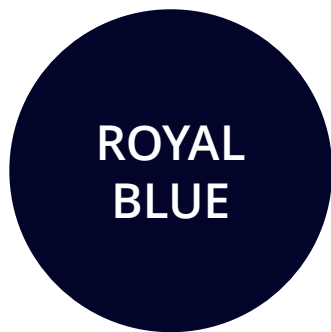




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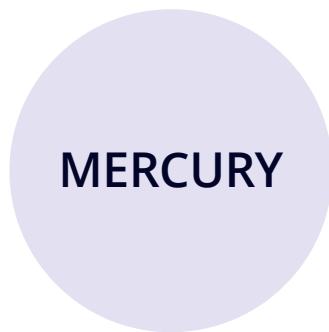
# BRANDBOOK

## MAIN COLOURS



**ROYAL  
BLUE**

#020429  
CMYK 97/89/12/44



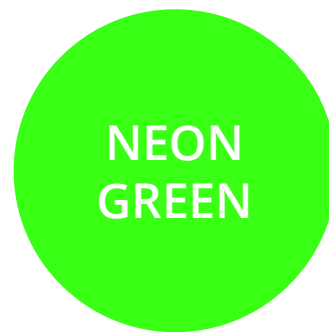
**MERCURY**

#E2E0F1  
CMYK 13/12/0/0



**PEARL**

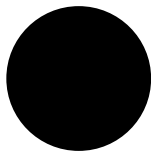
#F2F2F2  
CMYK 6/4/5/0



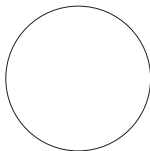
**NEON  
GREEN**

#39FF14  
CMYK 74/0/100/0

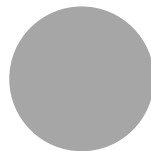
## SECONDARY COLOURS



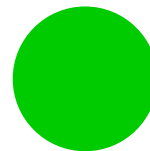
#000000  
CMYK 90/80/62/100



#FFFFFF  
CMYK 0/0/0/0



#A6A6A6  
CMYK 37/29/29/8



#00CA00  
CMYK 72/0/100/0

LOGO

BRANDBOOK

## MAIN LOGO



LOGO ON ROYAL BLUE (PREFERRED)



LOGO ON WHITE



LOGO IN MONOCHROME (ONLY)



## OPEN SANS (Web + Print)

A B C D E F G  
 H I J K L M N O  
 P Q R S T U V  
 W X Y Z

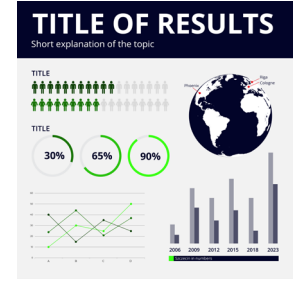
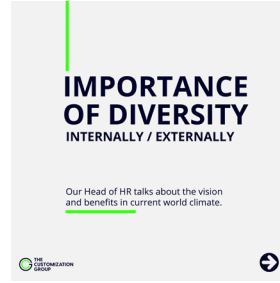
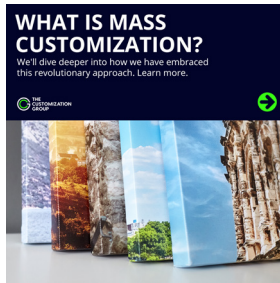
0 1 2 3 4 5 6 7 8 9 ¿ ? ¡ ! & @ ' '  
 " " « » % \* ^ # \$ £ € ¢ / ( )  
 [ ] { } . , ® ©

## AZO SANS (Adobe Font alternative)

A B C D E F G  
 H I J K L M N O  
 P Q R S T U V  
 W X Y Z

0 1 2 3 4 5 6 7 8 9 ¿ ? ¡ ! & @ ' '  
 " " « » % \* ^ # \$ £ € ¢ / ( )  
 [ ] { } . , ® ©

