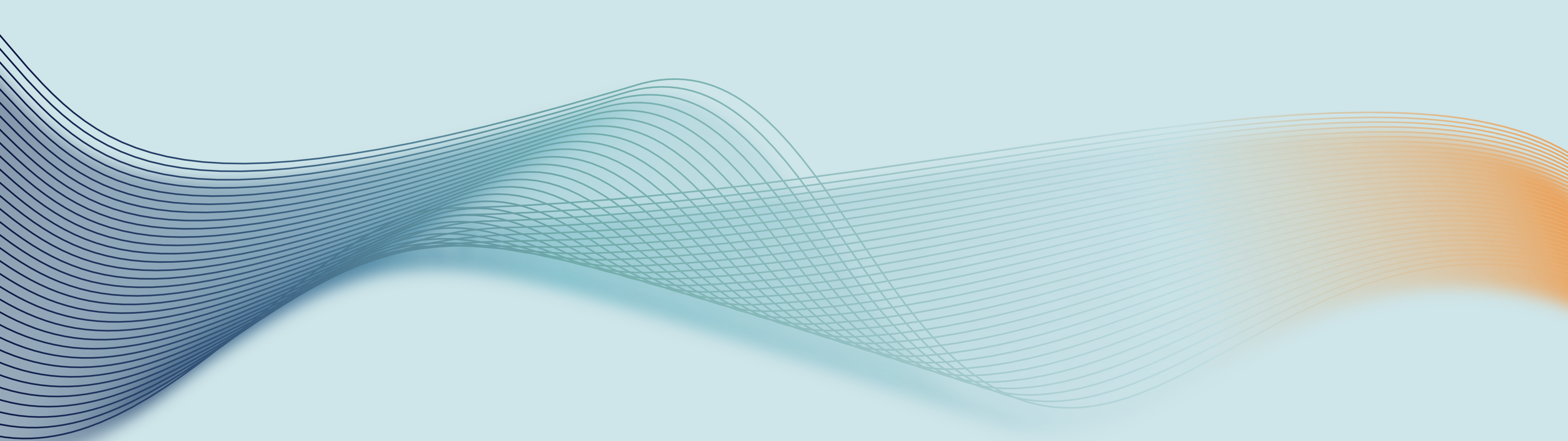




BRAND BOOK



01 LOGO

logo variations

logo applications

logo restrictions

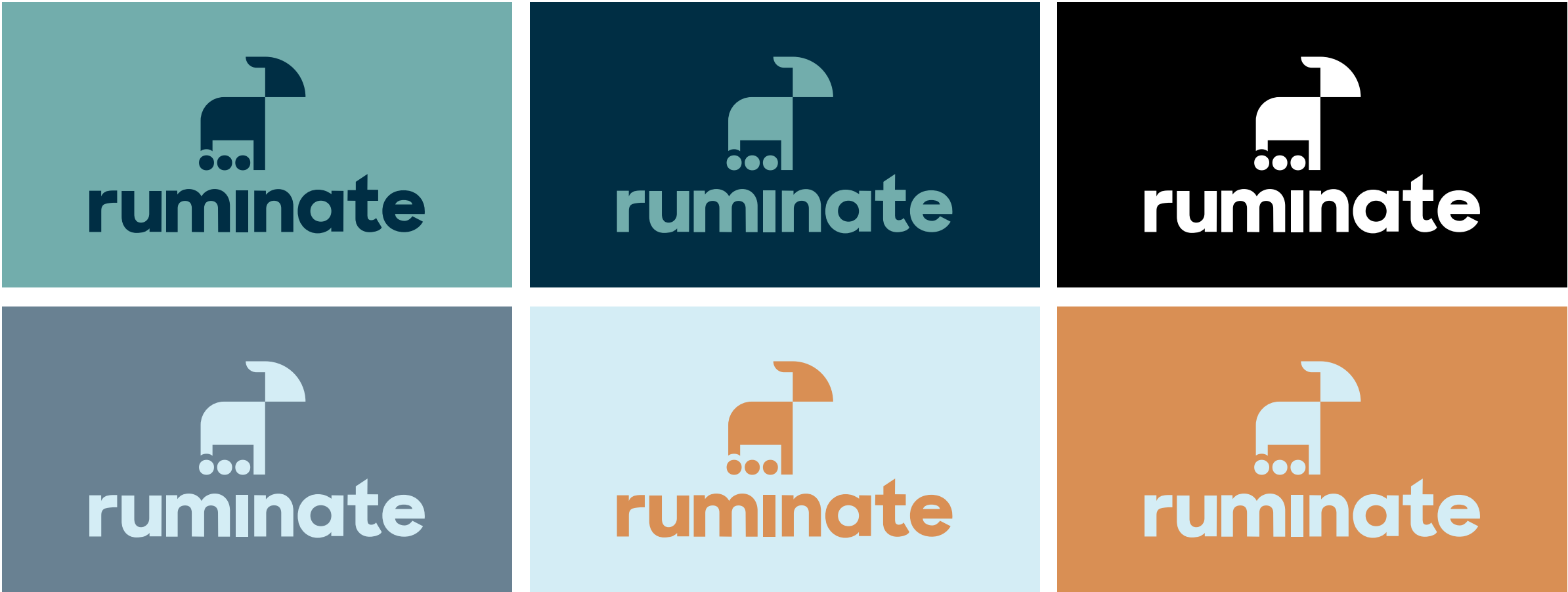
primary logo



secondary logo



