

CORPORATE LOGO

Guidebook

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CORPORATE LOGO

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Main version



Simplified version



Main x Simplified version: minimum size

	Print	Web
Main version	 [] ≥ 30 mm	 [] ≥ 85 px
Simplified version	 [] ≥ 10 mm	 [] ≥ 30 px

Safety area



Safety area



Colours



C 35 R 174
M 0 G 216
Y 100 B 0
K 0

Pantone P160-8C
(Pantone + CMYK coated)

aed800



C 0 R 70
M 0 G 70
Y 0 B 70
K 89

Pantone P179-14C
(Pantone + CMYK coated)

464646



C 0 R 149
M 0 G 149
Y 0 B 149
K 50

Pantone P179-7C
(Pantone + CMYK coated)

959595

Supporting colours



C 54 R 134
M 64 G 107
Y 13 B 158
K 1

Pantone P94-5C
(Pantone + CMYK coated)

866b9e



C 0 R 242
M 0 G 242
Y 0 B 242
K 5

Pantone P179-2C
(Pantone + CMYK coated)

f2f2f2



C 0 R 255
M 0 G 255
Y 0 B 255
K 0

Pantone P179-1C
(Pantone + CMYK coated)

ffffff

Background colours



Black background, B&W, positive/negative



Typografy



Whitney Medium

SERVICE DESIGN NETWORK

Typografy

Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZßÖÜÄ 1234567890
abcdefghijklmnopqrstuvwxyzßöüä 1234567890

Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZßÖÜÄ 1234567890
abcdefghijklmnopqrstuvwxyzßöüä 1234567890

Whitney Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZßÖÜÄ 1234567890
abcdefghijklmnopqrstuvwxyzßöüä 1234567890

Whitney Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZßÖÜÄ 1234567890
abcdefghijklmnopqrstuvwxyzßöüä 1234567890