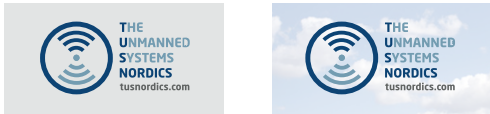


Logotype



The logotype is preferably displayed on a white background.



If the logotype is placed on a coloured background, the darkest tint value under the logo should not exceed 10% black



Minimum white space around logo is 'N', equal to the line thickness of the outer circle

Minimum logo size
- print: 20 x 10 mm
- web: 100 x 50 px



Typography

Font: Lato

Main headline

Subhead 1

Subhead 2

Subhead 3

Subhead 3 alt

Subhead 4

Body text

Reversed font colors:

Main headline

Subhead 1

Subhead 2

Subhead 3

Subhead 4

Body text

Font for MS Office documents: Calibri light

Logotype font: **Neo Sans Bold**

Color palette

Primary brand colors



Blue #0c4374
RGB 12-67-116
FC 100-75-15-0
PMS 534



Aqua #739bb1
RGB 115-156-177
FC 54-25-14-0
PMS 5425



Grey #616362
RGB 97-99-98
FC 0-0-0-70
PMS Cool Grey 10

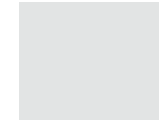
Secondary brand colors



Color accents:
Red #c8001a
RGB 200-0-26
FC 3-95-95-8



Color accents:
Yellow #ffed00
RGB 255-237-0
FC 0-0-100-0



Grey 2 #e1dfe0
RGB 225-223-224
FC 0-0-0-10



Grey 3 #414244
RGB 65-66-68
CMYK 0-0-0-85

Shapes and lines

CTA button text

Normal text in frame

Normal text in frame

0,5 pt line

3 pt line (1 mm)

In printed and/or downloadable documents, use top and footer lines (line height 1% - 2% of document height) in the corporate blue and aqua colors