



Brand visual identity guidelines

September 2020

1 Logo

2 Typography

3 Colour

Logo

Positive

Reverse



Clear space



The minimum of clear space that must surround the logo is equivalent to height of it's letter "ü".

Minimum size



On-scren: 70 px
Print: 1" (25 mm)

Typography

Product name, heading

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&*

Paragraph

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&*

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&*

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&*

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&*

Colour



Process Orange
C0 M75 Y100 K0
R242 G102 B34
HEX #F26622



Process Grey
C35 M28 Y29 K0
R170 G170 170
HEX #AAAAA9

Thank you



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