Robyn Nysschens Personal Identity Label Spring 2017 I.V.C. DMA 175 Corporate Identity



Pictorial Logo



Color Pallete



C 16% M 3% Y 0% K 0% R 209 G 229 B 246 Pantone 9420C

#d1e5f6

C 58% R 76 M 0% G 201 Y 0% B 245 Pantone 305C #4cc9f5



C 70% R 39 M 15% G 170 Y 0% B 225 Pantone 298C

#27aae1



C 85% R 27 M 50% G 117 Y 0% B 188

Pantone 3005C #1b75bc



C 100% R 43 M 95% G 57 Y 5% B 144

Pantone 7687C #2b3990



C 0% R 35 M 0% G 31 Y 0% B 32

Pantone Neutral Black C #231f20

Pattern