color combinations



color combinations



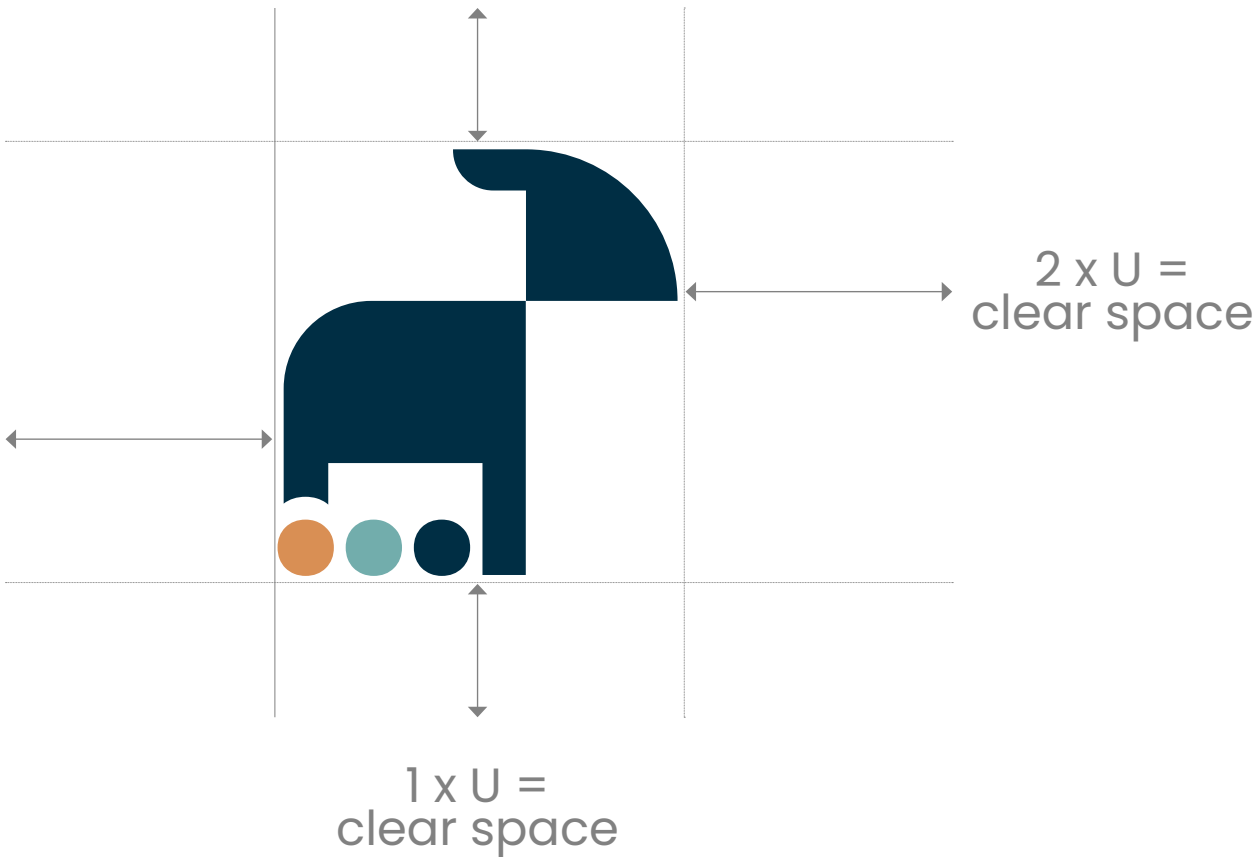
2 x U = clear space



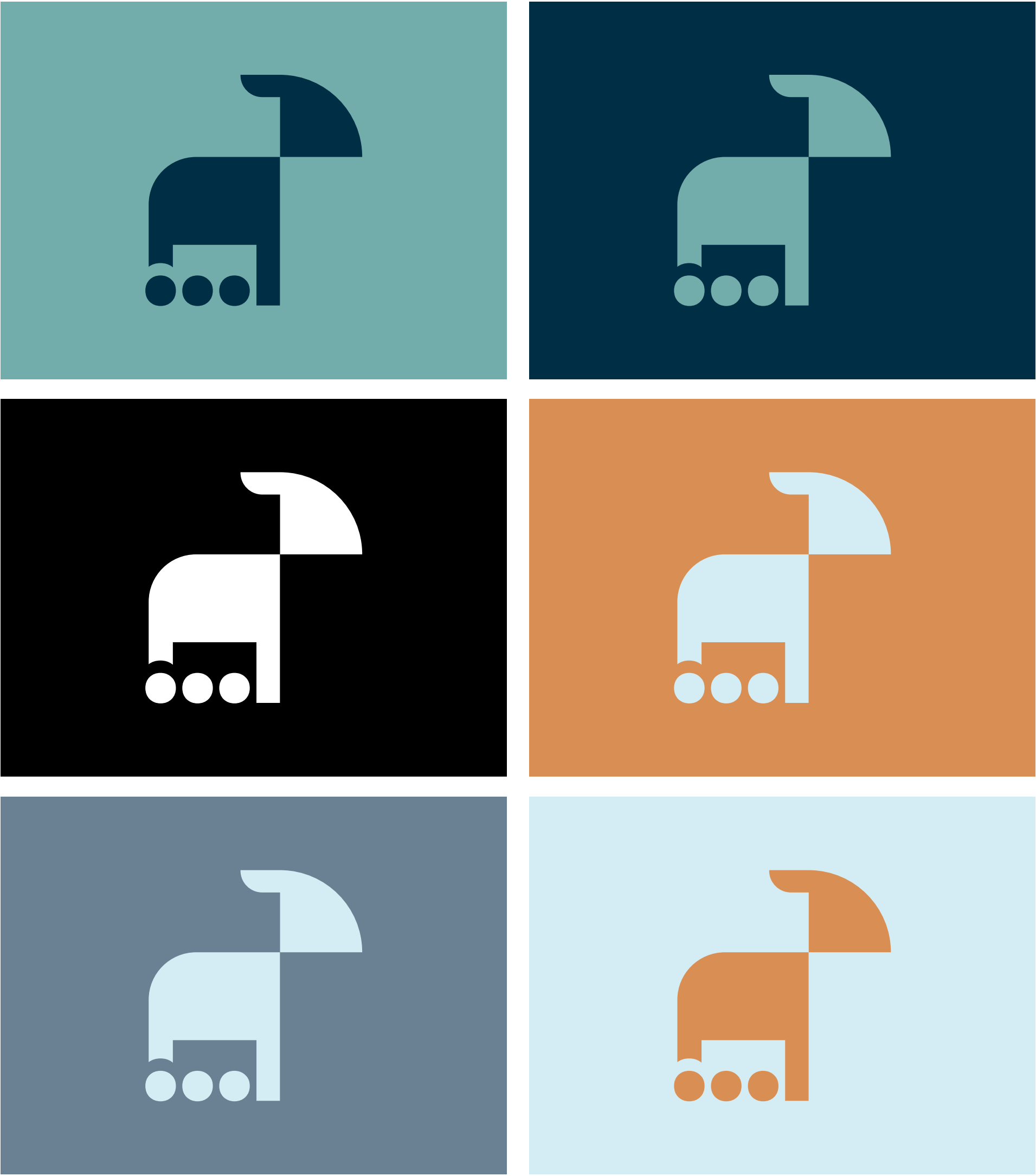
2 x U = clear space



logo icon



