



BRAND BOOK

Reguli folosire identitate, v 1.0, Mai 2019





# Logo





## OUR LOGOS

The highlight of the logo is the mark.

HORIZONTAL LOGO

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VERTICAL LOGO

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LOGO MARK

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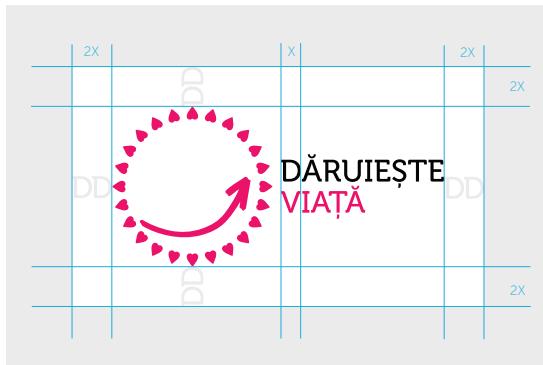




## Clear Space

Give the logo space To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text

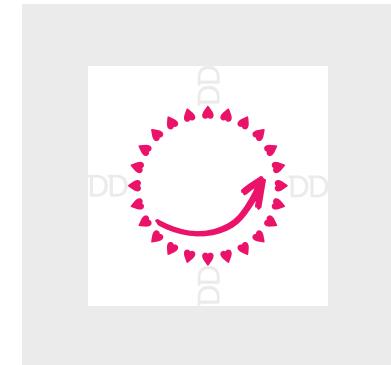
HORIZONTAL LOGO



VERTICAL LOGO



LOGO MARK





## Logo use and misuse rules

When using the logo, take care to not harm its integrity by altering it or exercising your personal creative freedom.

The following are merely a few examples of what wouldn't be OK.



For context, this is the correct logo.



DĂRUIEŞTE  
VIATĂ

Never manipulate the form by removing any of the elements



DĂRUIEŞTE  
VIATĂ

Never alter the color



DĂRUIEŞTE  
VIATĂ

Never skew, manipulate or change the form or structure of the mark or type.

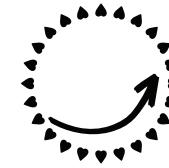


DĂRUIEŞTE  
VIATĂ

Never change the position of text



## Alternate logos





## Other logo applications

Using the logo on backgrounds





# Brand Colours

Our colors are as important to us as the logo itself.

They're part of the brand's personality.

Secondary colors are used sparingly, if at all, in marketing materials.

## PRIMARY COLORS

Pantone: 213 C  
CMYK: 1,99,34,1  
RGB: 235,22,106  
#eb166a



Pantone: 20-0194 TPM Blackened Blue  
CMYK: 75,68,67,90  
RGB: 1,1,1  
#010101



## SECONDARY COLORS

Pantone: P-99-1-U CMYK: 5,4,2,0 RGB: 238,238,241 #eeeeef	Pantone: 7544 UP CMYK: 32,27,19,0 RGB: 163,170,184 #a4abb8	Pantone: 2082 C CMYK: 62,82,4,0 RGB: 121,77,153 #794d97	Pantone: 18-2436 CMYK: 14,93,23,0 RGB: 211,52,122 #d3377a	Pantone: 115 UP CMYK: 3,19,81,0 RGB: 247,202,77 #f6ca4d	Pantone: 14-4811TPG Pantone: 2767 CP CMYK: 51,0,24,0 RGB: 119,204,202 #78ccca	Pantone: 918343,43 CMYK: 35,43,73 RGB: 242,b49 #242b49
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# Typography





## Primary Font

### MUSEO SANS

The font supports most of the languages.

The Museo Sans comes with 5 weights  
(normal+italic),

100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/



## Alternate Font

### MONTserrat

When Museo Sans isn't available or cannot be used, Montserrat is a free alternative that closely matches Museo Sans. This is used primarily in PowerPoint and Keynote presentations and in Microsoft templates for things like the letterhead.

ExtraLight

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

Light

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

Regular

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

Medium

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /

SemiBold

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  
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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? /



## Alternate Font

CALIBRI

When Museo Sans and Montserrat isn't available or cannot be used, Calibri is a free alternative that closely matches Museo Sans. This is used primarily in PowerPoint and Keynote presentations and in Microsoft templates for things like the letterhead.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?/

