




## The logo

### FONT + SYMBOL

Font: Expressa Serial Demo Light



## The colors

 ORANGE { C: 0 / M: 47 / Y: 100 / K: 0  
R : 248 / G:153 / B: 29  
web: FF 99 33

 GREY { BLACK: 80  
R : 90 / G: 90 / B: 90  
web: 66 66 66



## Variations

If possible the logo should be used in its original colors.  
For specific design needs, one of the following variations can be used

1. Monochrome on white: The logo in black. On complex backgrounds, where the use of the colored version, loses legibility



BLACK { C: 50 / M: 50 / Y: 50 / K: 100  
R: 0 / G: 0 / B: 0

2. Two shade of grey: Perfect equivalence of the logo in Grayscale



LIGHT GREY { BLACK: 40  
R: 153 / G: 153 / B: 153

DARK GREY { BLACK: 80  
R: 90 / G: 90 / B: 90



## Variations

3. Color on black: For a legibility issue the grey is replaced by white



4. Monochrome on black: In the case the logo is used in a grayscale document and has to be on a black background, the logo will be all white





## Special use

If possible the logo should be used in its original colors.  
For legibility issues if used really small, the symbol could be used by itself

## DON'T

Do NOT distort, rotate or cut the logo



Do NOT add a shadow to the logo



Do NOT use the logo in outline



Do NOT change the proportions or positions

