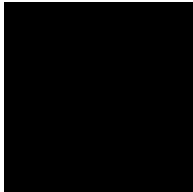




Visual Identity and brand management

Brand management - advertisement

Colors



Black

C: 00% | M: 00% | Y: 00% | K: 100%



Pantone 429 EC

C: 20% | M: 11% | Y: 10% | K: 21%



Pantone 2925 EC

C: 85% | M: 21% | Y: 0% | K: 0%

Versions

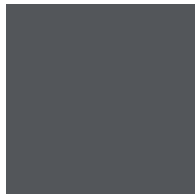
Standard Version – white background



Dark background version

Brand management – on products

Colors



Cool Grey 11C



White

Versions



White or light colored surfaces either transparent or compact

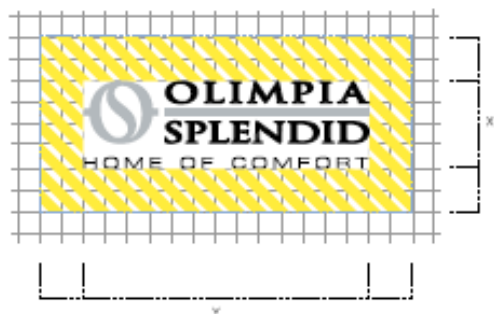


Black or dark colored surfaces either transparent or compact



Clean areas

In advertisement



□ 5 mm
▨ Clean area

On the products



Not allowed logo's version



Fonts

PILL GOTHIC 300mg

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PILL GOTHIC 600mg

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789