



Brand Guide



Hello!

Thank you for your interest in Colloq.

To ensure a consistent visual appearance of Colloq, we have a small set of guidelines on how to use our brand resources. All of our assets are included in this document and can also be downloaded from our site.

We welcome any feedback that helps to improve our guidelines. If you have any further questions, please don't hesitate to get in touch with us.

Twitter: @colloq_io
Web: <https://colloq.io>
Email: support@colloq.io



We Are Colloq

We're a small team of three independent developers, distributed across the globe. We believe in building sustainable projects and apply this philosophy to Colloq, too. We love attending and sometimes speak at conferences, like to meet people that share similar interests or want to share their knowledge, vision and inspiration.



Anselm Hannemann
Iffeldorf, Germany
Front End Developer, Scrum Master



Holger Bartel
Hong Kong
Front End Developer, Marketing



Tobias Tom
Lisbon, Portugal
Back End Developer, Product Owner



What is Colloq?

Below you can find our description of what Colloq is about and what we do. We provide two versions of our company introduction so you can choose the one that best suits your needs.

SHORT VERSION

Colloq is a new event platform that connects organizers, speakers and attendees in an enjoyable and engaging way. We want Colloq to be the central resource for comprehensive and rich conference and event content.

LONG VERSION

Colloq is a new event platform that connects organizers, speakers and attendees in an enjoyable and engaging way. We want Colloq to be the central resource for comprehensive and rich conference and event content.

Our vision is to gather the vast amount of knowledge produced by events and their participants. Videos, slide decks and social media coverage are a major resource for professional development. We collect these event resources to foster education and help newcomers as well as industry experts stay up to date.



Brand Assets

To ensure a consistent visual appearance of Colloq, we have a small set of guidelines on how to use our brand resources. All of our assets are included in this document and can also be [downloaded](#) from our site.

The following pages include information about:

[OUR MAIN COLORS](#)

[OUR LOGO](#)

[GUIDELINES FOR LOGO USAGE](#)



Colors

We like simplicity. And so does our color scheme.



Primary Color

Hex: #db222a
RGB: 219, 34, 42
HSL: 357, 73%, 50%

CMYK: 14, 93, 88, 4

Secondary Color

Hex: #032134
RGB: 4, 32, 51
HSL: 203, 89%, 11%

CMYK: 93, 76, 52, 62

Our Logo

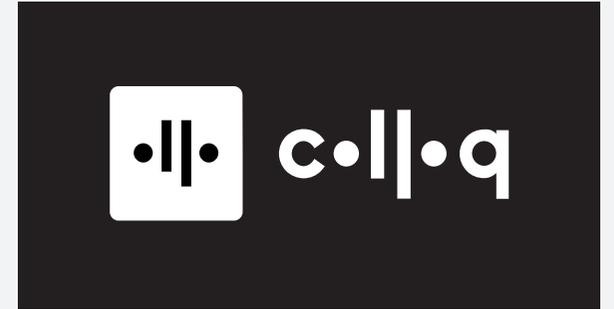
Our main logo should always be displayed including the text “Colloq” and our icon. This logo will be suitable for most use cases. You can [download all of our logo files](#) ready for use on our site.



Full color, 1color



Black/white, 1 color



Black/white inverted



Our Logo

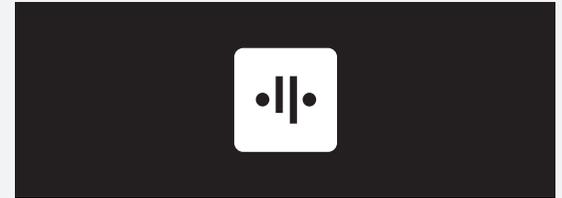
In other cases, where space might be limited, our icon can be used as a standalone asset. The icon should also always be displayed in our primary color or the black/white version.



Icon full color, 1 color



Icon black/white, 1 color



Icon black/white inverted



Logo Usage

Our logo should always be displayed in our brand color, if possible. In other cases we suggest to use the black/white version.

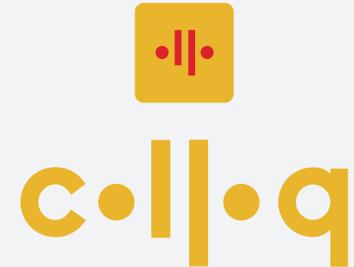
Our logo should not be displayed in any other colors or color combinations, with the icon always on the left side of the type.



correct



incorrect - don't use



incorrect - don't use



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Enquiries: support@colloq.io

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