

USER GUIDE

coc brand Illustrations

create space for others, take space for yourself



by Raaf de Rooij

developed for COC Nederland







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Purpose

I created 80 unique illustrations to refresh some of COC's visual branding for the near future. COC's iconic brand elements have a few new siblings to play around with in design and composition.

Each illustration is designed to complement the existing brand identity and current design elements, adding a little extra personality and some new playful options for future content. While developing, I kept the principle of '*giving space and taking space*' in mind to create a set of illustrations that reflects that sentiment, which is crucial to COC's approach to communication.

The characters are mostly gender-ambiguous and, hopefully, reflect a relatively wide range of people who belong to our community while remaining somewhat abstract.

I focused on making these illustrations versatile, so they can be used across a variety of applications—think social media, presentations, reports, or anywhere we want to visually reinforce COC's identity.

The goal is to make our communication more memorable, playful, and aligned with COC's values.



Disclaimer

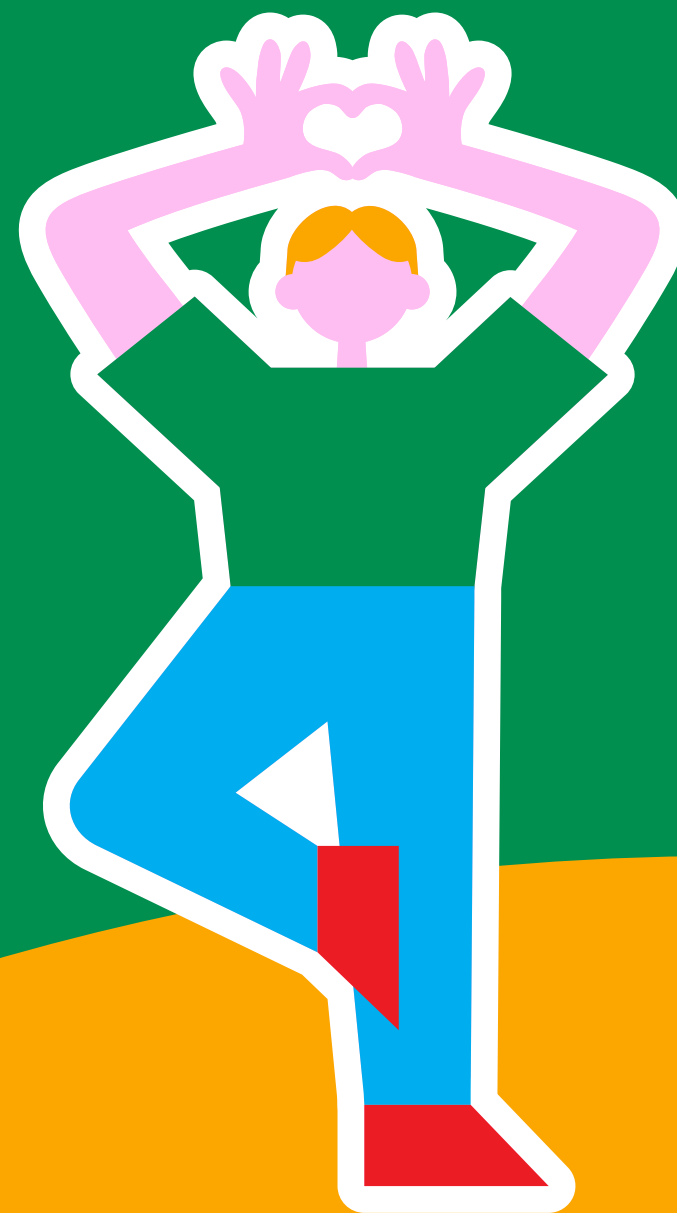
All design suggestions made in this guide are mainly meant as inspiration and might not represent everyone's views on COC's communication. When getting used to utilizing these illustrations, make sure to get an extra pair of eyes to check your designs if you feel it's necessary.

All illustrations were made by Raaf de Rooij, a white Dutch trans man*, who has some previous experience in branding and illustrating.

The objective for this set of illustrations was to create something that is easy to use, somewhat compact, and displays a diverse set of physical appearances to reflect our community (and society).

I realize that even 80 distinguishable characters can't fully represent each and every person in our community. This set should provide every user with enough agency to create as many unique combinations as possible.

Maybe in the future, an opportunity will arise for more characters to be added to create a wider range of diversity.



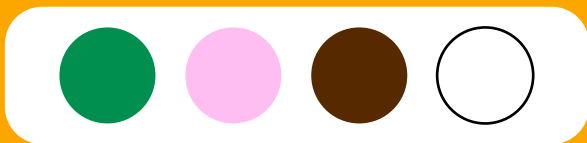
*vague representation of me :)

HOW TO USE

color use

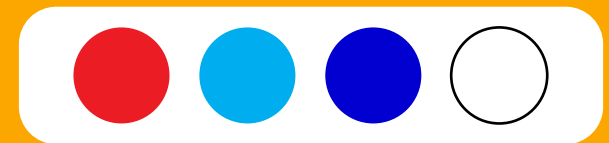
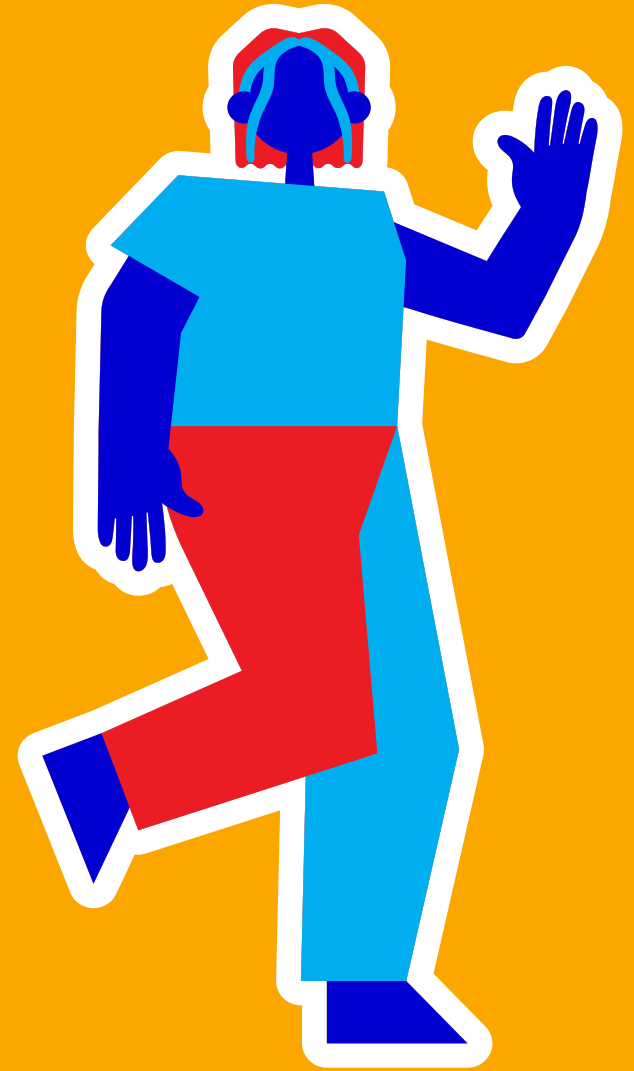
application

