



GUIDELINE
COMMUNICATION TOOLS.



GUIDELINE LOGOTYPE.

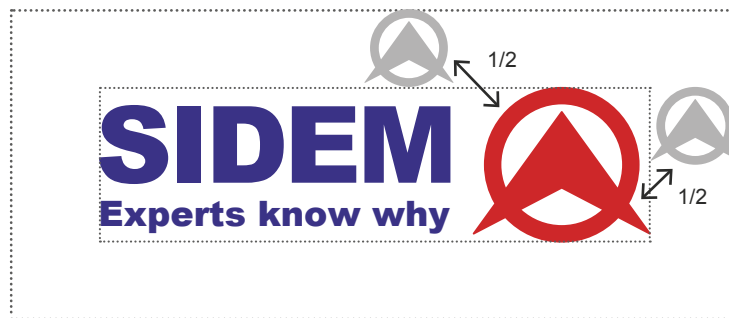


Following guidelines are tools to ensure the consistency throughout all forms of communication.

THE LOGO. CORRECT USAGE.

The minimum safe area is determined by the height and width of the half of the symbol. No other visual elements should be placed within this area.

The minimum size of the logo in print is 35 mm. Never use the logo without the baseline, unless you have explicit consent of the Board of Directors.



min. size 35 mm



Exception : without baseline. Only to be used with the explicit consent of the Board of Directors.

THE LOGO. CORRECT USAGE.



FULL COLOUR



Use the logo on a white background.



GREYSCALE



Greyscale use.



MONO COLOUR



Use the monochrome logo when the background is coloured.





CORPORATE COLORS.

The logo should always appear in the brand colours as shown. Ensure consistent matching of the colours across various printed and online communications.

FULL COLOUR




	CMYK	100	100	0	0
	RGB	41	51	138	
	PANTONE	BLUE 072			
	RAL	5002			

	CMYK	15	100	100	0
	RGB	205	23	25	
	PANTONE	186			
	RAL	3020			

GREYSCALE



	CMYK	0	0	0	100
	RGB		256	256	256

	CMYK	0	0	0	60
	RGB		135	135	135

THE SYMBOL. CORRECT USAGE.

The symbol can be used separately as a graphic element. The correct symbol colour is blue (brand colours).



Exception:



CORPORATE TYPEFACE.

The typeface that is used for all communication is Arial. All weights can be used.

Arial regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!,.,+&@

Arial italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!,.,+&@

Arial Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!,.,+&@

Arial Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!,.,+&@

Arial Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!,.,+&@

PRIMARY TYPEFACE.



Logo and baseline belong together.
Never use them separately.

Font: **Arial Black**

**abcdefghijklmnop
opqrstuvwxyz**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

INCORRECT USAGE.



Do not stretch the logo.

Do not skew the logo.

Do not move the elements of the logo.

Do not add any effects.

Do not change the colour.

