





There are two variations of the logo.



The logo is based on the font Neutra Text TF Demi
<https://fontsgreek.com/fonts/Neutra-Text-TF-Demi>

MARGIN



The minimum margin surrounding the logo is 1/10 of the "O" in the logotype as illustrated above.

The logo pack with all the necessary logo versions are developed with the design templates

- The logo pack contains all necessary logo versions for screen and print use.
- The .ai and .pdf files are vector format and can be scaled to any size, as well as converted to .svg format.
- The .ai and .pdf files in RGB are for screen and digital print use and the CMYK versions are for offset print.
- The .png files are primarily for use in Office applications and screen graphics that are not vector based.
- The .jpg files are primarily for older applications where it is not possible to use .png or vector files.

COLOURS

MAIN COLOUR

#AA141E

RGB R170 G20 B30

CMYK C20 M100 Y90 K20

Pantone 7621

50%

#8FC8D9

RGB R143 G200 B217

25%

#C7E3EC

RGB R199 G227 B236

10%

#E9F4F7

RGB R233 G244 B247

The logo and bearing elements should always appear in full colour. Can be toned as necessary for use in secondary elements such as tables, info boxes, etc.

NOTE be careful it does not become salmon colored

Black can be used as a complementary colour to the primary color

#000000

RGB R0 G0 B0

CMYK C0 M0 Y0 K100

Pantone Black

50%

#939597

RGB R150 G150 B150

25%

#C8C8C8

RGB R200 G200 B200

10%

#E6E6E6

RGB R230 G230 B230

Black and grey tones can be toned as necessary for use in secondary elements such as picture captions, descriptions, tables, info boxes, watermarks, etc. In digital media, light grey can be toned down to 5% (it should always be taken into account that the colour does not burn out on older screens). In print media, it is not recommended to use tones lighter than 8-10%, depending on the density.

MAIN COLOUR

#2C8841

RGB R45 G136 B66

CMYK C100 M20 Y100 K0

Pantone 7730

50%

#96C4A0

RGB R150 G196 B160

25%

#CAE1D0

RGB R202 G225 B208

10%

#EAF3EC

RGB R234 G243 B236

This green secondary colour. Can be toned as necessary for use in elements such as tables, info boxes, etc. colored, And provides a nice contrast to the main red colour.

Watermark

#EBEBEB

RGB R235 G235 B235

CMYK C0 M0 Y0 K8



FONT

Helvetica Bold and Helvetica Regular is the main font and is to be used for all texts across all media.

a b c

a b c

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

