Style Sheet

Logo Formats Available

Please note minimum logo size is 20mm in width (including the white space).

Usage	Colour	Colour Format	File Type	File Format
Print	Full Colour	CMYK	Vector	.eps
				.pdf
			Raster (300ppi)	.tif
		CMYK - Reversed	Vector	.eps
				.pdf
	Black & White	Greyscale - Black	Vector	.eps
				.pdf
			Raster (300ppi)	.tif
		Greyscale - Reversed	Vector	.eps
				.pdf
Online	Full Colour	RGB	Raster (100ppi)	.jpg
				.png
		RGB - Reversed	Raster (100ppi)	.png
	Black & White	Greyscale - Black	Raster (100ppi)	.jpg
				.png
		Greyscale - Reversed	Raster (100ppi)	.png
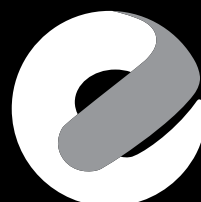
Full Colour/RGB   Mono   Reversed   Full Colour/RGB Reversed

Fonts

Print Fonts:

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Online and Word documents:

For word documents and internal templates please use Helvetica or Arial

eRESEARCHSA

Style Sheet

Primary and Seconday colour system

Primary

	80%	60%	48%

Black

Process
CMYK: 0, 0, 0, 100

Screen
HEX: #000000   #595959   #828282   #999999
RGB: 0, 0, 0   89, 89, 89   130, 130, 130   153, 153, 153

Secondary

Burgundy

Process
CMYK: 27, 98, 100, 31

Screen
HEX: #8c1c1b
RGB: 140, 28, 27

Red

Process
CMYK: 15, 100, 90, 10

Screen
HEX: #be1e2d
RGB: 190, 30, 45

Dark Orange

Process
CMYK: 0, 76, 84, 0

Screen
HEX: #f2633a
RGB: 242, 99, 58

Orange

Process
CMYK: 0, 59, 90, 0

Screen
HEX: #f58432
RGB: 245, 132, 50

Light Orange

Process
CMYK: 0, 41, 90, 0

Screen
HEX: #faa333
RGB: 250, 163, 51

Yellow

Process
CMYK: 1, 20, 91, 0

Screen
HEX: #fdcb2e
RGB: 253, 203, 46