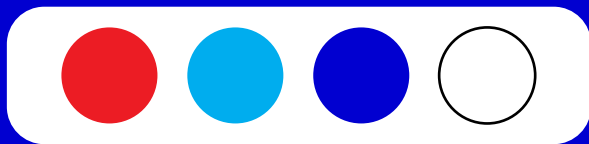
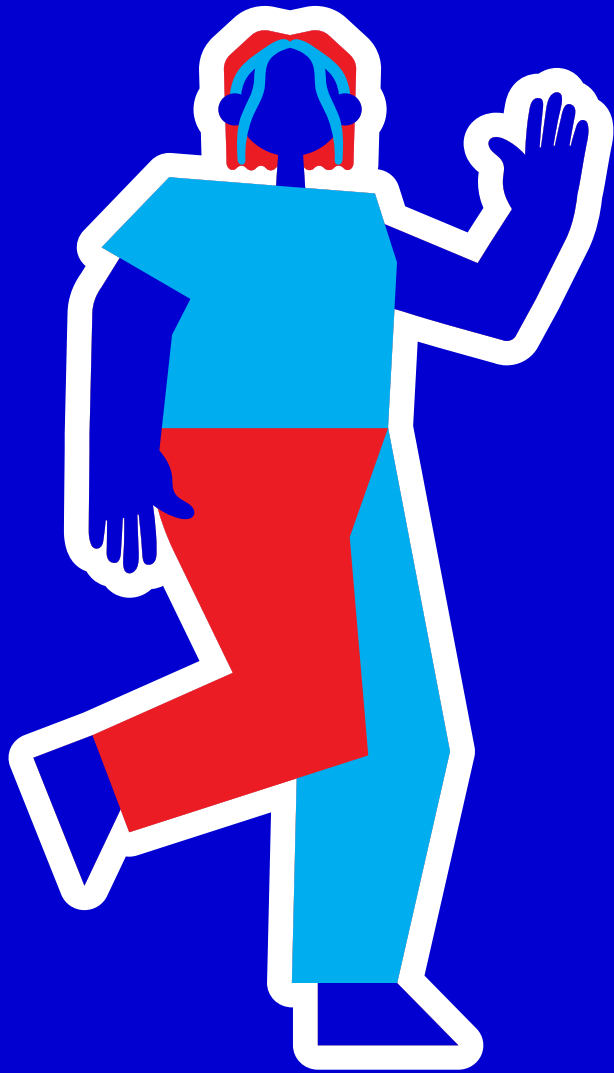
diversity



Using Canva, you can easily change the colors of any desired illustration. All exports are in SVG format, which makes swapping out colors super simple!

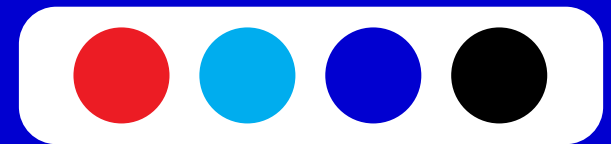
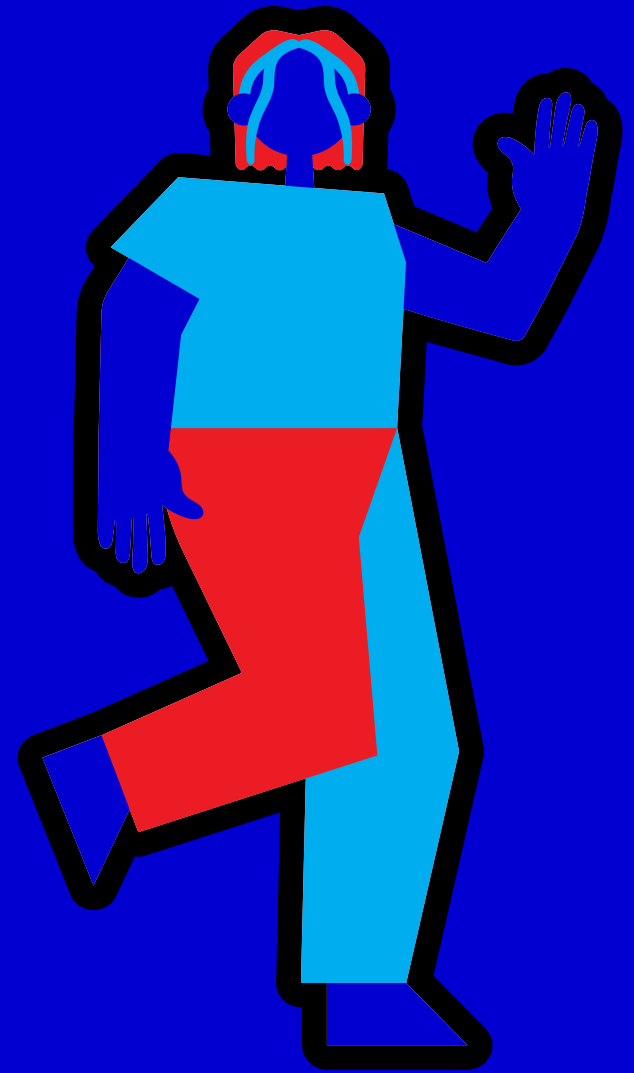
When making adjustments, be sure to use three different COC colors. Use this guide as inspiration for color combinations.





A black outline can be used, especially when combined with a darker background.

