Forma Steel

BRAND OVERVIEW SHEET

TAGLINE: *Creative Solutions in Steel*
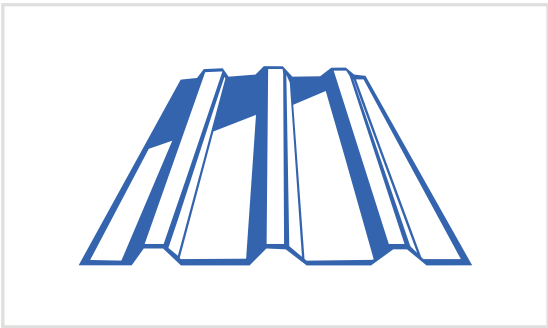

LOGO VARIATIONS

Primary Logo	Logomark	Wordmark
		FORMA STEEL

File Path: *E: Drive > Company Branding and Logos > ! Forma Steel Logo Files*

Remember this KEY rule:
CMYK = Print | RGB = Digital

BRAND COLOURS

BLUE	DARK GREY	DARK BLUE	LIGHT BLUE
RGB: 51, 99, 175	**RGB:** 31, 31, 31	**RGB:** 10, 34, 69	**RGB:** 220, 229, 242
CMYK: 85, 64, 0, 0	**CMYK:** 72, 66, 65, 75	**CMYK:** 100, 88, 42, 47	**CMYK:** 12, 6, 1, 0
HEX# 3363AF	**HEX#** 1F1F1F	**HEX#** 0A2245	**HEX#** DCE5F2

BRAND FONTS

ONRAMP

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

Lato - Font Family

Lato - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz