



brand guidelines





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Horizontal Logo

The H height

The "H" height is measured from the top to the bottom of the "H"



Horizontal Logo

Clear Space

Use an “H” height of white space around the logo.



Square Logo

The square logo is to be used when more convenient, e.g. on social media profile pictures, banners, web communication tools, etc.



Positive and Negative Logo



Typography



Helvetica Neue 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**

Figures

1 2 3 4 5 6 7 8 9 0



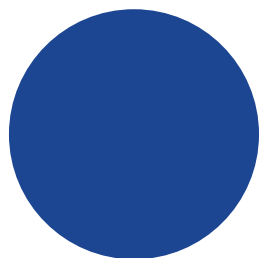
Graphie Regular

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

Figures

1 2 3 4 5 6 7 8 9 0

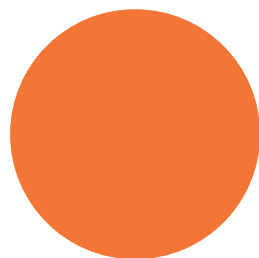
Colours



1c4592

R 28
G 69
B 149

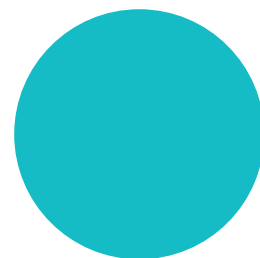
C 100
M 85
Y 9
K 1



f37636

R 243
G 118
B 54

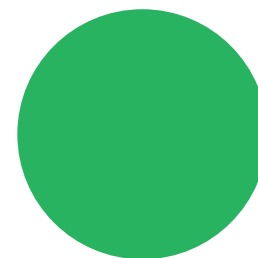
C 0
M 67
Y 87
K 0



15bbc5

R 21
G 188
B 197

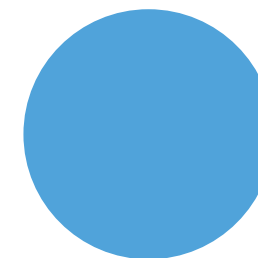
C 71
M 0
Y 25
K 0



28b360

R 40
G 179
B 96

C 77
M 1
Y 87
K 0

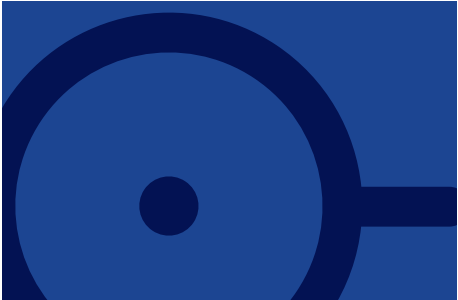


50a3da

R 80
G 163
B 218

C 64
M 23
Y 0
K 0

Graphic Elements





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