icon color combinations



DON'T



DON'T



DON'T



DON'T



02 COLOURS

brand colour palette

brand primary colours

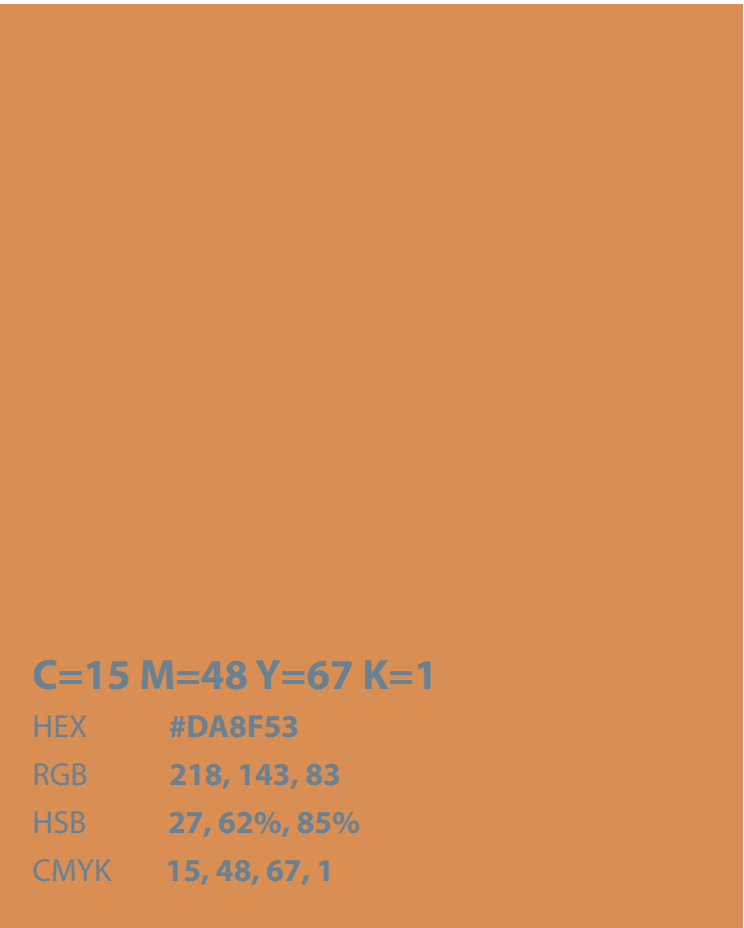
brand secondary colours



