

# Logo Style Guideline

Standard for Colors and Fonts

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## Horizontal Logo



3-color logo on white



3-color logo on black

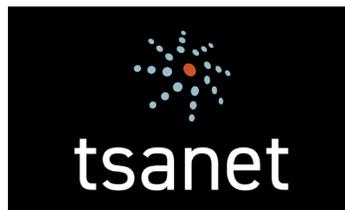


one-color white

## Vertical Logo



3-color logo on white



3-color logo on black



one-color white

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## Colors



RGB: 0 91 130  
HEX: #005b82  
CMYK: 96 62 29 10



RGB: 204 78 11  
HEX: #cc4e0b  
CMYK: 14 82 100 4



RGB: 51 124 155  
HEX: #337c9b  
CMYK: 81 42 27 3



RGB: 214 113 60  
HEX: #d6713c  
CMYK: 12 66 86 1



RGB: 122 70 193  
HEX: #7aaac1  
CMYK: 53 22 17 0



RGB: 153 189 205  
HEX: #99bdcf  
CMYK: 40 15 14 0

### Typography Logo

DIN 2014 Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

### File Type Usage

CMYK Highres Pro-printing .EPS (800dpi)

Intended for professional offset printing for Spot color and 4-color printing processes. Press quality resolution.

RGB General Use .JPG (300dpi)

Intended for general desktop publishing and presentation media (powerpoint, keynote, etc) High resolution.

Web Use .JPG (72dpi)

Intended for web sites and online media. Low resolution.