

**Branding Manual** 



Logo • Imagotype

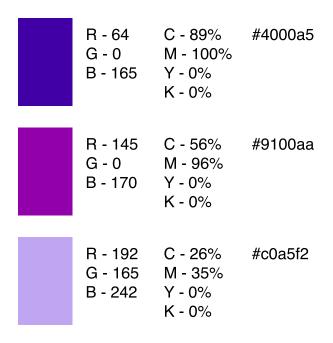




Clearing Space







## Colors

#### **Black & White - One color**

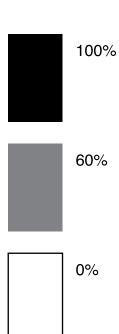




### Grayscale







**Color Variations** 

# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()\_+}{[]":;'<>?,./

### Do not distort horizontally

### Do not distort vertically





Do not rotate



Do not place logo on same color background



Do not alter the color specifications



Do not eliminate any elements



\*Applies to Isotype and Logotype variations.

**Don'ts** 





**Auxiliar Elements**