Simply replace the white color that appears in Canva.





color use

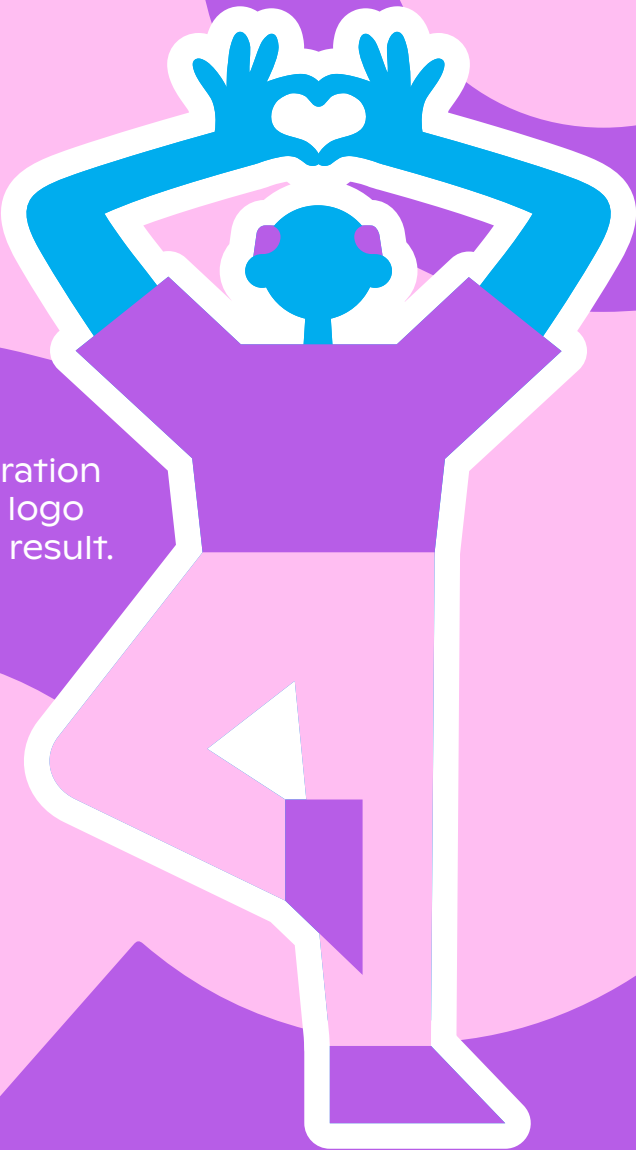


How to - COC illustrations

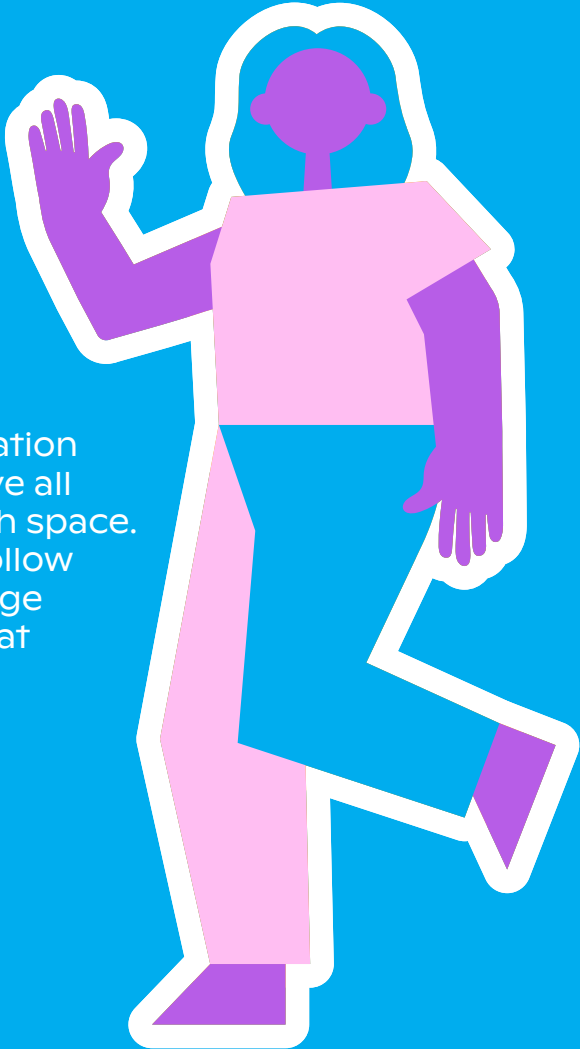
If you are *really* stuck to a limited color palette, substitute one color for pure black or white.



Consult '[How NOT to, color use](#)' for limitations.



Try layering an illustration with the iconic COC logo shapes for a playful result.



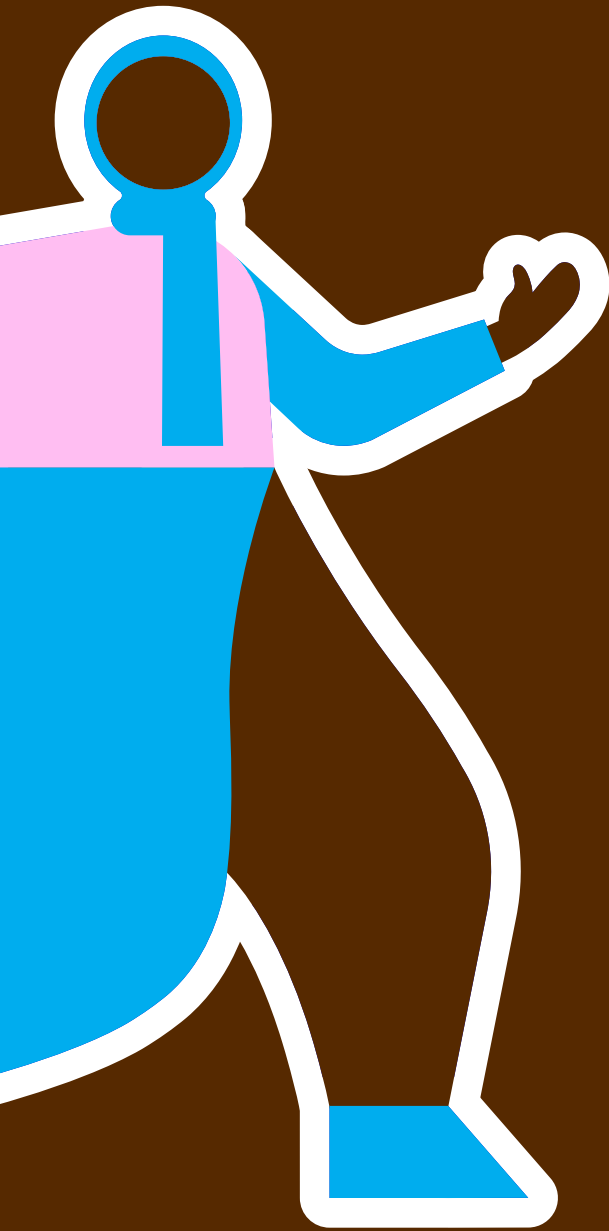
Make sure your copy fits around the illustration and isn't too tight. Give all your elements enough space. Letting text loosely follow the outline of the image creates a nice flow that is easy on the eyes.

