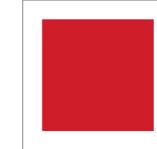


## LOGO COLOUR

I N S T A U R A

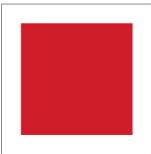


HEX #CF1E2A  
RGB 207,30,42  
CMYK 12,100,96,3

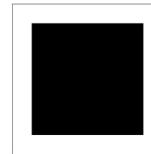


HEX #000000  
RGB 0,0,0  
CMYK 75,68,67,90

## OUR COLOUR



HEX #CF1E2A  
RGB 207,30,42  
CMYK 12,100,96,3



HEX #000000  
RGB 0,0,0  
CMYK 75,68,67,90



HEX #777777  
RGB 119,119,119  
CMYK 55,46,36,11



HEX #FFFFFF  
RGB 255,255,255  
CMYK 0,0,0,0

## OUR FONTS

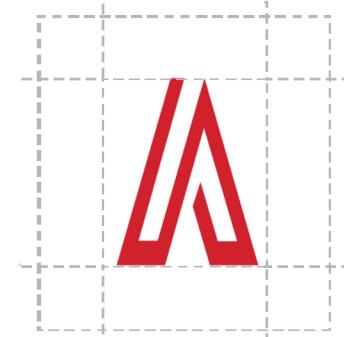
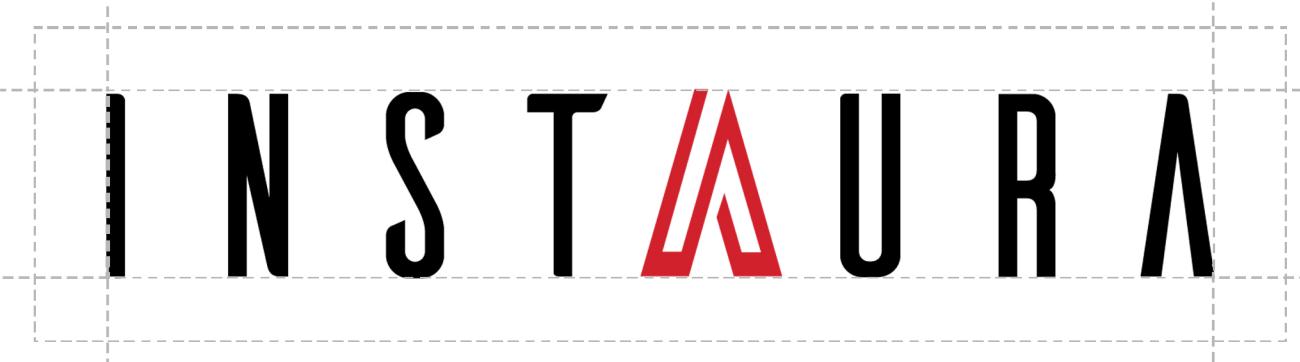
LOGO FONT - AILERONS REGULAR  
TEXT FONT - RALEWAY, SEGOE UI

## LOGO TYPE DIMENSIONS

I N S T A U R A

A diagram showing the width and height of the logo text. A horizontal double-headed arrow below the letters spans 15cm. A vertical double-headed arrow to the right of the letter 'A' spans 2cm, indicating the height of the red triangle element.

## LOGO TYPE CLEAR SPACE REQUIREMENT



## PROPER USE OF LOGO TYPE



WHITE BACKGROUND



RED BACKGROUND



BLACK BACKGROUND



BLACK BACKGROUND

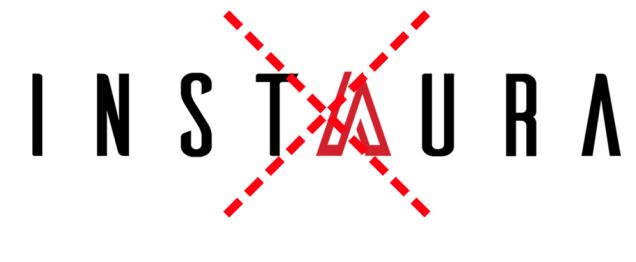
## INCORRECT USE OF THE LOGO



NOT COMPRESSED



NO SHADOW



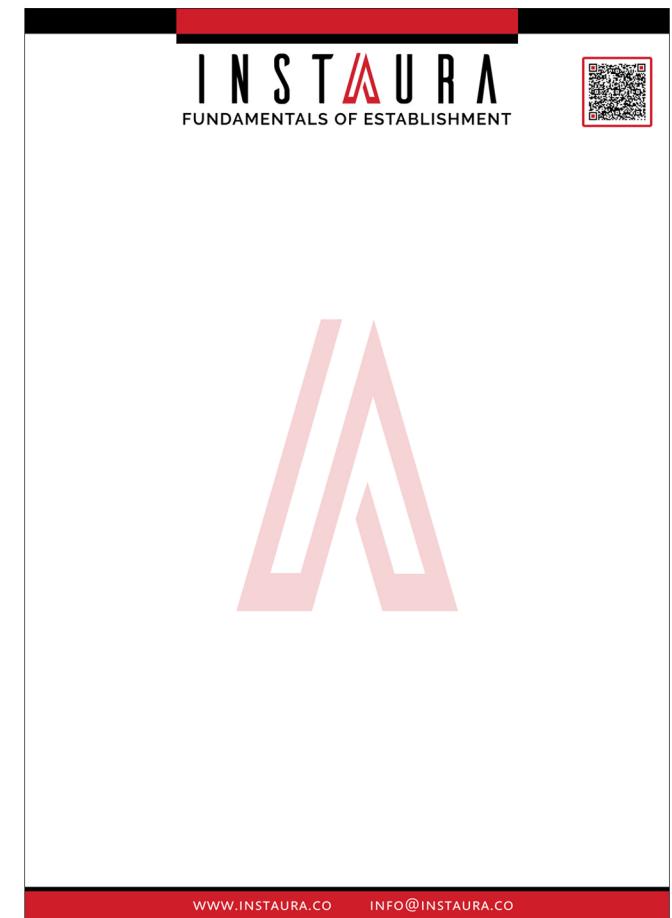
NOT STRETCHED

### LETTER HEAD

#### TOP PART



#### BOTTOM PART



## VISITING CARD



## POWER POINT

A blank white PowerPoint slide with a thin gray border. In the top right corner is a small red 'A' logo. At the bottom left is a large dashed box labeled 'CLICK TO ADD TITLE'. To its right is a smaller dashed box labeled 'Click to add subtitle'. At the very bottom center is the Instaura logo with the text 'INSTAURA Fundamentals of establishment'. A small note at the bottom left reads 'Confidential | Copyrights Reserved © Instaura Consulting 2018-19'.

A blank white PowerPoint slide with a thin gray border. In the top right corner is a small red 'A' logo. At the top center is a large dashed box labeled 'CLICK TO ADD TITLE'. Below it is a smaller dashed box labeled 'Click to add text'. In the bottom right corner is the Instaura logo with the text 'INSTAURA Fundamentals of establishment'. A small note at the bottom left reads 'Confidential | Copyrights Reserved © Instaura Consulting 2018-19'.