



***Guideline 112 Logo***

# Colors



## **4 COLORS**

RED	C 00	M100	Y100	B00
YELLOW	C 00	M37	Y100	B00

## **WEB COLORS**

RED	R 237	G28	B36
YELLOW	R 251	G171	B24



## **PANTONE - 2 COLORS**

RED	P 185C
YELLOW	P 137C



## **BLACK - 1 COLOR**

RED	100% BLACK
YELLOW	0% BLACK

NO BEVEL EFFECT  
FOR 2 COLOR & BLACK

# The base line



▷ *your life, your number* ◁ CENTER TO LOGO

RED

YELLOW

- FONT: ELLIPSOIDEOGRAM
- IN LOWER CASE
- BELOW THE LOGO



NOT ALLOWED



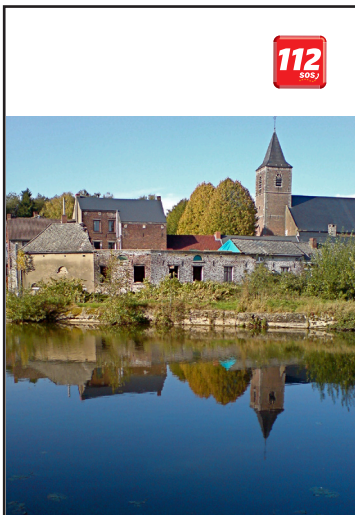
*your life, your number*

*your life, your number*



*your life, your number*

# The context



- ALWAYS ON WHITE
- ALIGNED ON THE LEFT OR ON THE RIGHT



NOT ALLOWED