We envision a world where everyone can be themselves, freely and safely. A world where you can love who you choose, where everyone can take part, and where people are free to reach their full potential – regardless of sexual orientation, gender identity, gender expression, or sex characteristics.

In the Netherlands and internationally. Because that's what everyone deserves.

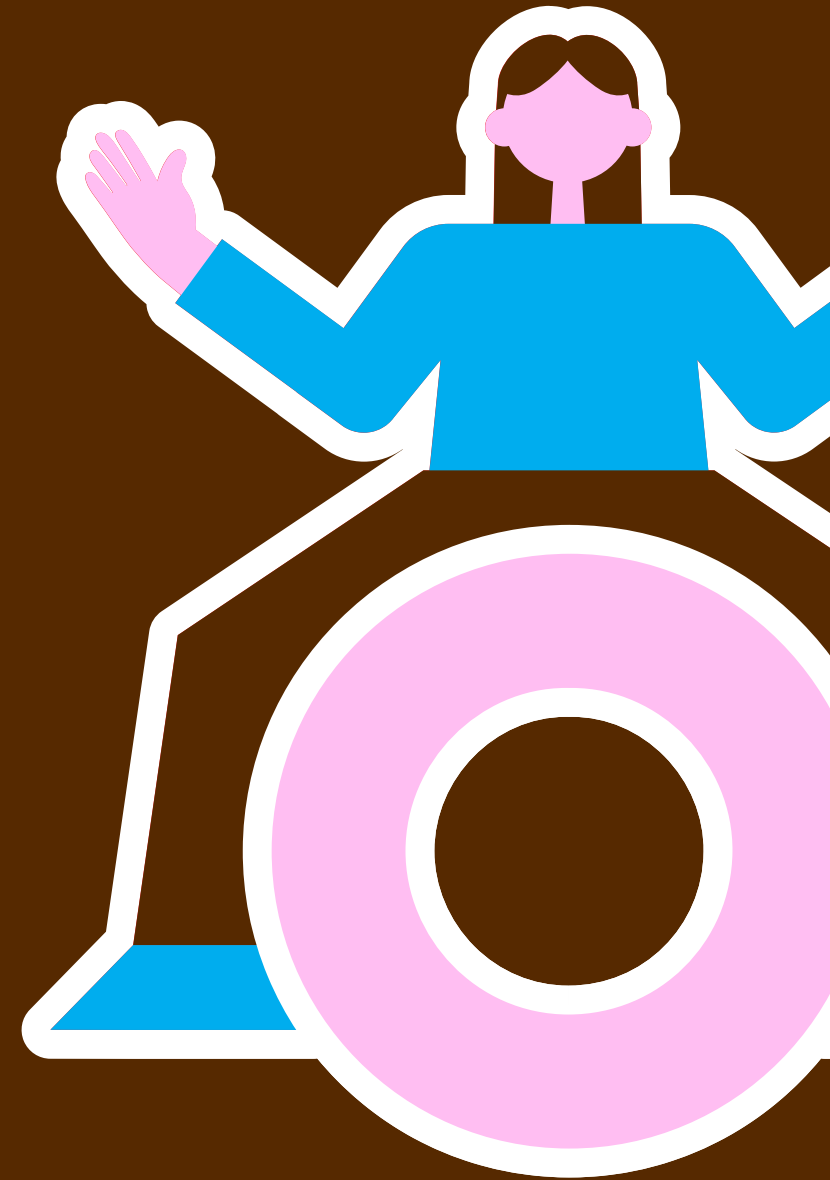


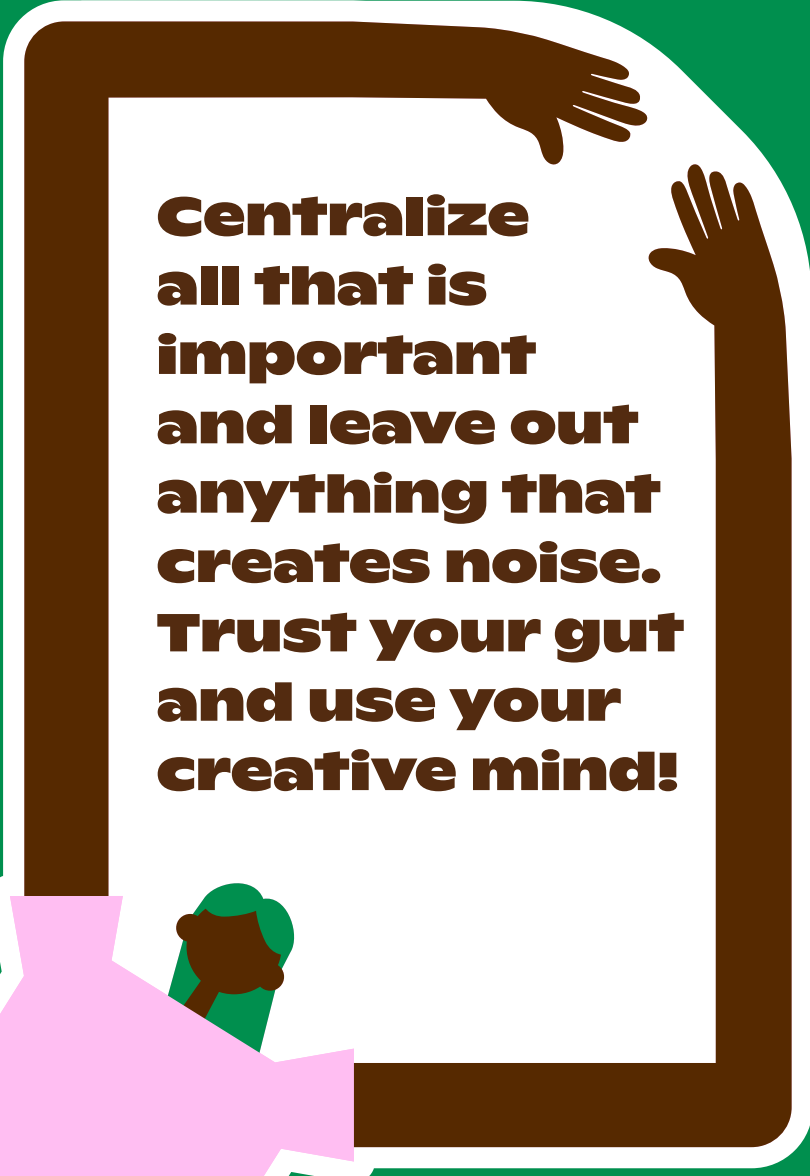
Use frames placed behind an illustration to focus the attention of your audience.



