



MOLLY CODDLE
P R E S S

A registration C. A folded-sheet M.
One precise point of colour.

The mark combines printing accuracy, material craft and the care implicit in the Molly Coddle name.



MOLLY CODDLE
P R E S S

Built to remain clear on pressroom black,
photography and dark packaging.

Preserve the cobalt registration arc and coral point across primary applications.



Registration-fold mark

The open C behaves like a print registration ring.

The internal M follows the movement of a folded sheet.

The coral point is the final alignment decision.



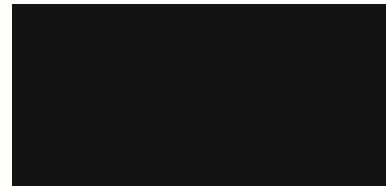
PRESS COBALT

#2447F5



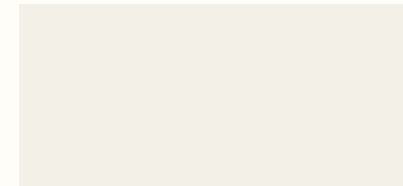
REGISTRATION CORAL

#FF5B3D



INK

#121212



PAPER

#F3F0E8

CLEAR SPACE: KEEP ONE CORAL-DOT DIAMETER AROUND THE COMPLETE LOCKUP.

Primary type: disciplined grotesk sans serif / uppercase lockup