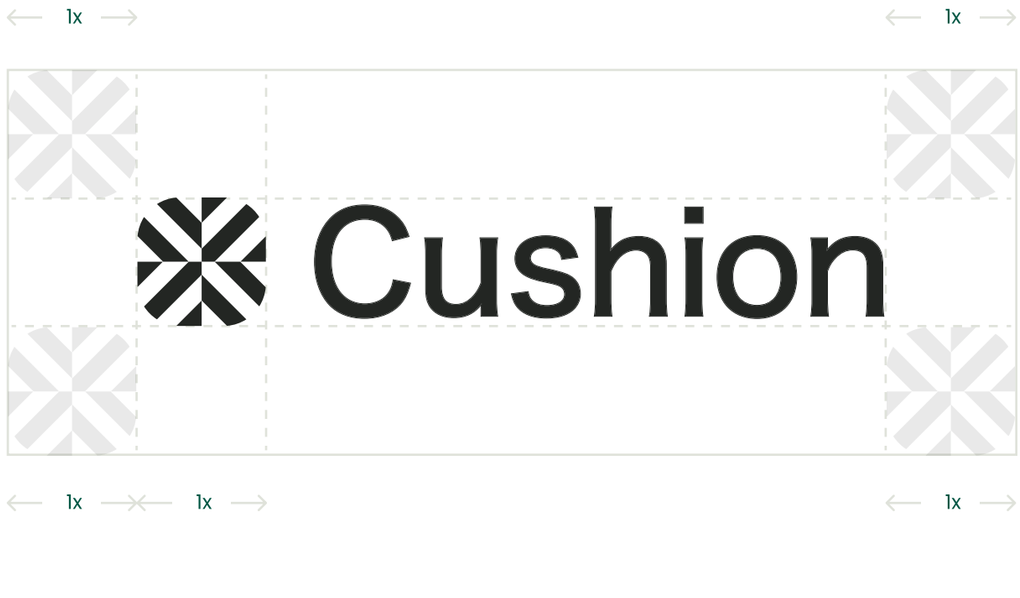


- Black – for light backgrounds.
- White – for dark backgrounds.

To maintain legibility, avoid placing the Black logo on dark photographs, backgrounds, or illustrations unless positioned on a light area.



Logo Design Sizes





Exclusion Zone

To ensure that the logos are clearly visible, make sure to surround them with an area of clear space that is free of type, graphics, and other elements that could cause visual clutter.

The minimum exclusion zone around the logo and icon should be equal to the height of the icon outlined in the diagram.

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo are not compromised in application.

The logo should never be smaller than 90px in digital or 30mm in print. The icon should never be smaller than 30px in digital or 10mm in print.

Logo Misuses

It is important that the appearance of the logo remains consistent and unchanged. The logo should not be misinterpreted, modified, or added to in any way. Its orientation, color, and composition should remain as specified in this document. Some examples of incorrect usage of the logo are provided in the following pages.



Do not change colors.



Do not use dark logo should on a dark background.

Logo Misuses



Black logo version should only be used on light color backgrounds.

Cushion

Do not change the position and proportions of the icon

Cushion

Do not change typography in the logo

Cushion

Always maintain minimum logo exclusion zone

Cushion

Do not distort the logo proportions

Cushion

Do not distort the letter spacing in the logo

Color Palette

Carbon Black	Charcoal Green	Muted Green	Muted Copper	Steel White
100%	100%	100%	100%	
75%	75%	75%	75%	
50%	50%	50%	50%	
25%	25%	25%	25%	100%
#232624	**#354D55**	**#BFC8B5**	**#E8C1A2**	**#FBFBFB**
RGB 35 38 36 CMYK 8 0 5 85	RGB 53 77 85 CMYK 38 10 0 67	RGB 191 200 181 CMYK 4 0 9 22	RGB 232 193 162 CMYK 0 16 30 9	RGB 251 251 251 CMYK 0 0 0 2

Fustat

Fustat typeface family is suited for body copy

A variety of font-family weights and widths ensures immense flexibility and consistency for the future growth of the brand.

Google Fonts

Download font from:
https://fonts.google.com/specimen/Fustat

Fustat Light

Your income supports your home, your family, and your future. Cushion protects it.

Fustat Regular

Your income supports your home, your family, and your future. Cushion protects it.

Fustat Medium

Your income supports your home, your family, and your future. Cushion protects it.

Fustat SemiBold

Your income supports your home, your family, and your future. Cushion protects it.

Fustat Bold

Your income supports your home, your family, and your future. Cushion protects it.

Fustat ExtraBold

Your income supports your home, your family, and your future. Cushion protects it.