Illustrations can be partially cropped to fit your composition.

However, be sure that heads are never cropped out in your design.





**Centralize
all that is
important
and leave out
anything that
creates noise.
Trust your gut
and use your
creative mind!**



**Every little
step counts
in creating a
world where
everyone gets
an equal shot
at being their
true self.**

Use illustrations to your advantage to amplify your message



Use different styles and mix up colors to create a diverse image



tip: stack illustrations to create a unique composition

HOW NOT TO USE

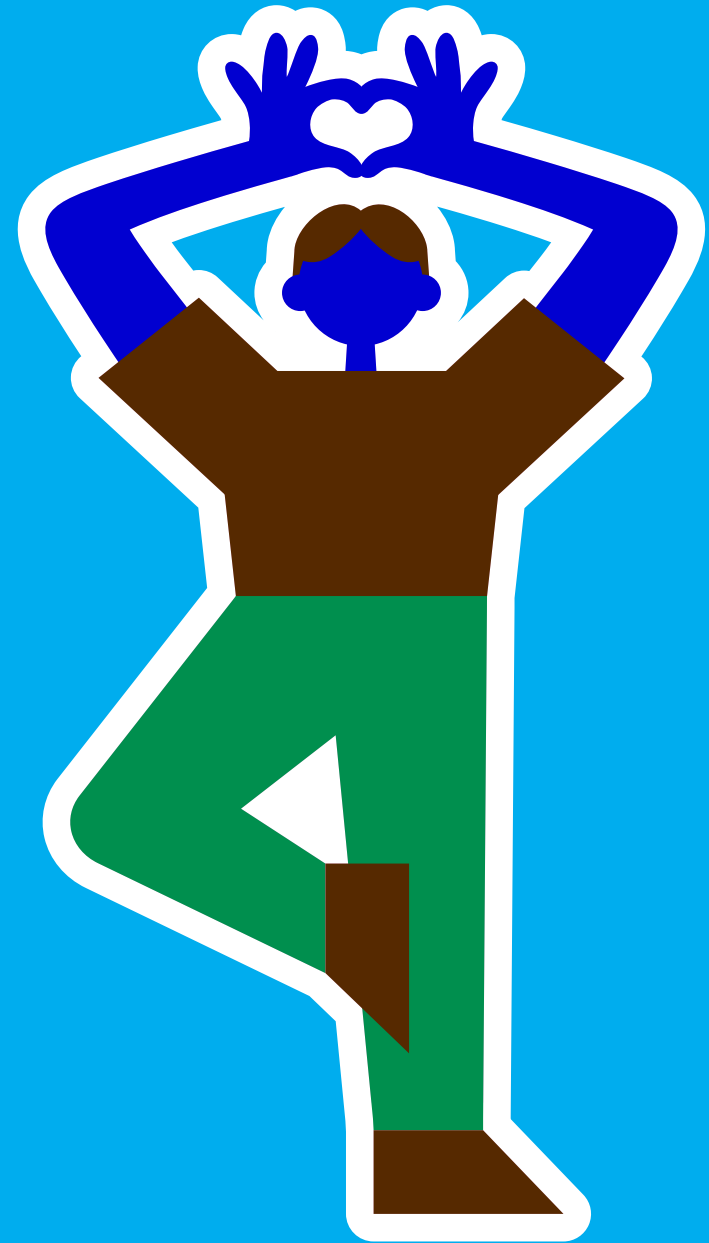
discouraged colors

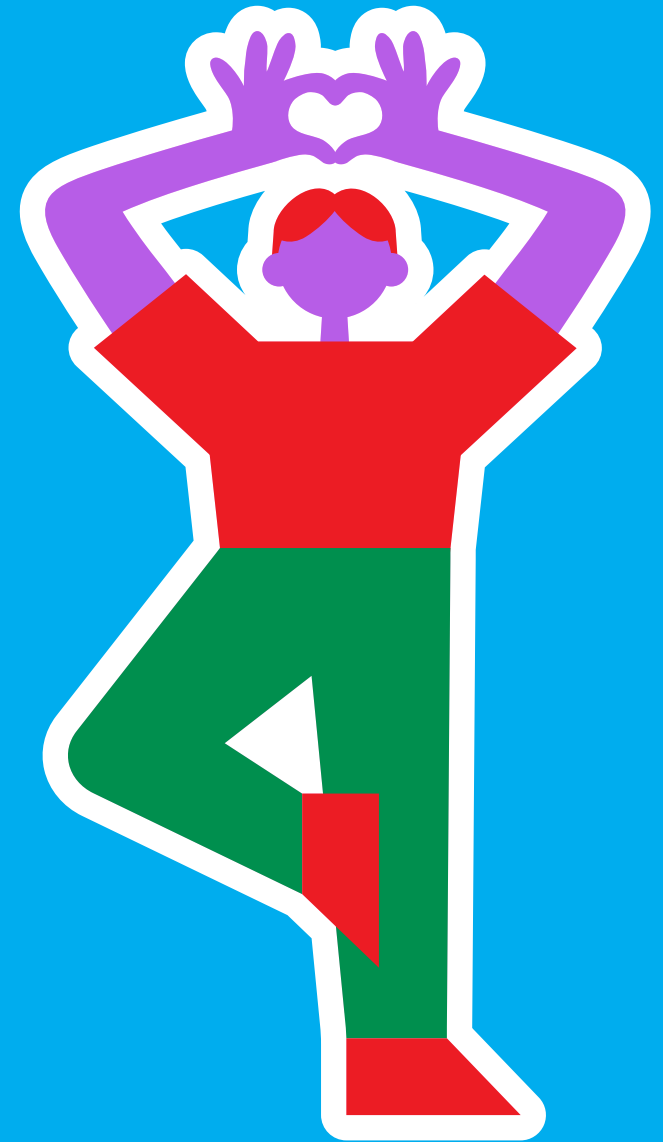
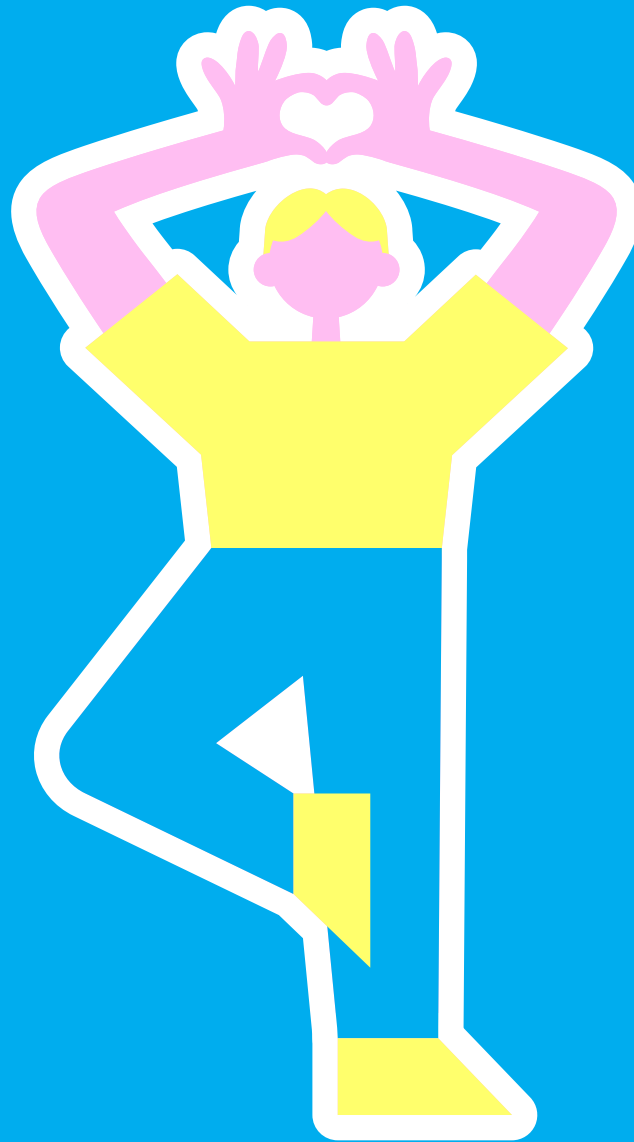
unsuitable application

