

CONFIDENTIAL · FOR STAKEHOLDERS



CORE
MARKETING

THE BRAND BOOK · VOLUME 01

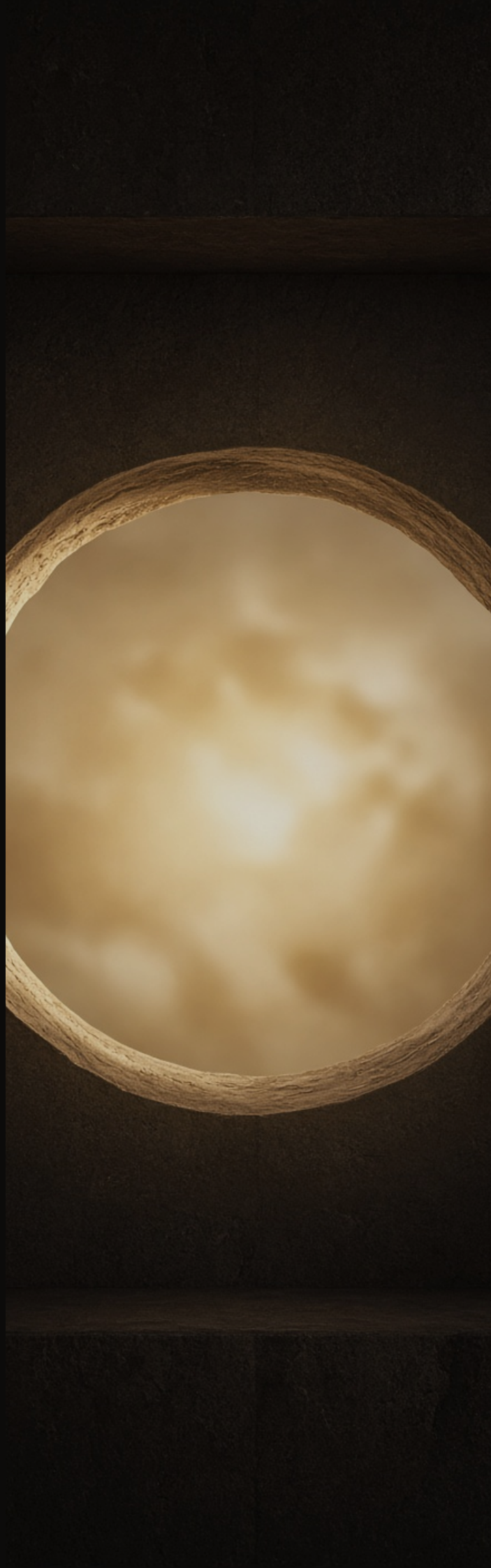
*Presence, made
inevitable.*

KIGALI · EST. 2018 · BY APPOINTMENT

A MARKETING STUDIO

CORE MARKETING

01



A specification, not a moodboard.

Share this document with partners, printers, producers, and anyone who will speak or make in the name of the house. Do not screenshot chapters. Send the PDF as it is.

This is Volume 01 of the Core Marketing identity. Questions of application that are not answered here are answered by restraint.

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The work that remains.

Core is not a department and not a campaign. It is the structure a brand stands on when the noise is stripped away.

We partner with a small number of companies who already know they are not average — and who want their public presence to finally match that fact.

Digital marketing, social, promotion, and content are usually bought as separate trades. That is how brands become loud in one place and absent in another. Core holds them as one architecture: the argument, the channels, the evidence, and the amplification.

We are a house, not a mill. Senior rooms. Retained partnerships. A standard that does not drop when the calendar gets full. Based in Kigali. Working wherever the work is serious.



Composed

We do not rush the room. Urgency is designed; panic is not a process.

Exact

Words, crops, and timings are considered. Approximation is expensive.

Discerning

Fewer partners so the work can go further. Fit is a discipline.

Warm

Restrained in public. Human, direct, and loyal in the room.

A house of record for ambitious brands.

High-ticket work requires a high-ticket standard. We do not rent attention. We build it.

FOR

Founders, houses, and professional practices that already sell at a premium.

