

BRAND BOOK



Version 1.0

Release date: October 3, 2025

PRIMARY VERSION OF THE LOGO

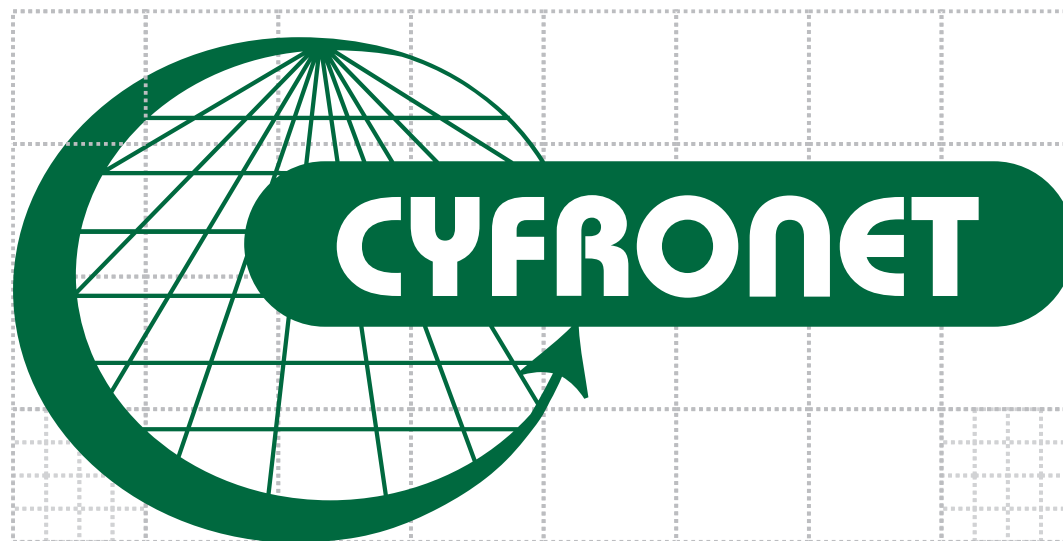
The logo consists of a symbol and a logotype.
Both elements appear exclusively together, forming a single unified whole.
The primary version of the logo is designed in a horizontal orientation.



OPTIONAL COLOR VERSION OF THE LOGO

The optional color version may be used in materials dominated by shades of navy, blue, graphite, or gray.







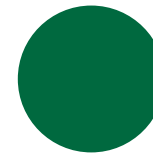
TYPOGRAPHY

The font used in the logotype is BAUHAUS Std Bold.



COLOR SPECIFICATION OF THE LOGO

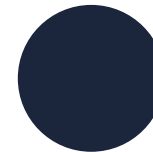
6



CMYK 100 / 0 / 83 / 47

RGB 0 / 88 / 60

PANTONE 349



CMYK 89 / 78 / 49 / 53

RGB 29 / 40 / 61

PANTONE 533 C



MINIMUM SIGN SIZE

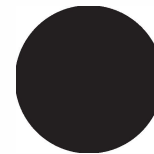
7

16 mm



7,6 mm





CMYK 0 / 0 / 0 / 100

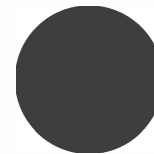
RGB 0 / 0 / 0

PANTONE BLACK



Acceptable shades of gray

from BLACK 10%



to BLACK 90%



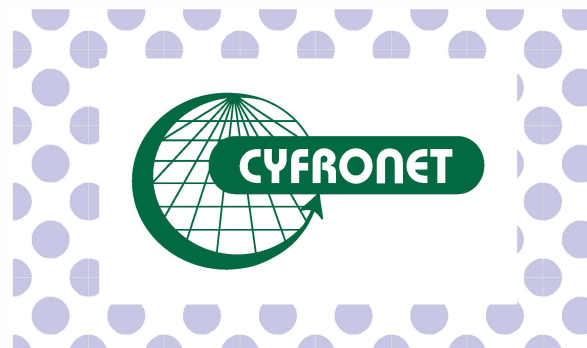




CORRECT LOGO PLACEMENT ON COLOR BACKGROUNDS

On solid surfaces with a primary color, the logo can be placed in white.

