



BASIC BRAND GUIDELINES
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MAIN LOGO



LOGO USAGE

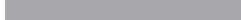
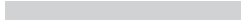
PRIMARY COLORS



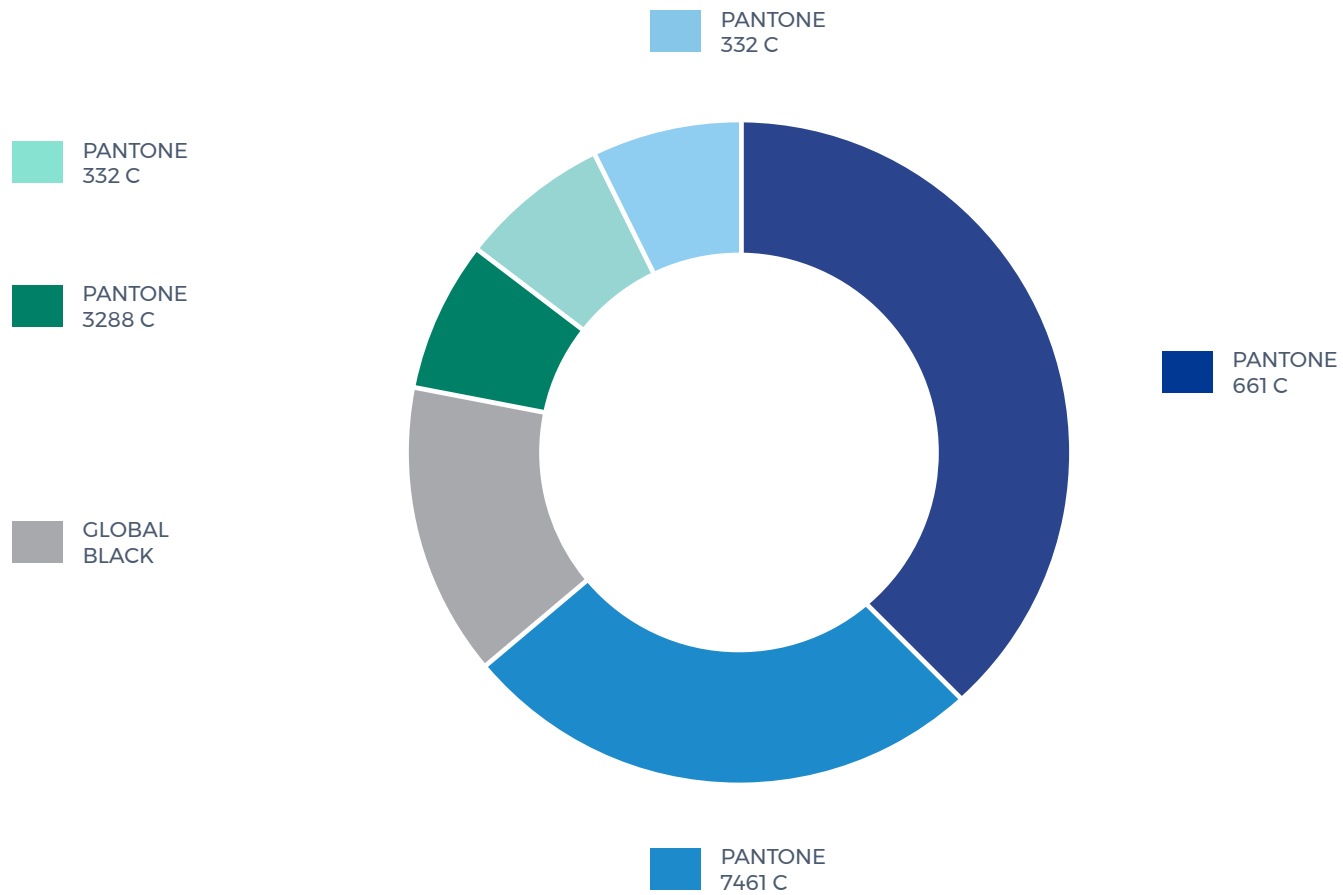
SECONDARY COLORS



COLOR PALETTES

 C = 95 M = 85 Y = 12 K = 02 CODE = 2E458D R = 46 G = 69 B = 141	 C = 85 M = 22 Y = 66 K = 05 CODE = 008E73 R = 00 G = 142 B = 115	 C = 80 M = 35 Y = 00 K = 00 CODE = 118ACB R = 17 G = 138 B = 203	 C = 00 M = 00 Y = 00 K = 40 CODE = A7A9AC R = 153 G = 153 B = 153
 PANTONE 661 C	 PANTONE 3288 C	 PANTONE 7461 C	 GLOBAL BLACK
 C = 00 M = 00 Y = 00 K = 100 CODE = 231F20 R = 35 G = 31 B = 32	 C = 40 M = 05 Y = 00 K = 00 CODE = 90CEFI R = 144 G = 206 B = 241	 C = 40 M = 00 Y = 20 K = 00 CODE = 96D5D2 R = 150 G = 213 B = 210	 C = 00 M = 00 Y = 00 K = 20 CODE = D1D3D4 R = 209 G = 211 B = 212
 GLOBAL BLACK	 PANTONE 2905 C	 PANTONE 332 C	 GLOBAL BLACK

COLOR PROPORTIONS



TYPEFACES

ENGLISH FONT

GILL SANS (MT)

Light:

the quick brown fox jumps over the lazy dog 0123456789,.:></?
THE QUICK BROWN FOX JUMPS OVERTHE LAZY DOG 0123456789,.:></?

Regular:

the quick brown fox jumps over the lazy dog 0123456789,.:></?
THE QUICK BROWN FOX JUMPS OVERTHE LAZY DOG 0123456789,.:></?

Bold:

the quick brown fox jumps over the lazy dog 0123456789,.:></?
THE QUICK BROWN FOX JUMPS OVERTHE LAZY DOG 0123456789,.:></?

SECONDARY FONT

Arial

Regular:

the quick brown fox jumps over the lazy dog 0123456789,.:></?

Bold:

the quick brown fox jumps over the lazy dog 0123456789,.:></?

THANK YOU

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