DOES

Architects digital presence — strategy through promotion — as a single system.

UNLIKE

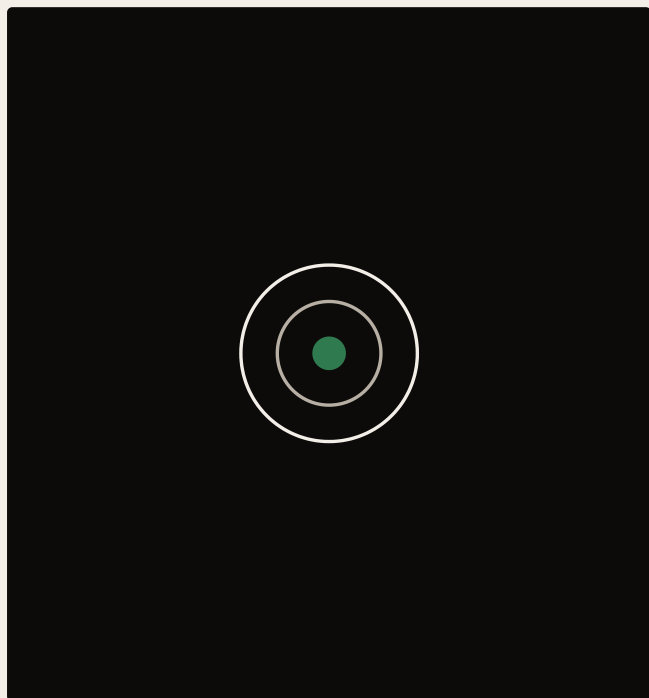
Volume agencies, freelance scatter, and work that looks busy without becoming inevitable.

PRACTICES

I	Strategy The argument	Positioning, narrative, and the decisions that make every other decision cheaper. We write the brief we would want to receive.
II	Presence The channels	Social architecture, platform roles, and a cadence a brand can actually keep. Not more posts. The right ones, on purpose.
III	Content The evidence	Film, stills, and language directed as one system. If it would not survive a quiet room, it does not ship.
IV	Promotion The amplification	Paid, launched, and always-on growth built on the strategy — never instead of it. Attention, rented only after it has been earned.

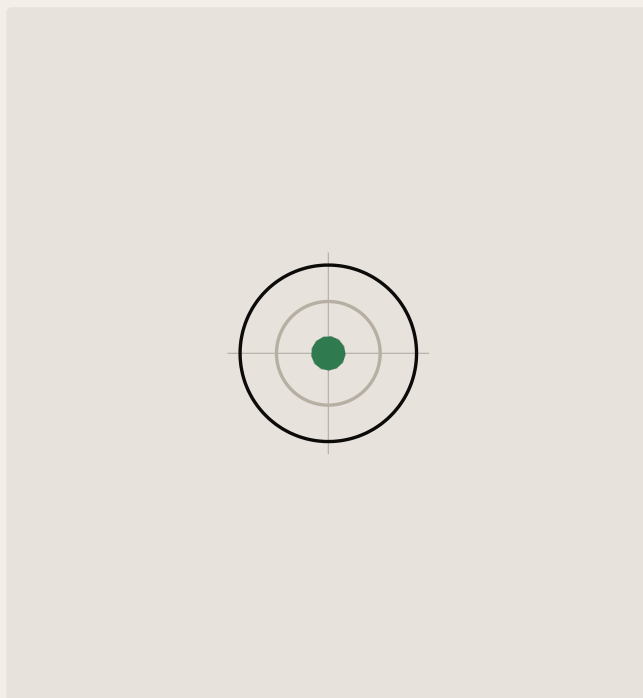
Ivory. Stone. Juniper.

Three tones, always in this order. An ivory outer ring. A limestone inner ring. A juniper nucleus at the exact centre.



PRIMARY

On ink. Use digitally, in film, and on dark print. Ivory outer, stone inner, juniper core.



CLEAR SPACE

One core-diameter on every side. Do not crowd the mark with type or crop.

MINIMUM

20px digital. 8mm print. Below that, do not use it — use the wordmark.

Mark to the left. CORE large. MARKETING small.