Avoid combining colors that strain the eyes, clash too harshly, or are difficult to tell apart.

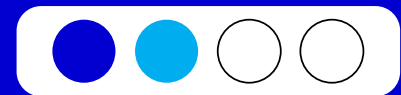
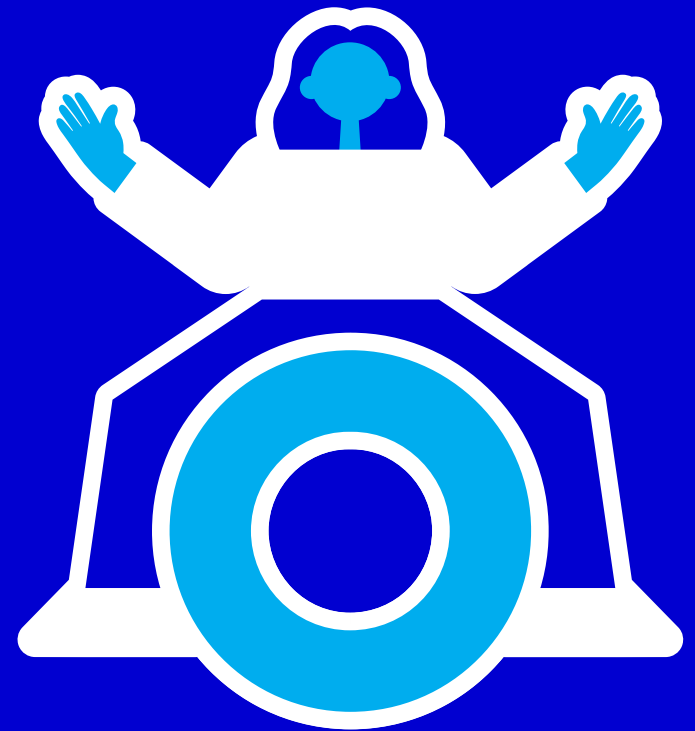
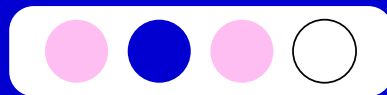
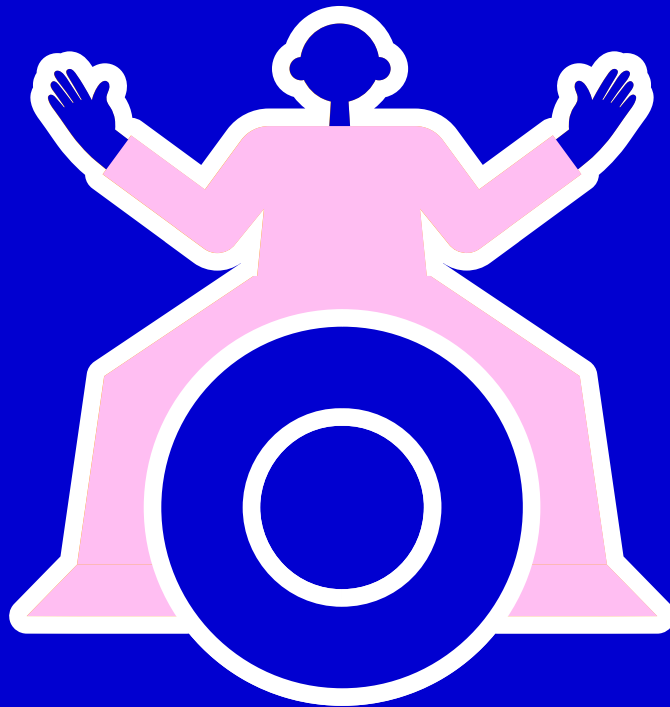
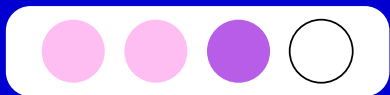
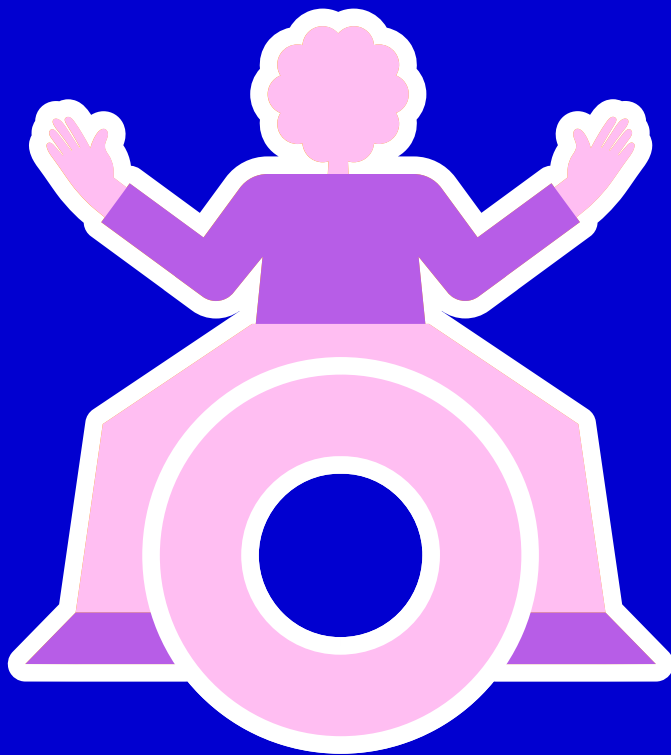
Getting a second opinion on your design is always helpful to ensure your chosen colors work well together.