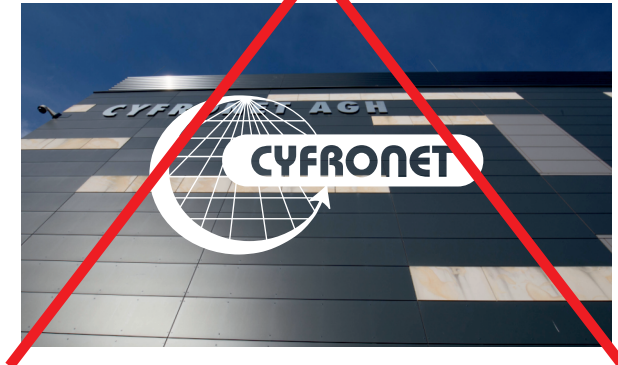
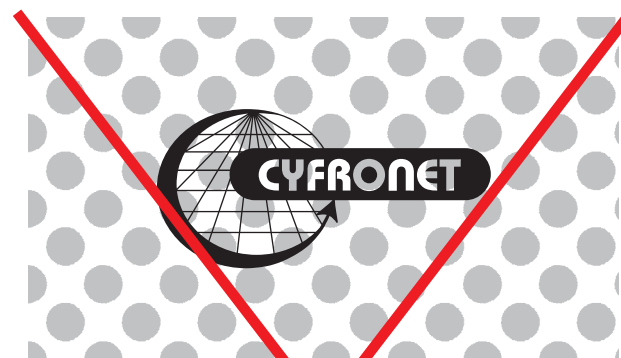
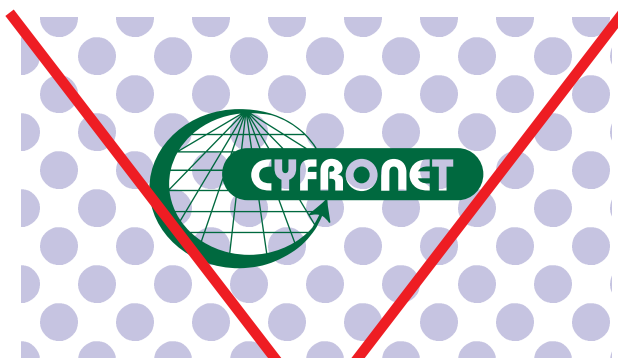
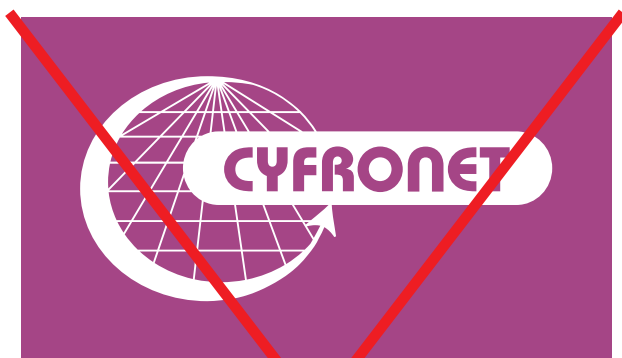
On non-solid surfaces (bitmap, pattern), the logo should only be placed in color on a white background.



LOGO PLACEMENT ON GRAY BACKGROUNDS

The logo can be placed in white on solid gray surfaces above 40% K.
The logo on solid gray surfaces below 40% K should only be placed in 100% K black.
The logo on non-solid gray surfaces should be placed in black on a white background.





PROHIBITED MODIFICATIONS TO THE LOGO

It is prohibited to alter the logo's appearance by distorting, adding, or removing elements, altering its proportions, or partially or completely changing the color or arrangement of individual logo elements. The following images are only examples of distortions.

