



Visual Identity Cascade

v1.0

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Masterbrand Logo



RGB = 41,45,48
CMYK = 75,65,61,62

RGB = 218,0,10
CMYK = 8,100,100,2

totalhrm
essentials



RGB = 41,45,48
CMYK = 75,65,61,62

Logo Usage

● Full Color



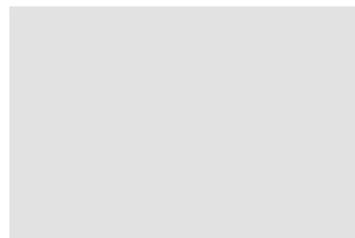
● Black



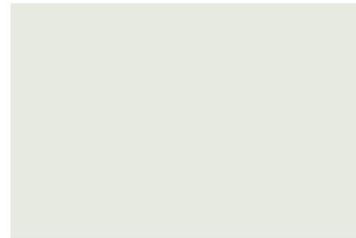
● White



Color Scheme



● RGB = 226,226,226
CMYK = 10,7,8,0



● RGB = 231,234,225
CMYK = 9,4,11,0



● RGB = 149,161,161
CMYK = 44,30,33,0



● RGB = 13,34,53
CMYK = 92,77,51,60



● RGB = 41,45,48
CMYK = 74,64,61,62



● RGB = 155,140,133
CMYK = 40,41,44,4



● RGB = 118,103,96
CMYK = 51,53,56,20



● RGB = 218,0,10
CMYK = 8,100,100,2

Typography

Norstern Demo Dunkel

Nordstern Demo Normal

Aileron Thin

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Avenir LT 45 Book

CORDIA UPC BOLD

Cordia UPC Regular

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Corporate Stationery

Business Card Option 1



Corporate Stationery

Business Card Option 2



Corporate Stationery

Business Card Option 3



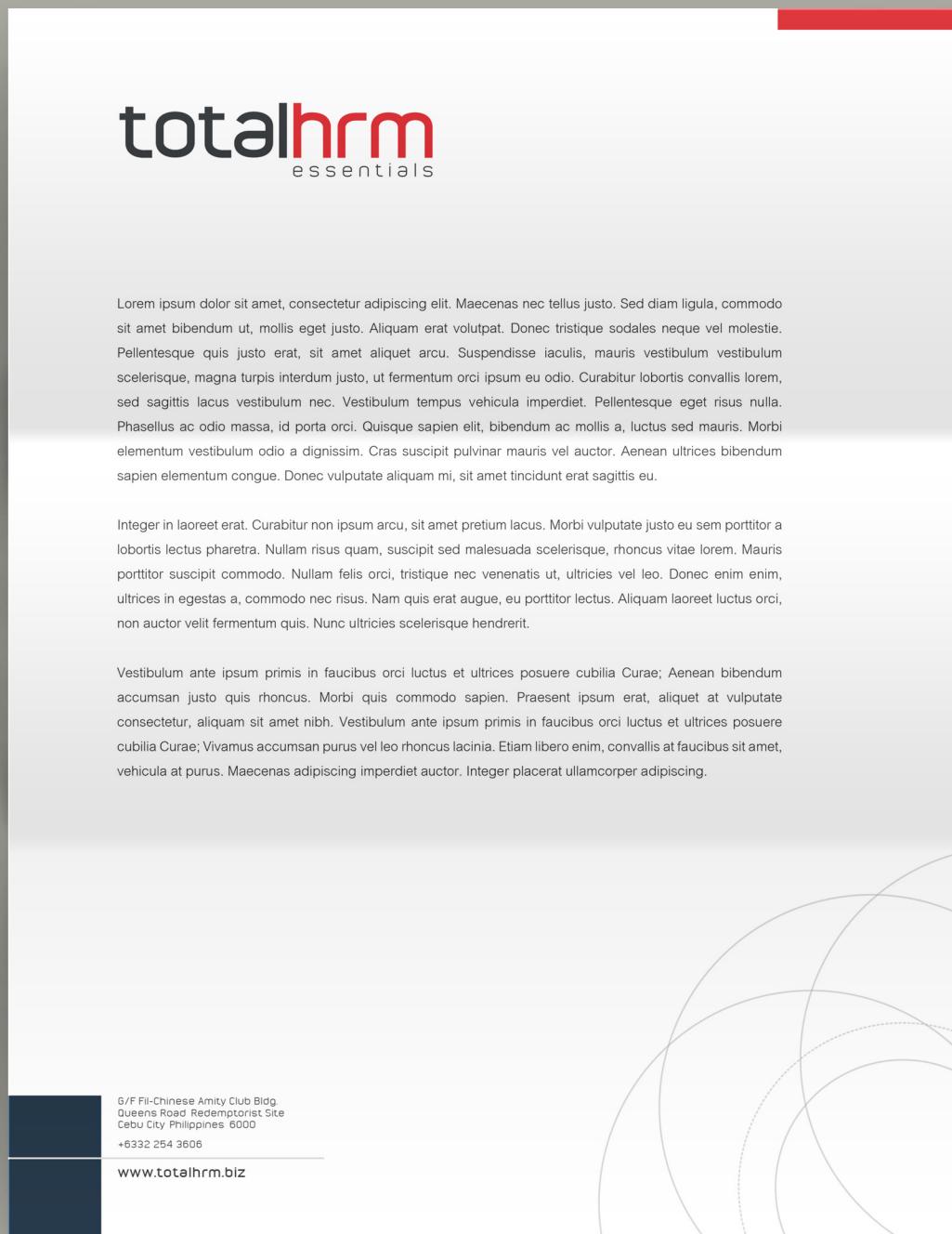
Corporate Stationery

Letterhead Option 1



Corporate Stationery

Letterhead Option 2



Corporate Stationery

Letterhead Option 3

totalhrm
essentials

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Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean bibendum accumsan justo quis rhoncus. Morbi quis commodo sapien. Praesent ipsum erat, aliquet at vulputate consectetur, aliquam sit amet nibh. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vivamus accumsan purus vel leo rhoncus lacinia. Etiam libero enim, convallis at faucibus sit amet, vehicula at purus. Maecenas adipiscing imperdiet auctor. Integer placerat ullamcorper adipiscing.

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Corporate Stationery

Company ID



Corporate Stationery

Envelope



