



BRAND BOOK

IDENTITY GUIDELINES













[LOGO] MINIMUM SIZES



[byon]

[byon]

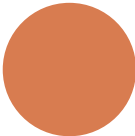
[byon]

[byon]

[byon]

[byon]

[COLOR]



PANTONE 158
CMYK 0/60/75/0
RGB 218/124/80
HEXADECIMAL
#d97c4f



PANTONE 540 C
CMYK 90/50/15/50
RGB 42/62/92
HEXADECIMAL
#2a3e5c

[COLOR] GRAYSCALE



50% K

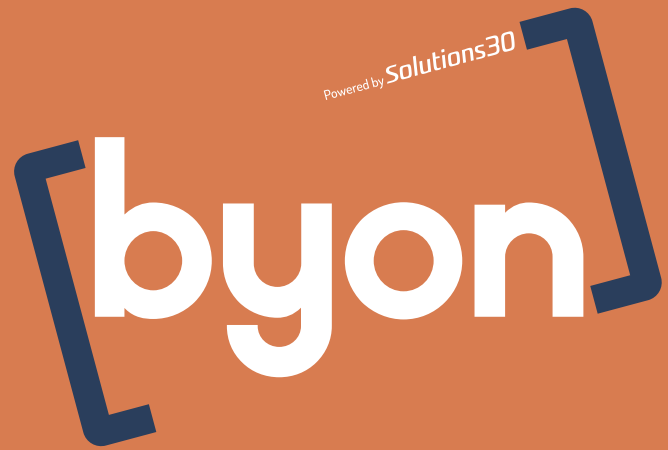


75% K

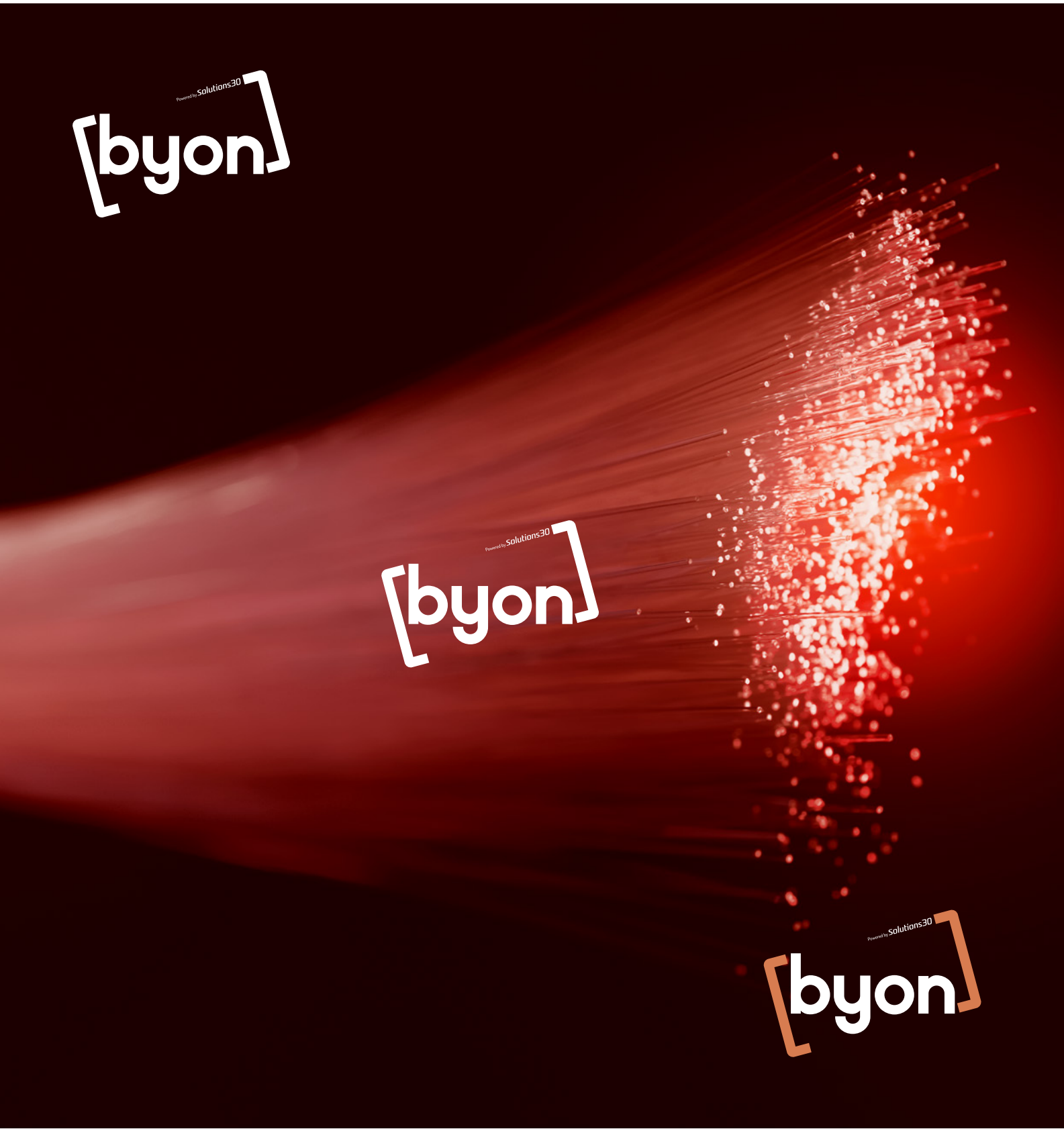


100% K

[COLOR] COLORED BACKGROUNDS



[COLOR] PHOTO BACKGROUNDS



[TYPO]

POPPINS

1234

regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

BEBAS
1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ROBOTO
1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

