

LOGOTYPE



COLOR PALETTE

		
PANTONE 1805 C	PANTONE 8385 C / 90%	PANTONE 8582 C
HEX/HTML B2292E	HEX/HTML B3732E	HEX/HTML 8F5D24
C 21.22 R 178	C 25.21 R 179	C 34.16 R 143
M 96.54 G 41	M 57.28 G 115	M 61.25 G 93
Y 90.37 B 46	Y 97.14 B 46	Y 100 B 36
K 12.11	K 9.29	K 23.23
		
PANTONE Neutral Black C / 94%	PANTONE 427C	
HEX/HTML 2E2E2E	HEX/HTML D1D3D4	
C 70.06 R 46	C 0 R 209	
M 63.87 G 46	M 0 G 211	
Y 62.97 B 46	Y 0 B 212	
K 62.97	K 20	



TYPOGRAPHY

WORK SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**abcdefghijklmnopqrstuvwxyz
0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

**abcdefghijklmnopqrstuvwxyz
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ROBOTO FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
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LOGOTYPE USAGE EXAMPLES

