

# BRAND GUIDE

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DESIGNER Matacurut (matacurut@gmail.com)

PROJECT **Alliance Chemical**

FONT Euclid Circular A SemiBold, Euclid Circular A Regular

## COLORS



PMS Black 6 C  
C20 M20 Y20 K100  
R0 G0 B0  
HEX 000000



PMS 485 C  
C5 M98 Y100 K0  
R225 G37 B27  
HEX E1251B



PMS 307 C  
C91 M54 Y17 K2  
R0 G108 B159  
HEX 006C9F



C98 M87 Y46 K59  
R5 G23 B55  
HEX 051737



C0 M0 Y0 K60  
R102 G102 B102  
HEX 666666

## LOGO COLOR

The files with RGB colors are meant for web purposes, i.e. on your website or in your email.

The files with CMYK colors are meant for full color printing, magazine ads, and for use on any materials that you intend to print from your own desktop color printer, i.e. invoices, receipts, letters, etc.

Whenever possible, the logo should appear in its full-colour version.



TALL - Color on White



TALL - Color on Reversed



WIDE - Color on White



WIDE - Color on Reversed

## LOGO BLACK AND WHITE

This version should be used on faxes or any materials you reproduce using a copier. It's also the version that you should send out when you want your logo engraved.



TALL - Black on White



TALL - White on Black



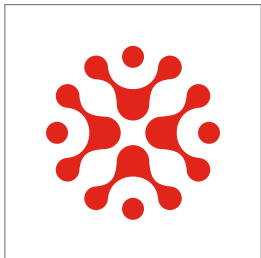
WIDE - Black on White



WIDE - White on Black

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## ICON



ICON - Red



ICON - White