C=60 M=15 Y=33 K=0
HEX **#72AEAD**
RGB **114, 174, 173**
HSB **179, 34%, 68%**
CMYK **60, 15, 33, 0**



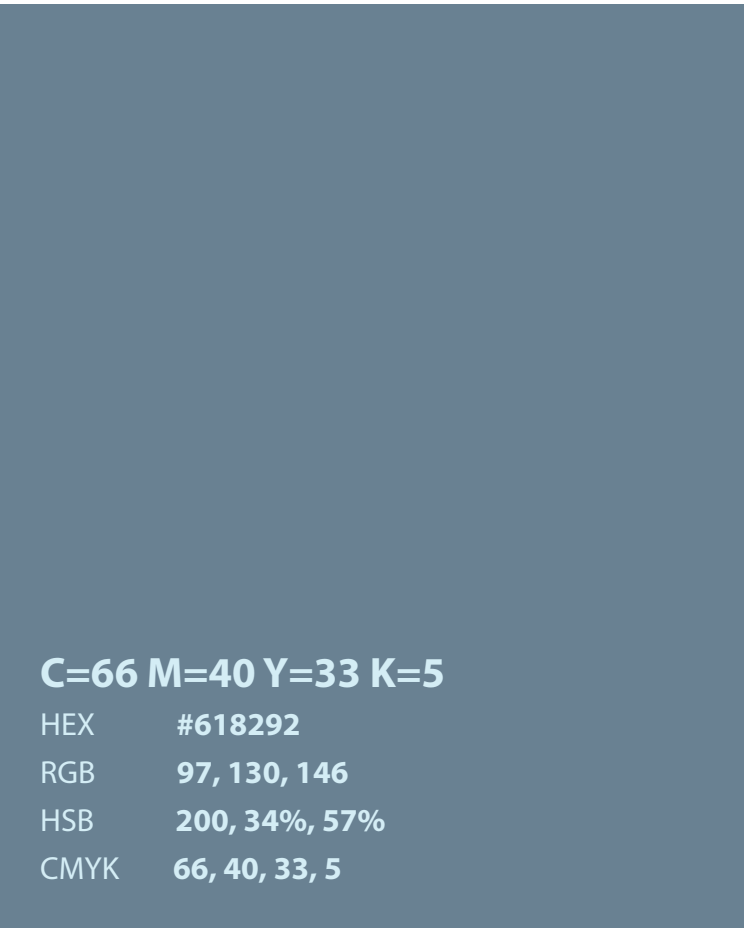
C=100 M=70 Y=45 K=45
HEX **#052F43**
RGB **5, 47, 67**
