

# Brand guidelines



Primary logo



Colors:



Pantone 660 C  
HEX: #0C79BE  
RGB: (12,121,190)  
CMYK color (0%,36%,0%,25%)

Pantone 7620 C  
HEX: #C11718  
RGB: (193,23,24)  
CMYK color (0%,88%,88%,24%)

# Logo Typography:

## Akzidenz-Grotesk Extended Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ÿ ? ! i , ; : @ # \$ € & / ( )

## Akzidenz-Grotesk Extended Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ÿ ? ! i , ; : @ # \$ € & / ( )

Main typography:

## Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ¿ ? ! , ; : @ # \$ € & / ( )

# Logo rules of use:



Color



Background Color



Monochrome



Dark background

# Logo rules of use:



Color



Background Color



Monochrome



Dark background

## Avoid:



Avoid stretching or compressing the logo.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds and colors.

## Margins:



The preferred clearspace around the label is equivalent to the width of "T".