



# LOGO



There are two variations of the logo.



## MARGIN



The minimum margin surrounding the logo is 1/1 of the "P" 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 og .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 ROZE

#D40050

RGB R204 G0 B102

CMYK C10 M100 Y50 K0

Pantone 214 C

50%

#8FC8D9

RGB R143 G200 B217

25%

#C7E3EC

RGB R199 G227 B236

10%

#E9F4F7

RGB R233 G244 B247

## MAIN COLOUR BLAUW

#3071A9

RGB R0 G51 B153

CMYK C100 M73 Y0 K2

Pantone Reflex blue C

50%

#939597

RGB R150 G150 B150

25%

#C8C8C8

RGB R200 G200 B200

10%

#E6E6E6

RGB R230 G230 B230

## MAIN COLOUR PAARS

#9999CC

RGB R0 G51 B153

CMYK C50 M36 Y0 K1

Pantone 50% Reflex blue C

## Watermark

#NVT

RGB R245 G248 B251

CMYK C4 M3 Y0 K0

Pantone 4% Reflex blue C

# FONT

Typography documents

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

a b c

a b c

Segou Regular and Segou Bold is the second font and is to be used for all texts across all media.

a b c

a b c

Typografie documenten and email

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**1234567890 abcdefghijklmnopqrstuvwxyzæøå**

Segou Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Segou Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**1234567890 abcdefghijklmnopqrstuvwxyzæøå**

Typography corporate identity printed matter

Frutiger LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890 abcdefghijklmnopqr-  
stuvwxyzæøå

Frutiger LT Std Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**1234567890 abcdefghijklmnopqrstuvwxyzæøå**



**Pluripharm**  
Groep