

LOGOTYPE

MINIMUM SIZE 15mm



COLORS

QUADRICROMIE

■ C 0 | M 100 | Y 81 | K 2

RVB

■ R 226 | V 6 | B 44 #e2062c

PANTONE

■ PANTONE 186C

COMMON THINGS TO AVOID



TYPEFACES

TITLES, MAIN HEADLINES OR HIGHLIGHT

ITC Avant Garde Gothic Std Book

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

TEXT

ITC Frutiger LT Std Roman

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

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TEXT

ITC Frutiger LT Std Bold

**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**

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