This is the primary signature. Do not rearrange it. Do not change the tracking of CORE (0.18em). MARKETING sits at 0.72em of that size, regular, limestone, 0.32em tracking.

HORIZONTAL — PRIMARY



CORE
MARKETING

ON VELLUM



CORE
MARKETING

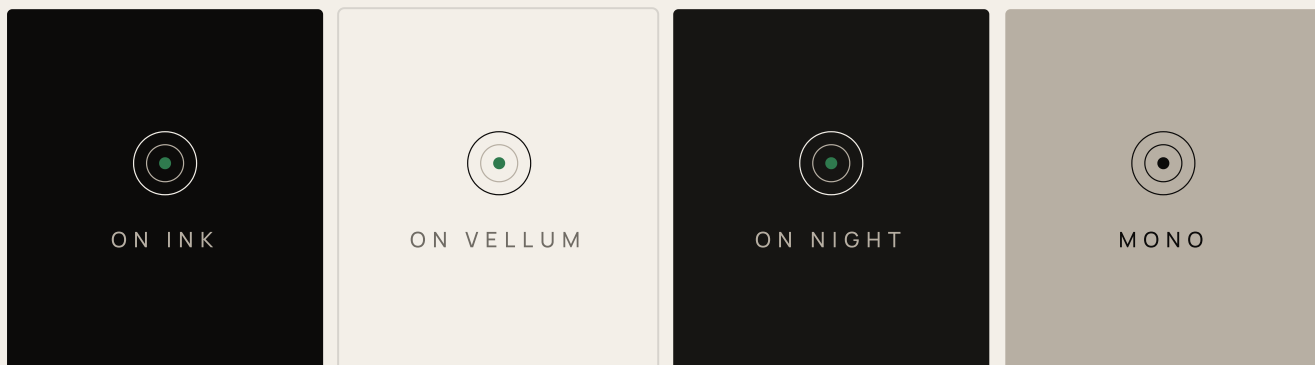
STACKED / WORDMARK

CORE
MARKETING

Use stacked only when the field is narrow. Never invert the hierarchy.

The mark is field-aware.

Place it on Ink, Vellum, Night, or — in single-colour reproduction — as a mono plate.
Never on a busy photograph without a field behind it.



NEVER

- Do not stretch, rotate, or skew the mark.
- Do not add fills, glows, drop shadows, or extra rings.
- Do not recolour the juniper nucleus except in single-colour reproduction.
- Do not place the mark on busy photography without a field.
- Do not offset, replace, or hollow the core.
- Do not rearrange the lockup or change the tracking of CORE.

Six named colours. Juniper is used once.

The palette is a material specification. Ink and Vellum do the work. Limestone is stone. Juniper is the nucleus — reserved for the mark.

Ink

The field. Type on light. Outer ring on paper.

#0C0B0A

RGB 12 11 10

CMYK 70 65 65 90

Night

Elevated surface. Cards and quiet panels on ink.

#161513

RGB 22 21 19

CMYK 65 60 60 80

Ash

Secondary text, captions, construction notes.

#6F6B64

RGB 111 107 100

CMYK 45 40 45 20

Limestone

Stone. The inner ring. Labels on dark.

#B7AFA3

RGB 183 175 163

CMYK 28 25 32 0

Juniper

The nucleus. Used in the mark, and almost nowhere else.

#2F7A4E

RGB 47 122 78

CMYK 75 15 75 20

Vellum

Paper. Type on dark. The light field.

#F3EFE8

RGB 243 239 232

CMYK 4 4 8 0

Never set Limestone type on Vellum, or Ash type on Night. Contrast is part of the brand. Print from these CMYK values — do not eyedrop a screenshot.

A serif for the voice. A sans for the work.

Two families. No substitutes. Cormorant Garamond carries feeling — light, editorial, unhurried. Manrope carries information. Hierarchy is size and tracking.

DISPLAY

Aa

Cormorant Garamond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SANS

Aa

Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Presence is not volume. It is the feeling that a brand was inevitable.

