

Brand Style Guide

January 2019

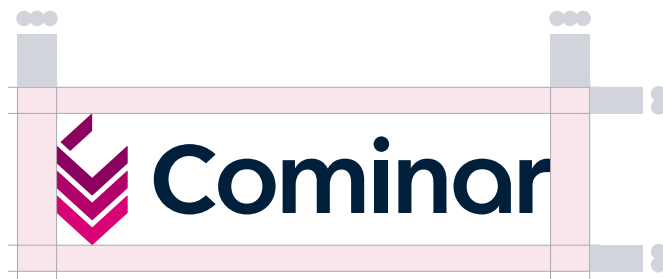


Criteria to Be Followed

Cominar's visual identification consists of two inseparable components: the symbol (rafters) and the typographical signature.

- › Promote the use of the horizontal logo when possible
The Greenical logo is for restricted uses (i.e. promotional items)
- › The use of the reversed version (white) is required on a dark background other than Pantone blue 539.
- › Respect the clear space as shown below:

Clear Space



Colour Codes on white background



PANTONE 228C

RGB (sRGB): Red: 139 / Green: 12 / Blue: 87

CMYK (GRACoL2013): Cyan: 18% / Magenta: 100% / Yellow: 1% / Black: 38%

Lab: L: 31 / A: 53 / B: -8

WEB: 8b0d57



PANTONE 227C

RGB (sRGB): Red: 173 / Green: 0 / Blue: 96

CMYK (GRACoL2013): Cyan: 6% / Magenta: 100% / Yellow: 0% / Black: 24%

Lab: L: 38 / A: 64 / B: -3

WEB: ae0061



PANTONE 226C

RGB (sRGB): Red: 214 / Green: 0 / Blue: 110

CMYK (GRACoL2013): Cyan: 5% / Magenta: 100% / Yellow: 10% / Black: 2%

Lab: L: 47 / A: 74 / B: 2

WEB: d6006f

Cominar

PANTONE 539C

RGB (sRGB): Red: 0 / Green: 33 / Blue: 55

CMYK (GRACoL2013): Cyan: 100% / Magenta: 50% / Yellow: 20% / Black: 75%

Lab: L: 12 / A: -4 / B: -19

WEB: 012138

Colour Codes on blue background



PANTONE 228C

RGB (sRGB): Red: 165 / Green: 18 / Blue: 100

CMYK (GRACoL2013): Cyan: 12% / Magenta: 100% / Yellow: 1% / Black: 28%

Lab: L: 37 / A: 59 / B: -6

WEB: a51264



PANTONE 227C

RGB (sRGB): Red: 203 / Green: 1 / Blue: 112

CMYK (GRACoL2013): Cyan: 5% / Magenta: 100% / Yellow: 5% / Black: 10%

Lab: L: 45 / A: 71 / B: -2

WEB: cb0170



PANTONE 226C

RGB (sRGB): Red: 224 / Green: 53 / Blue: 129

CMYK (GRACoL2013): Cyan: 3% / Magenta: 88% / Yellow: 7% / Black: 2%

Lab: L: 52 / A: 69 / B: 0

WEB: e03581