



Graphic guidelines - Brand style guide

V.2

Table of Contents

3	Logo
4	Colors of the logo
5	Logo don'ts
6	Colors of brand
8	Typographic

Logo

Primary logo



This is our primary logo. Note the horizontal lockup.

Clear space



Our logo should always have space to breathe.

Secondary logo



When the primary logo doesn't fit your composition, use the vertical lockup.

Minimum size



Minimum height of the logo is 6 mm or 24 px

Brandmark



The brandmark is used exclusively on social media, app icon and other suitable applications such as a sticker, corporate gifts and textiles.

The colors of the logo



On light backgrounds, use our full-color logo



On darker colored backgrounds, use our white logo



On light grey backgrounds (max 10% tiny of black), use our full-color logo



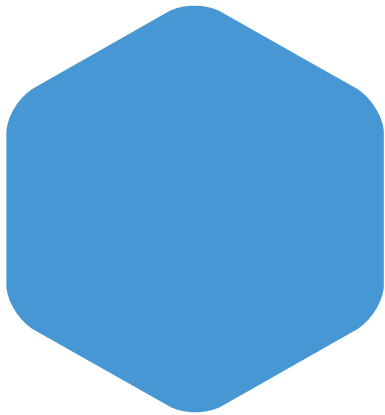
On darker colored backgrounds, use our white logo

Logo don'ts



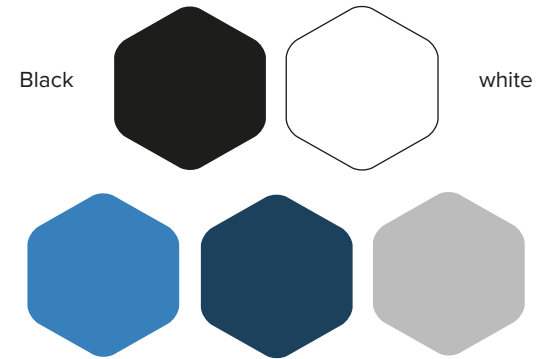
Colors of brand

Primary brand colors



RGB 66, 152, 219
HEX #4298db
CMYK 70, 28, 0, 0
PMS 285 C

Secondary colors



Black
RGB 55, 128, 185
HEX #3780b9
CMYK 78, 43, 6, 0
PMS 2728 C

white
RGB 28, 64, 92
HEX #1c405c
CMYK 94, 68, 40, 33

RGB 187, 187, 187
HEX #bbbbbb
CMYK 30, 22, 23, 3

Colors

Specialty and highlight colors

The special colors can be used as highlights in combination with the primary colors and can be used in illustrations and icons.



RGB 138, 91, 51
HEX #8a5b33
CMYK 35, 62, 87, 25



RGB 102, 51, 0
HEX #663300
CMYK 38, 75, 100, 48



RGB 231, 76, 60
HEX #e74c3c
CMYK 4, 86, 83, 0



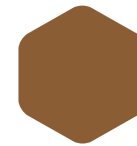
RGB 192, 57, 43
HEX #c0392b
CMYK 18, 91, 96, 7



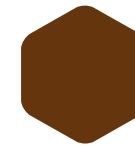
RGB 62, 204, 113
HEX #3ecc71
CMYK 66, 0, 76, 0
PMS 360 C



RGB 52, 174, 96
HEX #34ae60
CMYK 76, 4, 85, 0
PMS 354 C



RGB 138, 91, 51
HEX #8a5b33
CMYK 35, 62, 87, 25



RGB 102, 51, 0
HEX #663300
CMYK 38, 75, 100, 48

Typography

Proxima Nova and Proxima Soft are our primary typeface. Secondary typeface are Nunito, Roboto and Roboto Condensed, which can be used in web applications and office applications.

Examples of typeface

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*~([[-+=,;:"])

Proxima Nova Regular is ideal for body text that works well across all media and applications.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*~([[-+=,;:"])

Proxima Nova Bold is ideal for headlines and subheads.

Proxima Soft Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*~([[-+=,;:"])

Proxima Soft Condensed Bold is ideal for headlines.

Proxima Soft Condensed Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*~([[-+=,;:"])

Proxima Soft Condensed Semibold is ideal for subheads.

Printing materials

Proxima Nova

<https://fonts.adobe.com/fonts/proxima-nova>

Proxima Soft

<https://fonts.adobe.com/fonts/proxima-soft>

Adobe Font licensing

<https://helpx.adobe.com/fonts/using/font-licensing.html#web-client>

Web & office

Nunito

<https://fonts.google.com/specimen/Nunito>

Roboto

<https://fonts.google.com/specimen/Roboto>

Roboto Condensed

<https://fonts.google.com/specimen/Roboto+Condensed>