PULL QUOTE — CORMORANT ITALIC

DISPLAY	Cormorant Garamond Light	72–144px · –0.03em
HEADLINE	Cormorant Garamond Regular	36–56px · –0.02em
DECK	Manrope Regular	16–18px · 1.55
WORD MARK	Manrope Semibold / Regular	0.18em / 0.32em
LABEL	Manrope Medium	10–11px · 0.32em

Write as if the room is already quiet.

We sound like a well-cut suit: considered, warm at close range, never performing. The work is described. It is never hyped.

DO

Write as if the reader is intelligent and short on time.

Prefer nouns that last over adjectives that shout.

Describe the work. Let the work sell.

One idea per sentence. Periods earn their keep.

DO NOT

Explain the joke, or pad a sentence to sound bigger.

Use “bold”, “disruptive”, “crushing it”, or pitch-deck residue.

Announce how excited we are. Excitement is a private feeling.

Stack clauses with emojis, exclamation marks, or hashtags.

IN PRACTICE

LAUNCH

~~We're SO excited to finally drop this MEGA launch!!~~

A new chapter. Introduced quietly, built to last.

SERVICE

~~We're a full-service agency that does it all for amazing brands!~~

Strategy, presence, content, and promotion — held as one system.

RESULT

~~We 10x'd their engagement in 30 days, no big deal.~~

The work found the people it was made for. The numbers followed.

Photograph toward the palette.

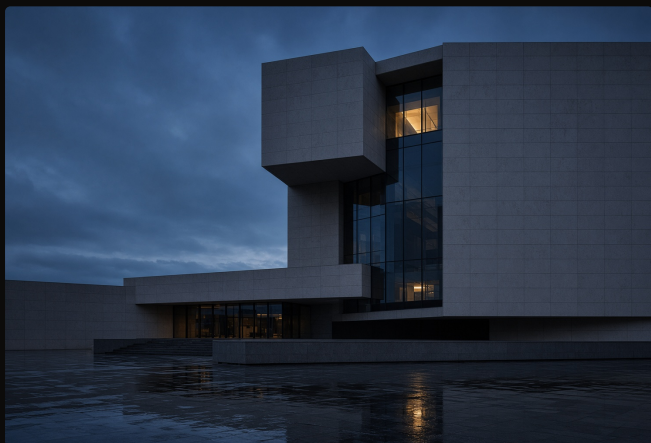
Imagery should feel collected, not produced. Architecture, paper, stone, cloth. One light. Plenty of air.



Rooms, not sets



Materials, close



The city, held



The correspondence

Light

One directional source. Let shadow do half the composition. Avoid even commercial fill.

Rooms

Spaces that exist. No stock handshakes, no confetti, no laptops on beaches.