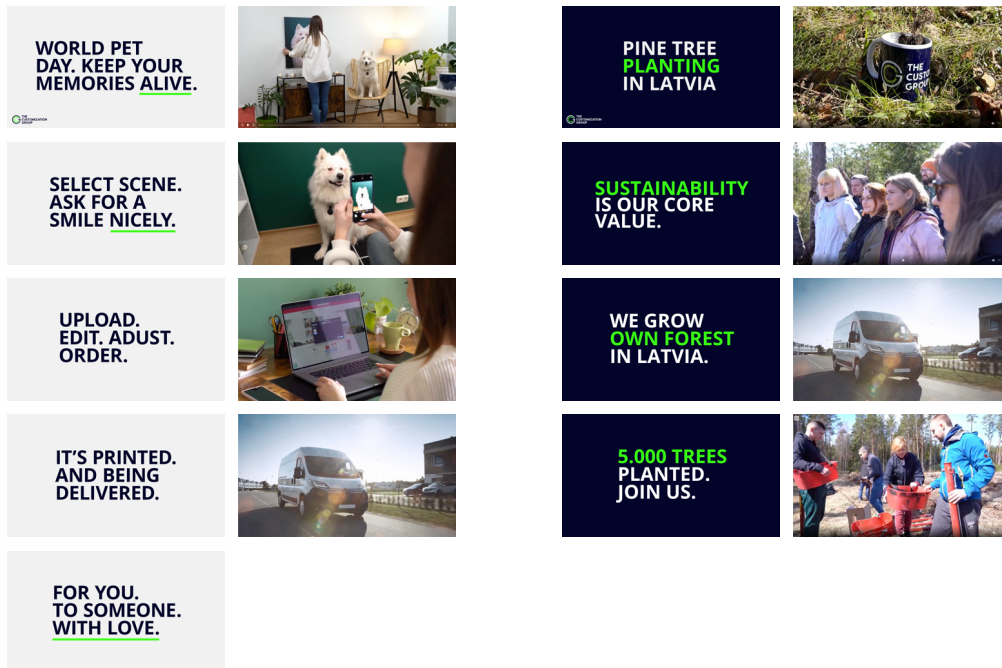
## SOCIAL POSTS (Company and Business updates, Infographics)



More details for the social posts you can find here:

[https://picanovagmbh.sharepoint.com/:b/r/sites/Work/Shared%20Documents/Graphics/%23Tasks/%23TCG/2023-05-11\\_TCG\\_LinkedIn\\_posts\\_videos\\_templates\\_GB-8066/output/linkedin-guide-for-posts-video-infographics.pdf?csf=1&web=1&e=502Rej](https://picanovagmbh.sharepoint.com/:b/r/sites/Work/Shared%20Documents/Graphics/%23Tasks/%23TCG/2023-05-11_TCG_LinkedIn_posts_videos_templates_GB-8066/output/linkedin-guide-for-posts-video-infographics.pdf?csf=1&web=1&e=502Rej)

## VIDEO POSTS FOR LINKEDIN (with music and text only)



To make videos more engaging and informative, instead of 'TV NEWS style' text boxes, we can insert messages / description between scenes in our clean and clear TCG style. Music should be uplifting, modern and subtle.

More details for the social video posts you can find here:

[https://picanovagmbh.sharepoint.com/:b/r/sites/Work/Shared%20Documents/Graphics/%23Tasks/%23TCG/2023-05-11\\_TCG\\_LinkedIn\\_posts\\_videos\\_templates\\_GB-8066/output/linkedin-guide-for-posts-video-infographics.pdf?csf=1&web=1&e=502Rej](https://picanovagmbh.sharepoint.com/:b/r/sites/Work/Shared%20Documents/Graphics/%23Tasks/%23TCG/2023-05-11_TCG_LinkedIn_posts_videos_templates_GB-8066/output/linkedin-guide-for-posts-video-infographics.pdf?csf=1&web=1&e=502Rej)