

# Brand – Quick guide

## Logos



“O” Space to the logo

## Colors

### PRIMARY



#248DD8  
R:36 G:141 B:216  
C:76 M:35 Y:0 K:0



#033258  
R:3 G:50 B:88  
C:100 M:83 Y:39 K:32



#00202C  
R:0 G:32 B:44  
C:70 M:0 Y:0 K:95

### SECONDARY



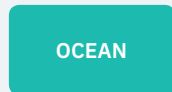
#AAD4F3  
R:170 G:212 B:243  
C:37 M:6 Y:0 K:0



#F4F7FC  
R:244 G:247 B:252  
C:2 M:0 Y:0 K:4

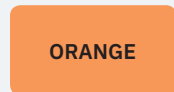


#525F6A  
R:82 G:95 B:106  
C:30 M:8 Y:0 K:70



#2FC0B2  
R:47 G:192 B:178  
C:71 M:0 Y:38 K:0

### CALL TO ACTION



#FF9655  
R:255 G:150 B:85  
C:37 M:6 Y:0 K:0



#6559A2  
R:101 G:89 B:162  
C:2 M:0 Y:0 K:4

### SIGNAL



#22C090  
R:34 G:193 B:144  
C:73 M:0 Y:59 K:0



#E94554  
R:233 G:69 B:84  
C:0 M:84 Y:57 K:0

### THEME COLORS



## Brand type

### PRIMARY

IBM Plex Sans Light 9/12pt

**IBM Plex Sans SemiBold 9/12pt**

Headline 15/10pt

Subheading 12/10pt

**Bold bodytext 9/12pt**

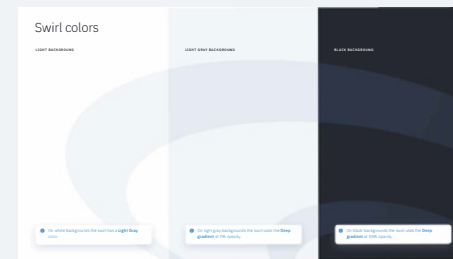
Bodytext 9/12pt

### ALTERNATIVE TYPE

Arial Regular 9/12pt

**Arial Bold 9/12pt**

## Swirl colors

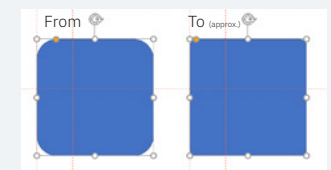
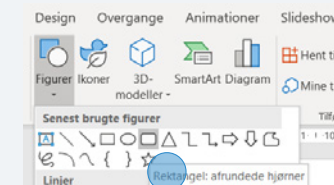


## Cornerstyle



Diameter: 1,5mm

In PowerPoint and Word you need to adjust it manually.



## EXAMPLE

Dolles fuga

Bis eici ut aperspi

### Bis eici ut aperspi

Bus maiore aut occatia consequere mos estia aut aut quis eius essimusapit is exerit fugiae officip santius, con eius, omnihil ipid mosae nostio. Dolles re as sim fuga. Ferupta temporenit facessum que raero voluptidit latet aliatetest, ut asime delitecus culparum con explige nimporenem fugia quam iusape et at quiam volore sunt illaborrum andae nestiur eceperferro vendebit alique intecti onsenim rehendis quiat moluptatur?

## Icons

### UI ICONS

Each icon are in 3 colour shapes Blue, Dark and Light



Blue



Dark



Light