All my illustrations come in color combinations I personally recommend and support. Keep them handy if you're feeling uninspired.



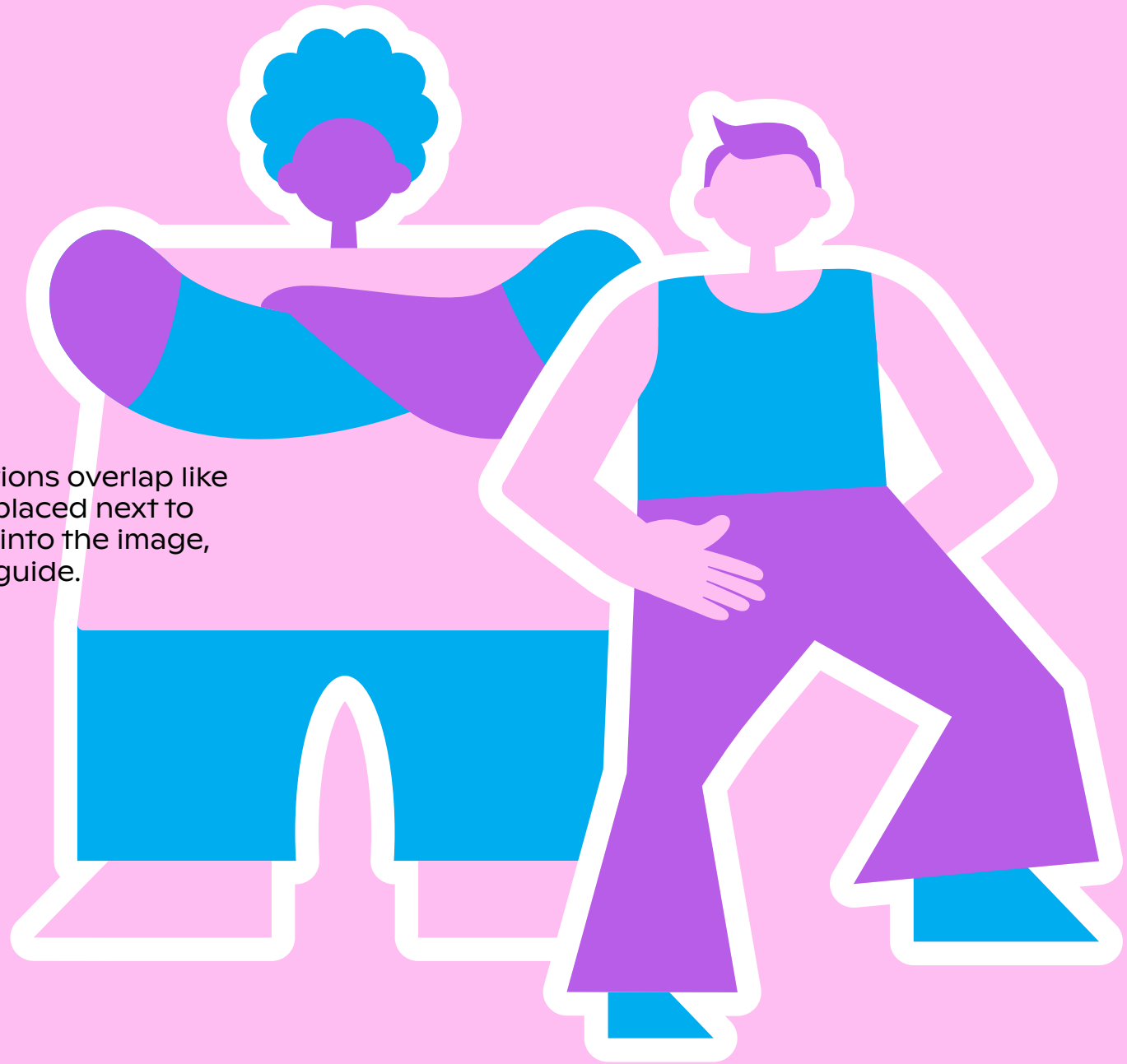


More discouraged color combinations.



Never pick the same color for multiple parts of the illustration. This makes the image lose its definition. Don't use white either.

Never let copy and illustrations overlap like this. Text should either be placed next to the image or incorporated into the image, as shown throughout this guide.





Avoid making illustrations
uncomfortably large for your design.

Strive for balance to create a
harmonious look.



Avoid making illustrations so small they get lost in the design.

Give them enough space to shine without crowding the layout.



Avoid placing illustrations with drastically different sizes next to each other.

If the heads are roughly the same size, you're on the right track.

For my personal take on bending this rule, check out the [inspiration catalog](#).



tip: flip any illustration to fit your design

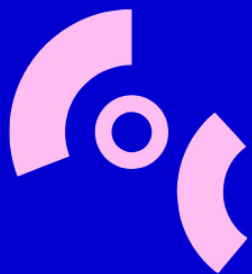
INSPIRATION CATALOG

flyer

posters

social media

coc flyer



It's up to you!

Write an invitation for an event or gathering, encourage people to fill out a survey, let someone tell their story or make a statement.



"You might quote someone right here, but i can't tell you what to do."

- **Someone said that**



for more info, visit:

www.coc.nl



**Believing in a world
where you can live
your truth.**



**COC
Nederland**



**Raising your voice
for the whole LGBTI+
community.**



**COC
Nederland**



You're never on your own when fighting for equal rights and acceptance.



**COC
Nederland**



Working together for a more inclusive and diverse society.



