



# CorelDRAW<sup>®</sup>

## GRAPHICS SUITE 2024

March 2024 campaign guidelines

# CorelDRAW Graphics Suite 2024 launch campaign guidelines

This creative campaign focuses on the new Painterly Brush tool

## Creative campaign



“Learn more” and “Buy now” in sentence case is the default CTA  
Blue button Hex#0067CB

NEW! in green, all caps with exclamation mark.

Use CorelDRAW Graphics Suite 2024 wordmark (not agnostic version)

There are 2 campaign messages options:  
Bye bye creative block.  
Hello strokes of brilliance!

New features.  
New strokes of brilliance!

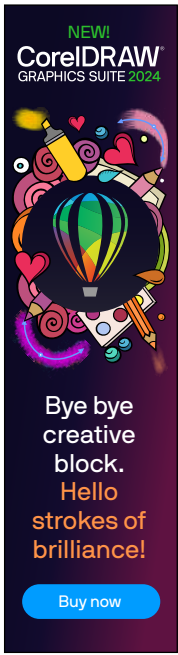
Top line is white: #FFFFFF  
Bottom line is orange: #ff8524

The background fade is new to this campaign. The direction of the fade from magenta (Hex#5E1241) to blue (Hex#0C0924) can be in any direction on the bottom. Directionally right, left or centered from the bottom upwards .

Alludo design element is incorporated within the artwork (directional lines on brush strokes)

Try not to crop key image. It's elements can be altered to fit within page frame. (See examples)

## Creative campaign



Note: The March 2024 campaign theme banners use the 2024 wordmarks without the balloon in the key image. (eg, bottom visual) If not showing the balloon in the key image then you can use the wordmark with the balloon. (eg. left visual) In copy and other areas, we may use only 'CorelDRAW Graphics Suite'. Please reach out to the PMM team if unsure about version usage.



## Creative elements and colors

Copy		NEW!	Background	
				
R0, G0, B0 Hex#FFFFFF	R0, G0, B0 Hex#FF8524	R44, G190, B45 Hex#2CBE2D	R12, G9, B36 Hex#0C0924	R94, G18, B65 Hex#5E1241

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Supplementary campaign theme images can be used as alternatives to the main campaign theme key image (pictured on page 2) to support CoreIDRAW Graphics Suite launch initiatives throughout the launch year.



## CDGS2024 feature imagery



Painterly Brushes



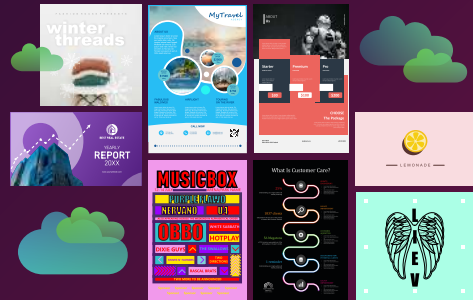
Remote Fonts



Streamlined non-destructive effects workflow



Accelerated Output



Additional Templates

## Clouds usage

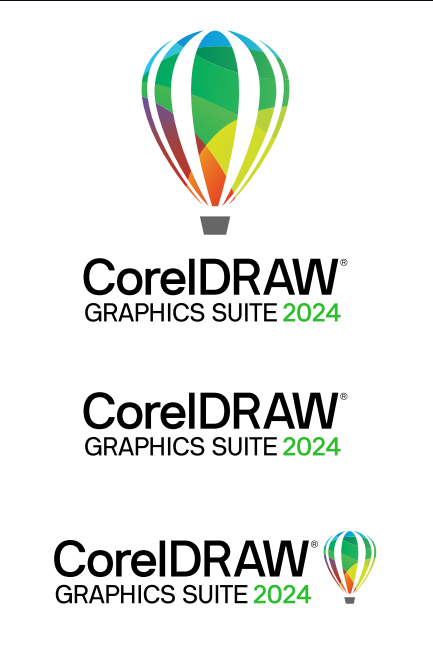
The clouds are for use with subscription visuals only. They should use a gradient fade, and are semi-transparent. The clouds should sit above or integrate nicely into the customer artwork and not in the copy area. The colors should complement the dominant colors of the customer artwork.



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These are the wordmarks for each product, with their respective color, placement and style.

Suite Wordmark - the name itself (CorelDRAW GRAPHICS SUITE, CorelDRAW STANDARD, CorelDRAW ESSENTIALS) is in b/w and the version number is colored. The bucket in the balloon is grey.



Application Wordmark for CorelDRAW/Corel PHOTO-PAINT is in b/w and the version number is colored. The bucket in the balloon matches the balloon color.

Application Wordmark for CDS & CDE is in b/w and the edition name and version number (STANDARD 2024, ESSENTIALS 2024) is colored. The bucket in the balloon matches the balloon color.



## Creative assets contacts

This Guide is meant to give a general overview, and gives some high-level direction. If you have any questions or concerns, or require source files (for graphic designers, external vendors, etc.) please reach out to Melanie Hyde or Corporate Marketing directly.

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