

Exclusion zone & Minimum size.



The exclusion zone around the Logo is: x = the size of the logo-mark, applied on the four sides.

The exclusion zone may contain a background color or a picture, as long as the Logo is clear and distinct from it.

To make sure the Logo is always clear and its legibility is not compromised in application:

Logotype must be at least:

- 40mm wide in print
- 85px wide in digital

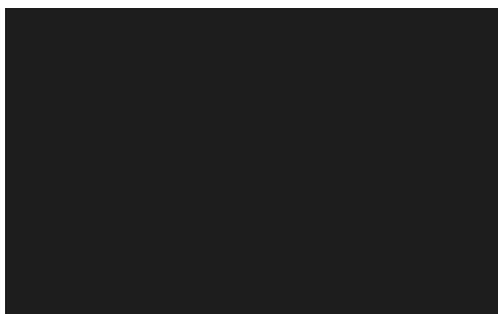
Logo-mark must be at least:

- 10mm in print
- 40px in digital



Primary Scheme for a strong Identity

Rangoon Green



Color Codes :

CMYK: C0 - M0 - Y0 - k100

RGB: R29 - G29 - B27

Web: 1D1D1B

Color tones :



100% 80% 60% 40% 20%

Falu Red



Color Codes :

CMYK: C28 - M100 - Y99 - k35

RGB: R136 - G24 - B19

Web: 881813

Color tones :



100% 80% 60% 40% 20%

Cornell Red



Color Codes :

CMYK: C20 - M99 - Y96 - k13

RGB: R178 - G28 - B29

Web: B21C1D

Color tones :



100% 80% 60% 40% 20%

Promotional Palette for high visibility

According to the nature of communication piece and the visual mood aimed, the promotional color palette gives a large range of choice, with bright, energetic and eye-catcher shades, combined to evoke dynamic messages.



Nice Blue

Color Codes :

CMYK: C86 - M48 - Y5 - k0

RGB: R11 - G114 - B179

Web: 0B72B3



Congress Blue

Color Codes :

CMYK: C100 - M73 - Y18 - k4

RGB: R5 - G73 - B135

Web: 054987



Brass

Color Codes :

CMYK: C35 - M18 - Y93 - k4

RGB: R179 - G177 - B46

Web: B3B12E



Phthalo Green

Color Codes :

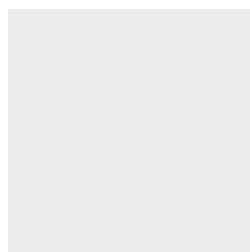
CMYK: C91 - M48 - Y96 - k60

RGB: R0 - G59 - B22

Web: 003B16

Grey Tints for focus

The use of Grey tints, as neutrals, enhances and focuses viewers' attention on an important message, in a way that white or black would not.



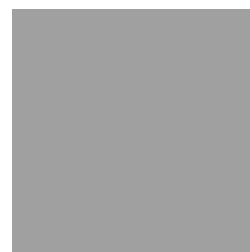
Pearl

Color codes

CMYK: C10-M5-Y5-K0

RGB: R237-V237-B237

Web: #EDED



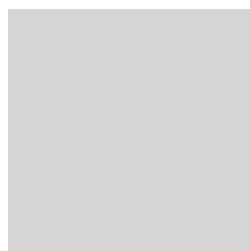
Ash

Color codes

CMYK: C40-M30-Y30-K10

RGB: R160-V160-B160

Web: #A0A0A0



Silver

Color codes

CMYK: C20-M15-Y10-K0

RGB: R212-V212-B212

Web: #D4D4D4



Slate

Color codes

CMYK: C60-M50-Y45-K40

RGB: R80-V85-B90

Web: #808080