

# LOGO

positiv



black



negative



Please consider a safety distance of 10 mm to the top and to the left.

The Logo has to be placed in the right corner.

You are not allowed to change colours or eliminate any elements.



# COLOURS



Blue  
Pantone 7462  
CMYK 96 | 65 | 19 | 4  
RGB 2 | 85 | 142  
HEX 01558d



Light blue  
Pantone 2905C  
CMYK 14 | 2 | 0 | 0  
RGB 158 | 214 | 245  
HEX 9ed5f5



Dark Gray  
Pantone Cool Gray 11C  
CMYK 0 | 0 | 0 | 80  
RGB 97 | 94 | 93  
HEX 615e5d



Light Gray  
Pantone Cool Gray 5C  
CMYK 0 | 0 | 0 | 40  
RGB 169 | 168 | 168  
HEX a8a7a8



Yellow  
Pantone 116C  
CMYK 0 | 14 | 100 | 0  
RGB 255 | 205 | 0  
HEX FFCD00

# FONTS

Logo: *Concielian*

Copy: Avenir Next (Print),  
Open Sans (Web)

Headlines: Avenir Next (Print),  
Open Sans (Web)

Headlines should be in CAPITAL letters