People

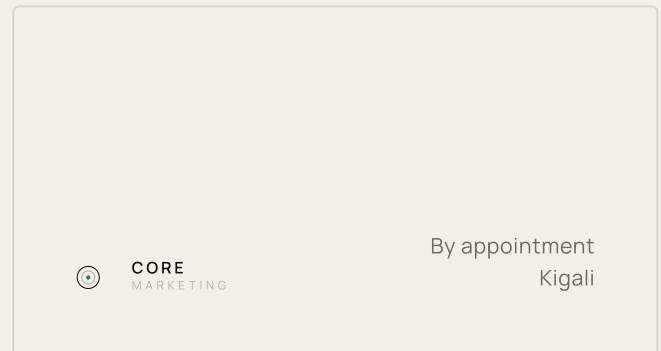
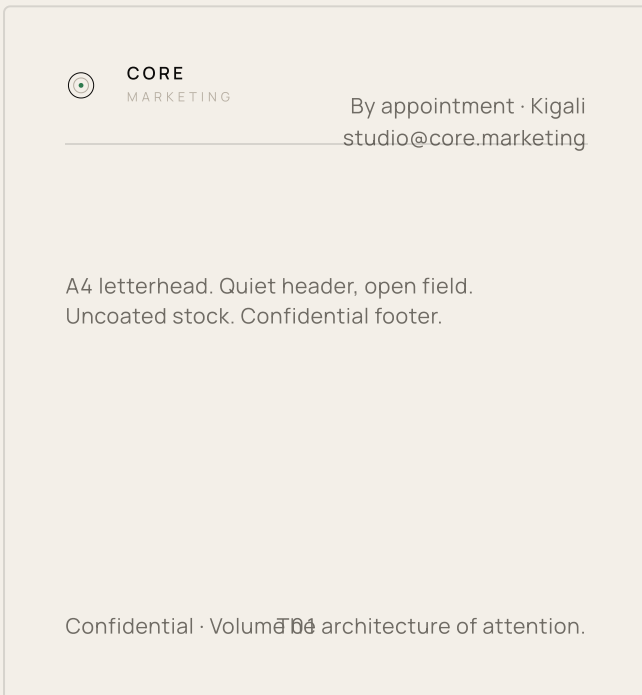
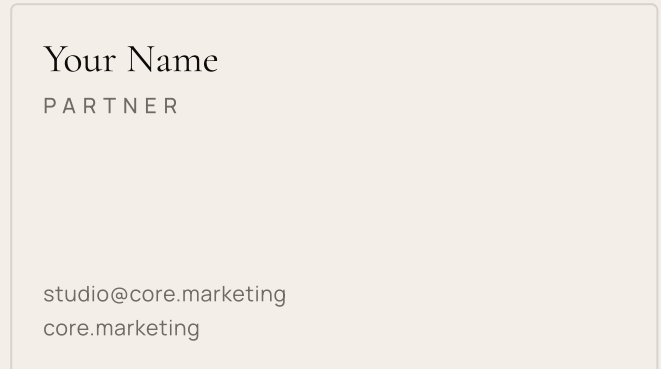
When figures appear they are occupied — never posing. Faces are not the product.

Grade

Toward Ink, Vellum, Limestone. Remove stray primaries. No teal-and-orange.

How the house occupies paper.

Front is the lockup on ink. Back is vellum — name, role, contact. No third colour. No QR. No tagline on the face.



ENVELOPE — DL

Vellum field. Lockup lower left. Address as a whisper, lower right. No window. Blind mark on the flap only if budget allows.

CARD — 3.5 × 2 IN

Uncoated or soft-touch. Ink face, vellum reverse. Edit the SVG in the kit — ids: name, role, email, phone, web.

On a dark field, the house is the picture.

Screens and spaces follow the same rule as paper. One idea. No collage.
Photography held back so the lockup can breathe.



FEED — 4:5

One idea. A single photograph or a quiet field. No multi-image tiles. Caption in the voice.

COVER — 16:9

LinkedIn and presentation titles. Lockup left. Photography held. Confidential by default.

PLAQUE

Mark only. Limestone field, Ink plate. No wordmark at architectural scale unless the wall is long.

Rules that keep the house standing.

GRID

Twelve / four

Twelve columns on desktop. Four on mobile. Margins generous. Align to the spine. Do not invent a second grid for campaigns.

SPACE

4 → 64

4, 8, 12, 16, 24, 32, 48, 64. Air is a brand colour. If a layout feels busy, remove an element before you add a rule.

MOTION

150–250ms

Ease out. Opacity and transform only. No bounce, no parallax theatre, no animation that delays the work.

FILES

Mark as SVG for print and screen. PNG only when a host refuses vectors. Lockup as SVG with fonts outlined or embedded. Business cards: 3.5 × 2 in, uncoated or soft-touch, Ink and Vellum. Colour: print in CMYK from the named values.

This PDF is the document of record for Volume 01. The kit beside it holds the mark, lockup, cards, letterhead, envelope, and tokens.

SHARE

Send this PDF. Do not export slides from screenshots. Do not rebuild the mark in another file.

WHEN IN DOUBT

Fewer elements. More air. Ivory, stone, juniper — in that order. Then stop.

Engagements begin by conversation. We take the work that can be done properly, and we decline the rest.



The architecture of attention.

studio@core.marketing
core.marketing
Kigali · By appointment

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Type: Cormorant Garamond and Manrope. Mark: three concentric circles — ivory, stone, juniper. Printed or sent as PDF, A4, this document is the house.