HSB **199, 93%, 26%**
CMYK **98, 68, 45, 46**



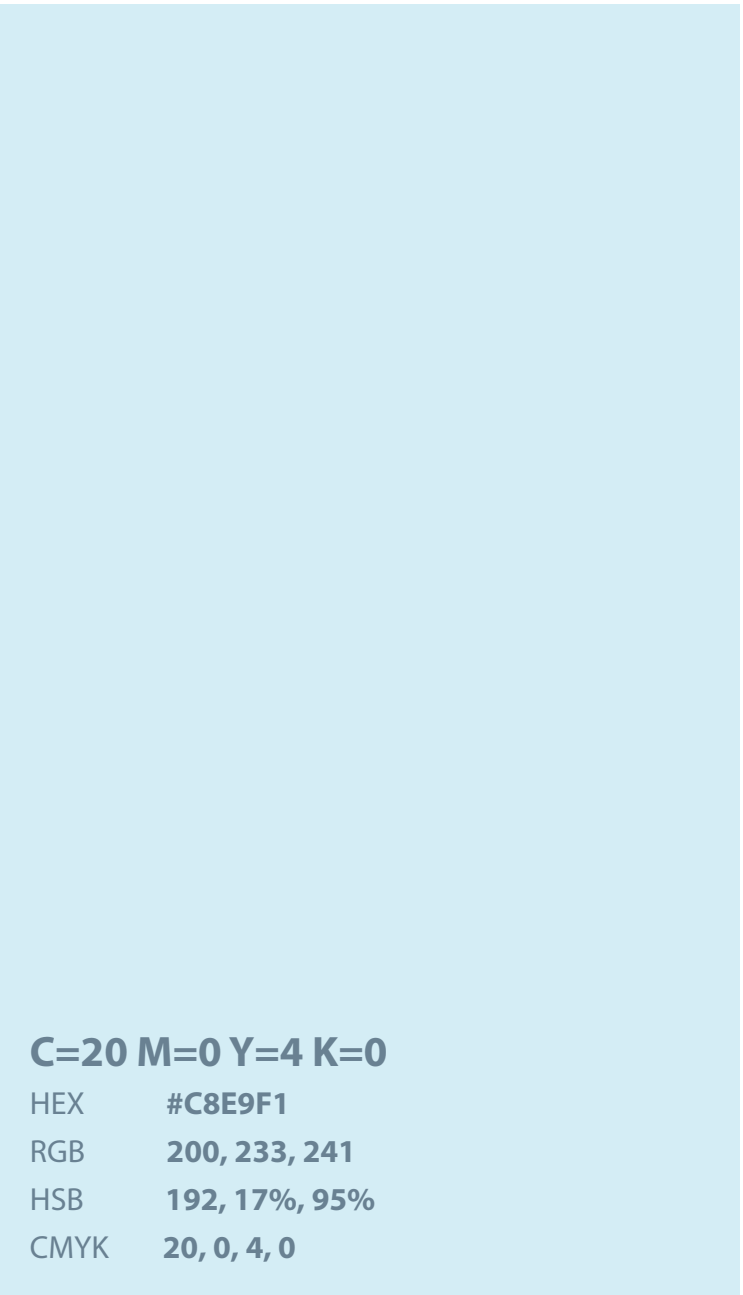
C=15 M=48 Y=67 K=1
HEX **#DA8F53**
RGB **218, 143, 83**
HSB **27, 62%, 85%**
CMYK **15, 48, 67, 1**



