



Brand manual

SUMMARY

1. Combination mark	3
1.1 Primary logo application (Vertical).....	4
1.2 Clear space & minimum size.....	4
1.3 Primary logo application (Vertical).....	5
1.4 Clear space & minimum size.....	5
1.5 Type	6
2. Color system	9
2.1 Primary color palette	10
1.2 Secondary color palette	10
3. Color application	11
3.1 Primary color palette application	12
3.2 Primary color palette application over image	13
3.3 Secondary color palette application	14

Combination mark

1.1 PRIMARY LOGO APPLICATION (VERTICAL)



1.2 CLEAR SPACE & MINIMUM SIZE



1.3 PRIMARY LOGO APPLICATION (HORIZONTAL)

quickload 

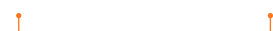


quickload 

1.4 CLEAR SPACE & MINIMUM SIZE



quickload 



3,4 cm



0,7 cm

1.5 TYPOGRAPHY

OpenSans Light

AaBbCcDd 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"·\$%&/()=?@#~

OpenSans Light italic

AaBbCcDd 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"·\$%&/()=?@#~

OpenSans Regular

AaBbCcDd 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"·\$%&/()=?@#~

OpenSans Italic

AaBbCcDd 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"·\$%&/()=?@#~

1.5 TYPOGRAPHY

OpenSans SemiBold

AaBbCcDd 123

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

0123456789 !"·\$%&/()=¿?@#¬

OpenSans SemiBold italic

AaBbCcDd 123

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

0123456789 !"·\$%&/()=¿?@#¬

OpenSans Bold

AaBbCcDd 123

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

0123456789 !"·\$%&/()=¿?@#¬

OpenSans Bold Italic

AaBbCcDd 123

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

0123456789 !"·\$%&/()=¿?@#¬

1.5 TYPOGRAPHY

OpenSans ExtraBold

AaBbCcDd 123

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

0123456789 ;!'"·\$%&/()=¿?@#¬

OpenSans ExtraBold italic

AaBbCcDd 123

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

abcdefghijklmnñopqrstuvwxyz

0123456789 ;!'"·\$%&/()=¿?@#¬

Color system

2.1 PRIMARY COLOR PALETTE

C:68 M:61 Y:60 K:47 R:63 G:63 B:63 H:24 S:00 B:24 #:3F3F3F				
100%	80%	60%	40%	20%
C:00 M:66 Y:97 K:00 R:255 G:120 B:30 H:24 S:88 B:100 #:FF781E				
100%	80%	60%	40%	20%

2.2 SECONDARY COLOR PALETTE

C:70 M:52 Y:00 K:00 R:90 G:119 B:187 H:221 S:51 B:73 #:5A77BB				
100%	80%	60%	40%	20%
C:83 M:20 Y:30 K:00 R:00 G:155 B:173 H:184 S:100 B:67 #:009BAD				
100%	80%	60%	40%	20%
C:14 M:96 Y:83 K:00 R:212 G:48 B:59 H:355 S:77 B:83 #:D4303B				
100%	80%	60%	40%	20%
C:05 M:45 Y:100 K:00 R:237 G:154 B:34 H:35 S:185 B:92 #:ED9A22				
100%	80%	60%	40%	20%
C:86 M:33 Y:90 K:07 R:40 G:126 B:76 H:144 S:68 B:49 #:287E4C				
100%	80%	60%	40%	20%

Color application

3.1 PRIMARY COLOR PALETTE APPLICATION



3.2 PRIMARY COLOR PALETTE APPLICATION OVER IMAGE



All image must be place it underneath a black layer at 80% opacity

All image must be place it underneath a white layer at 85% opacity

3.3 SECONDARY COLOR PALETTE APPLICATION



