EVIA BRAND GUIDE

EVIA BRAND GUIDE EXTERNAL

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Secondary Colour System

Tertiary Colour System
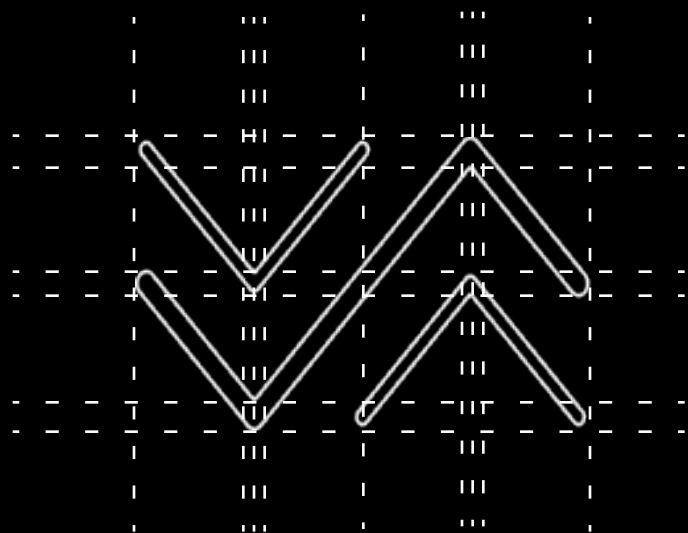
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THE LOGO
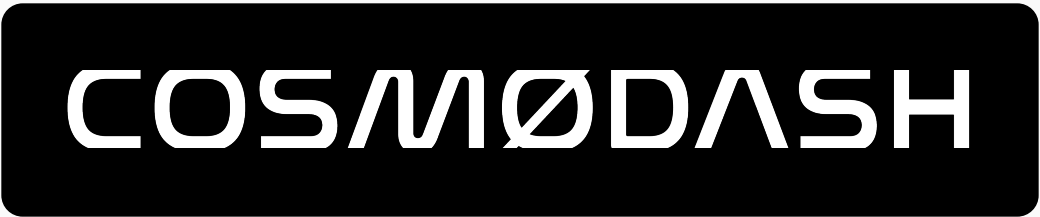

LOGO

SYMBOL
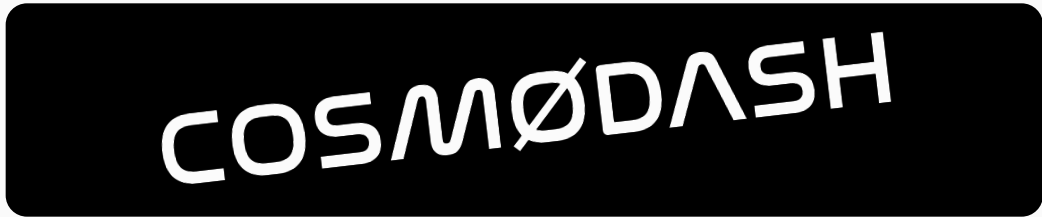
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TYPOGRAPHY

PRIMARY COLOUR SYSTEM

Red

RGB 152,42,53

CMYK 0,72,65,40

HEX #982A35

Blue

RGB 50,98,209

CMYK 76,53,0,18

HEX #3262D1

SECONDARY COLOUR SYSTEM

Purple

RGB 94,18,160

CMYK 41,89,0,37

HEX #5E12A0

Green

RGB 66,190,101

CMYK 65,0,47,25

HEX #42BE65

TERTIARY COLOUR SYSTEM
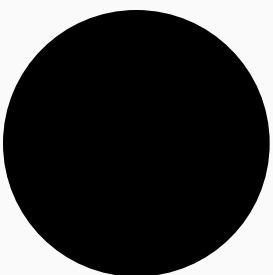
Pink 1

RGB 193,57,96

CMYK 0,70,50,24

HEX #C13960

Pink 2

RGB 173,49,96

CMYK 0,72,45,32

HEX #AD3160

GREY SCALE

Black

RGB 0,0,0
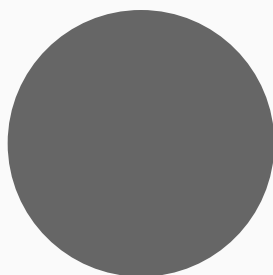
CMYK 0,0,0,100

HEX #000000

Black 2

RGB 28,29,33
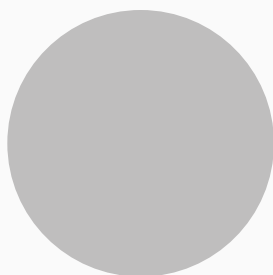
CMYK 15,12,0,87

HEX #1C1D21

Black 3

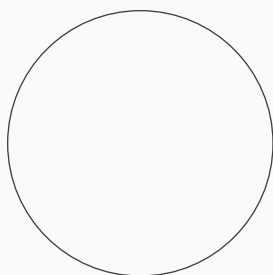RGB 37,39,44

CMYK 16,11,0,83

HEX #25272C

Grey 1

RGB 49,52,60

CMYK 18,13,0,76

HEX #31343C

Grey 2

RGB 102,102,102

CMYK 0,0,0,60

HEX #666666

Grey 3

RGB 191,190,190

CMYK 0,1,1,25

HEX #BFBEBE

White

RGB 250,250,250

CMYK 0,0,0,2

HEX #FAFAFA