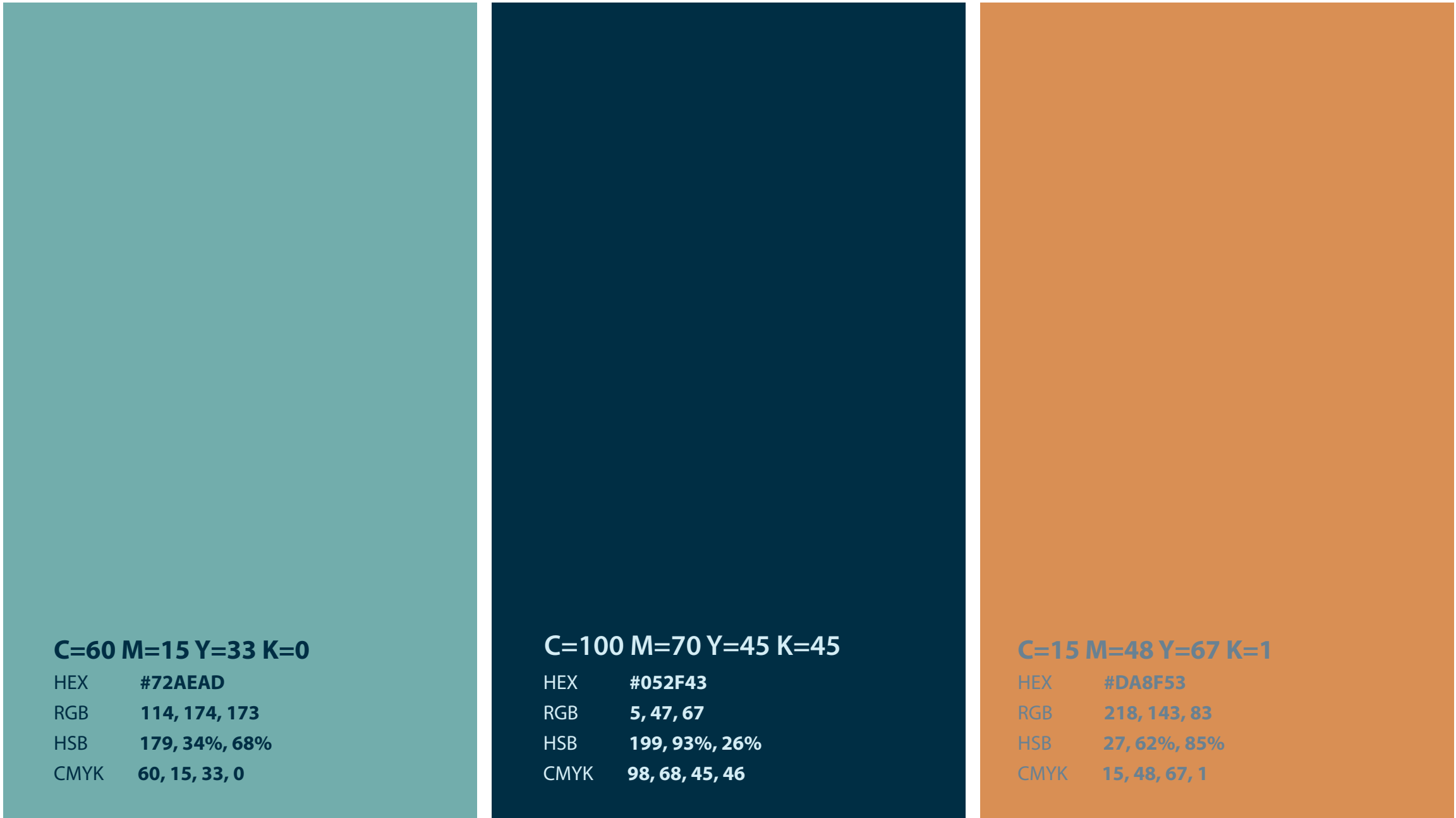
C=44 M=44 Y=51 K=10
HEX **#8D7F73**
RGB **141, 127, 115**
HSB **28, 18%, 55%**
CMYK **44, 44, 51, 10**



