

CORPORATE IDENTITY MANUAL





FONTS

Font types used are:

Myriad Pro

Myriad Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pantone

Black

CMYK

C0 M0 Y0 K85

RGB

R75 G75 B77

Hex 4b4b4d

Pantone

Process Blue C

CMYK

C100 M13 Y1 K3

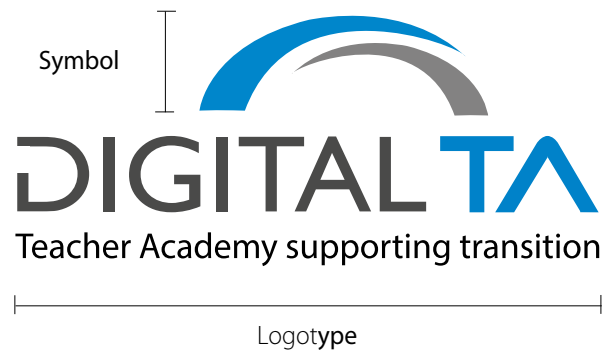
RGB

R0 G133 B202

Hex #0085ca

SAFE AREA

and reduction



The minimum size at which the logo can be displayed is 40 mm wide.



CORRECT VERSIONS

of Applied logotype