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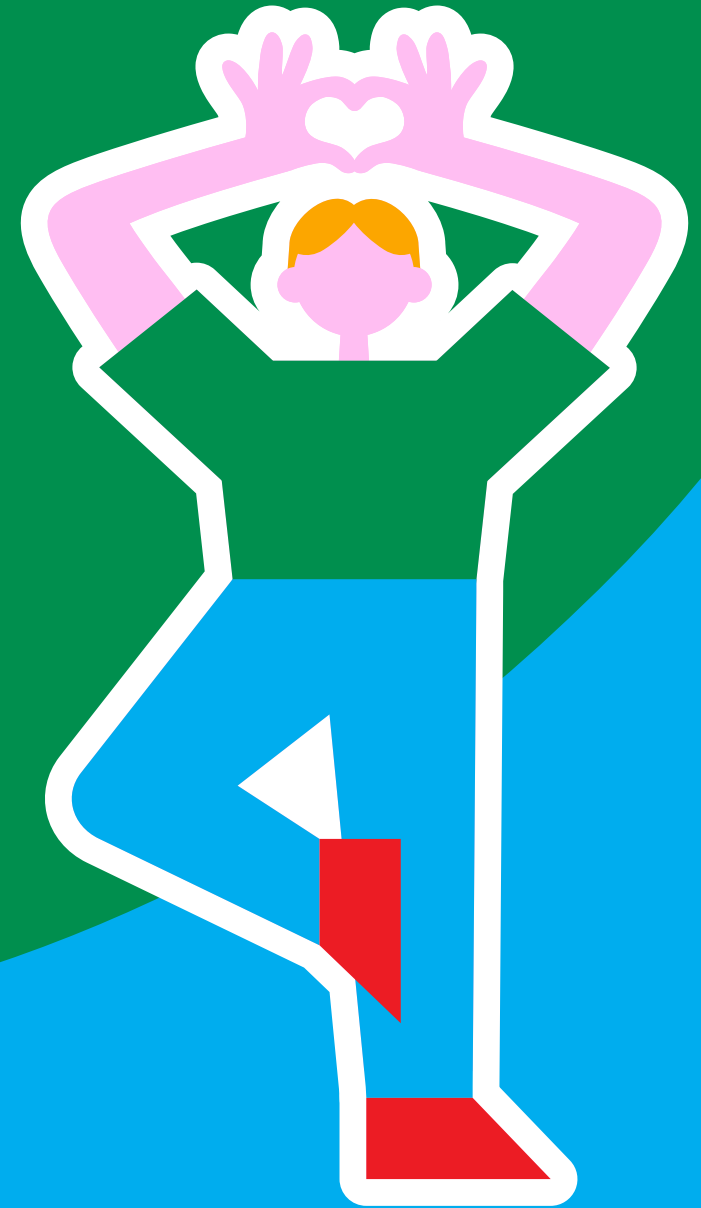
cocnld

Thank you

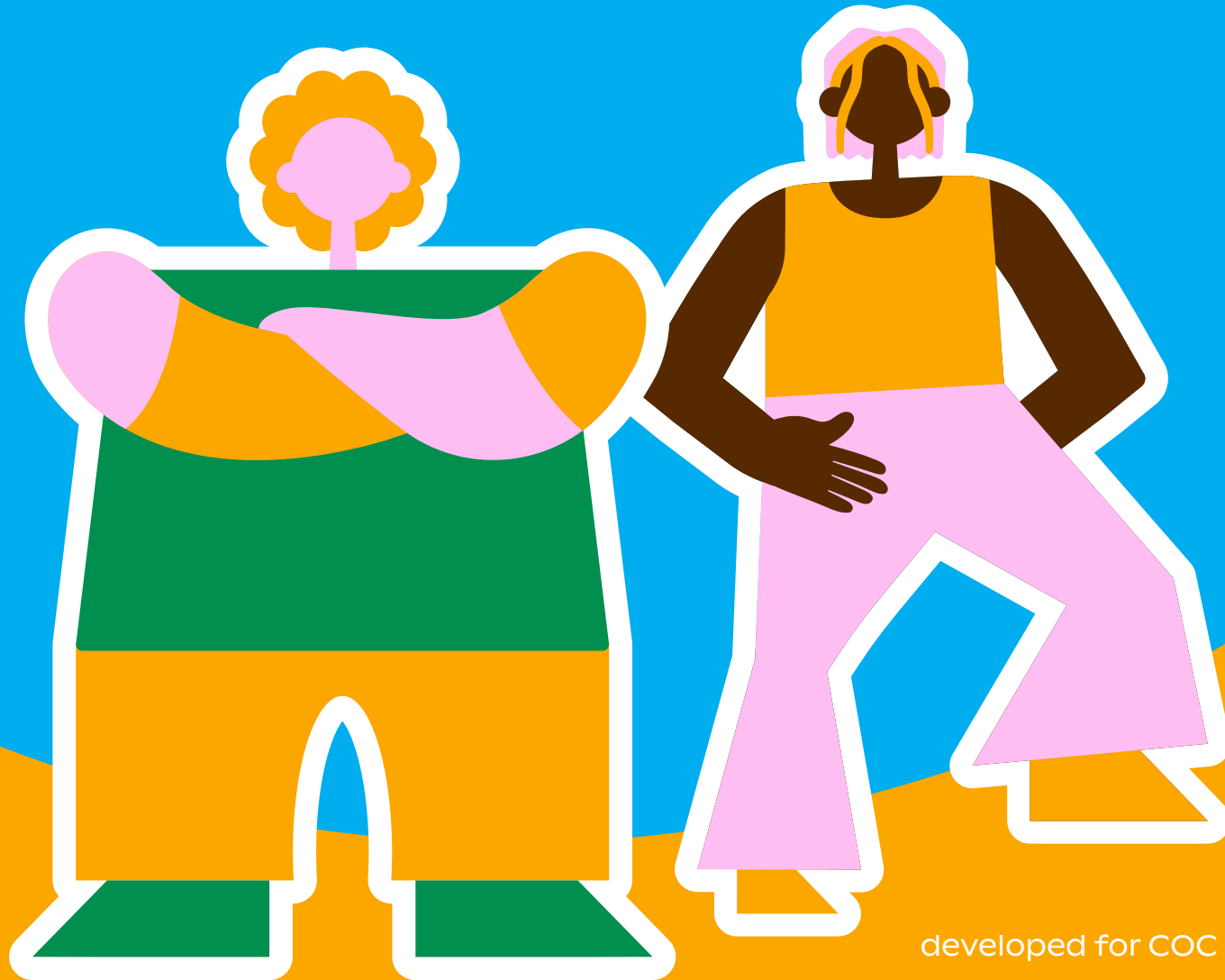
I'd like to thank COC for giving me the opportunity to showcase how much I've grown in managing my own projects and delivering a finished product that is both complete and highly usable.

Throughout the process of developing these illustrations, my team has been incredibly supportive, and I'm grateful for their positive feedback and encouragement. Their input helped me create a product that can be used in many different ways.

I'm proud of the outcome of my illustrations and am excited to see how they'll be applied in the future.



Happy creating!



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