C=66 M=40 Y=33 K=5
HEX **#618292**
RGB **97, 130, 146**
HSB **200, 34%, 57%**
CMYK **66, 40, 33, 5**



C=20 M=0 Y=4 K=0
HEX **#C8E9F1**
RGB **200, 233, 241**
HSB **192, 17%, 95%**
CMYK **20, 0, 4, 0**



C=66 M=40 Y=33 K=5
HEX **#618292**
RGB **97, 130, 146**
HSB **200, 34%, 57%**
CMYK **66, 40, 33, 5**

C=44 M=44 Y=51 K=10
HEX **#8D7F73**
RGB **141, 127, 115**
HSB **28, 18%, 55%**
CMYK **44, 44, 51, 10**

C=20 M=0 Y=4 K=0
HEX **#C8E9F1**
RGB **200, 233, 241**
HSB **192, 17%, 95%**
CMYK **20, 0, 4, 0**



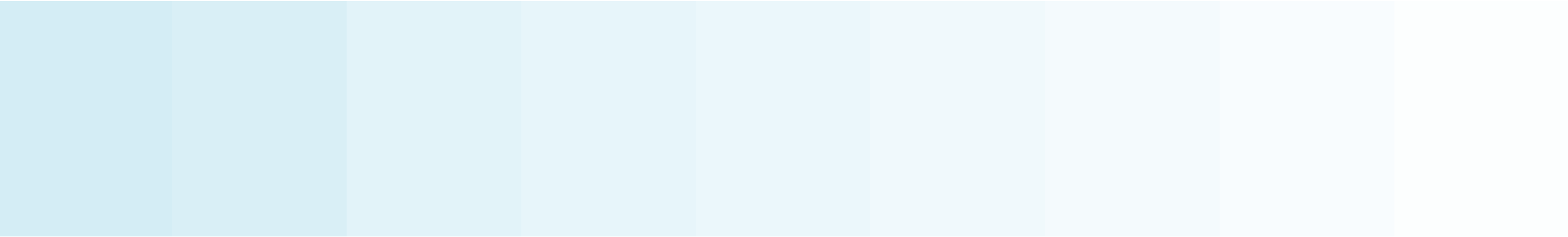
C=100 M=70 Y=45 K=45

HEX #052F43
RGB 5, 47, 67
HSB 199, 93%, 26%
CMYK 98, 68, 45, 46



C=60 M=15 Y=33 K=0

HEX #72AEAD
RGB 114, 174, 173
HSB 179, 34%, 68%
CMYK 60, 15, 33, 0



C=20 M=0 Y=4 K=0

HEX #C8E9F1
RGB 200, 233, 241
HSB 192, 17%, 95%
CMYK 20, 0, 4, 0

03

TYPOGRAPHY

title font

title | subtitle font

text font

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
1234567890 @#\$%&*?

Font

Zacbel X

Style

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

Title

Logo Clear Dem Am

Aa

AaBbCcDdEeFfGgHhIiJjKkMmNn
1234567890 @#\$%&*?

Font

Novantique Serif_bold italic

Style

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

Title /
Subtitle

Logo Clear Dem Am

Aa

AaBbCcDdEeFfGgHhIiJjKkMmNn
1234567890 @#\$%&*?

