

BRAND GUIDELINES

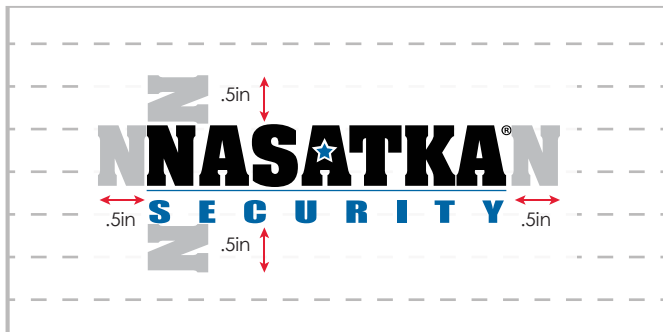


COMPANY LOGOTYPE

1. Full Logo 2. Positioning Statement



LOGO CLEARSPACE



TYPOGRAPHY

Neue Aachen - Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

qrstuvwxyz

123456789

Open Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

COLOR VARIATIONS



White Background



Black Background



Gray Background



Colored Background

COLOR USED

Rose Gold and Rose Gold Metallic (shimmers)

CMYK: 100 45 0 10
RGB: 0 101 164
Web: #0065a4
PMS: 301

CMYK: 50 50 50 100
RGB: 0 0 0
Web: #000000
PMS: Black

STATIONERY

Envelope | Business Card | Letterhead

