

GRAPHIC STANDARDS MANUAL





Pantone 1235

(0% C - 45% M - 100% Y - 0% K)



Pantone 485

(0% C - 100% M - 100% Y - 0% K)



Pantone 3145

(100% C - 0% M - 40% Y - 25% K)



Pantone Process Black

(0% C - 0% M - 0% Y - 100% K)

TRADEMARK LOGO COLOURS ON WHITE
BACKGROUND



Pantone 1235

(0% C - 45% M - 100% Y - 0% K)



Pantone 485

(0% C - 100% M - 100% Y - 0% K)



Pantone 3145

(100% C - 0% M - 40% Y - 25% K)



Pantone Process Black

(0% C - 0% M - 0% Y - 100% K)

TRADEMARK LOGO COLOURS ON BLACK
BACKGROUND

PLEASE SEE REGISTERED PANTONE MATCHING SYSTEM GUIDE FOR MAJOR ACCURACY



S T O R A G E



Pantone 3145

Pantone 485



MAST[®]



Pantone 1235

Pantone Process Black

LOGOTYPE STANDARD INKS COLOR SEPARATION



MINIMUM LOGOTYPE REDUCTION



FOR SMALLER REPRODUCTIONS



Pantone Process Black

LOGOTYPE 1 COLOUR ON WHITE BACKGROUND



Pantone Process Black

LOGOTYPE 1 COLOUR ON BLACK BACKGROUND



60% Pantone Process Black

MONOCHROME LOGOTYPE

CORPORATIVE TYPOS

Frutiger regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 . , ; : ' " & ! ?

Frutiger italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 . , ; : ' " & ! ?

Frutiger bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 . , ; : ' " & ! ?

Frutiger bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 . , ; : ' " & ! ?

Frutiger black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890 . , ; : ' " & ! ?