Font

Open Sans_regular

Style

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

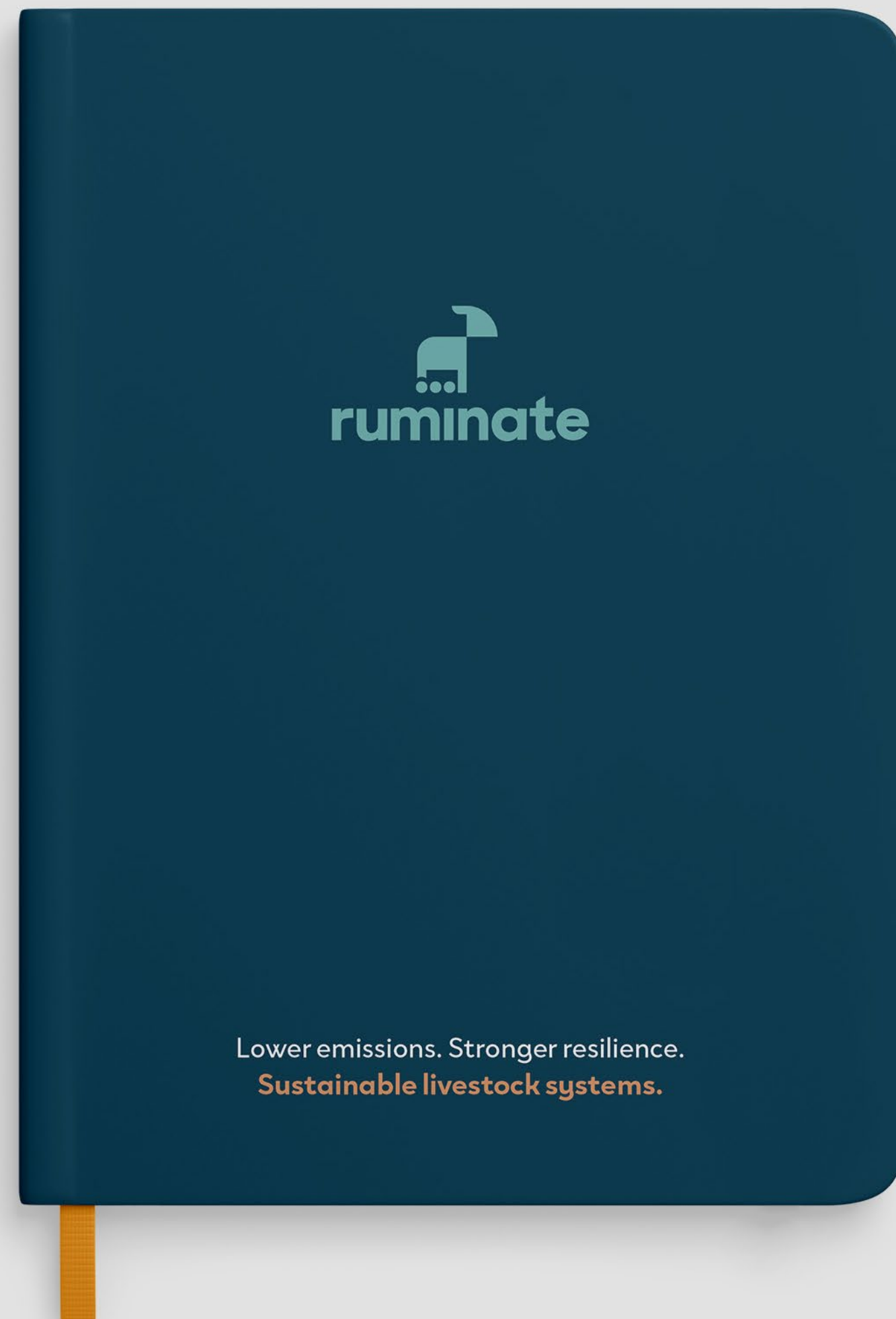
Text

Logo Clear Dem Am good that Secturit Qui
Dolores Que Design sit Be Excepudae Con
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Doluptatiis dollor Design.

04 BRAND APPLICATIONS

notebook | lanyards

water flask | tote bag







**Funded by
the European Union**