



BRAND  
GUIDELINES



## MAIN LOGO



## LOGO WITH STRAPLINE



## COLOURS



RED

Pantone  
221C

CMYK  
C9 M100 Y26 K38

RGB

R145 G0 B72

Hex  
#910048



GREY

Pantone  
442C

CMYK  
C38 M30 Y30 K8

RGB

R163 G162 B162

Hex  
#A3A2A2

## FONTS

### FOR PRINT

DIN OT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

DIN OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**DIN OT Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

### FOR DIGITAL / ONLINE - AND WHERE DIN CAN'T BE USED

HELVETICA Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

HELVETICA Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**HELVETICA Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**