





Social Media Avatar

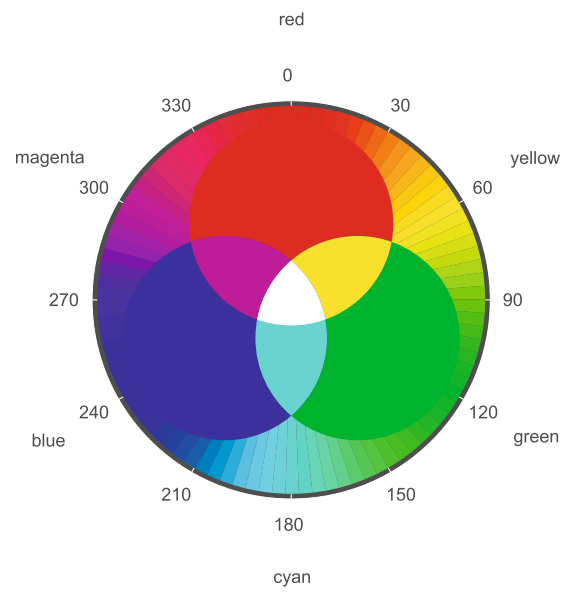


Social Media Avatar

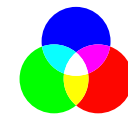


Social Media Avatar





CMYK



RGB

CYAN / MAGENTA / YELLOW / BLACK / CMYK



RED / GREEN / BLUE / RGB





	 C / 27  M / 31  Y / 53  K / 16		 C / 0  M / 0  Y / 0  K / 20		 C / 0  M / 0  Y / 0  K / 60		 R / 176  G / 156  B / 119		 R / 217  G / 218  B / 218		 R / 137  G / 137  B / 137
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	Pantone / 1385.C		Pantone / 420.C		Pantone / cool gray 10.C
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#### PRIMARY COLOR



#### SECONDARY COLOR





## Font / Logo

### Santral Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Santral typeface** has been designed with the idea of achieving the ideal balance of geometrical perfection and optical impression.

The sharp and precise design of Santral leads to a clear and reliable communication with the reader. 12 weights and italic versions, including kerning values and OpenType layout features provide all typographic equipments to get the best result for the typographic layouts.

## Font / Web

### Lato Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Lato** is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

In the last ten or so years, during which Łukasz has been designing type, most of his projects were rooted in a particular design task that he needed to solve. With Lato, it was no different. Originally, the family was conceived as a set of corporate fonts for a large client — who in the end decided to go in different stylistic direction, so the family became available for a public release.

When working on Lato, Łukasz tried to carefully balance some potentially conflicting priorities. He wanted to create a typeface that would seem quite "transparent" when used in body text but would display some original traits when used in larger sizes. He used classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. At the same time, he created a sleek sans serif look, which makes evident the fact that Lato was designed in 2010 — even though it does not follow any current trend.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the Summer," says Łukasz.

Font / (ie, PPT)

## Arial Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Arial** contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.





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