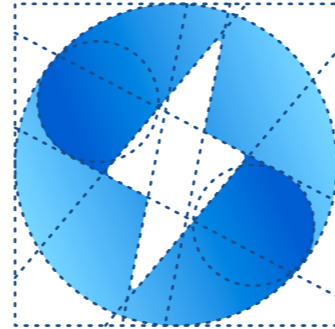




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Impact

Small Brand Manual

LOGO CONSTRUCTION

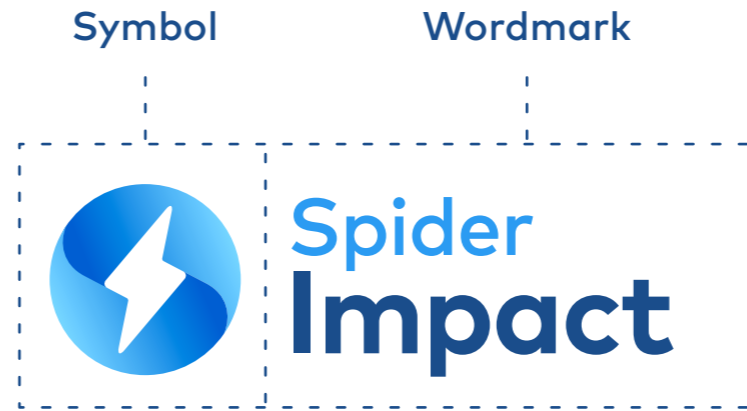


Symbol

Wordmark



BRANDING COLORS



RGB 145, 207, 243
 WEB #91CFF3
 CMYK 50, 10, 5, 5



RGB 112, 180, 239
 WEB #70B4EF
 CMYK 60, 20, 3, 10



RGB 78, 153, 234
 WEB #4E99EA
 CMYK 70, 35, 0, 10



RGB 49, 124, 214
 WEB #317CD6
 CMYK 75, 45, 0, 20



RGB 44, 95, 170
 WEB #2C5FAA
 CMYK 80, 50, 0, 30



RGB 43, 78, 133
 WEB #2B4E85
 CMYK 75, 45, 0, 50



RGB 24, 41, 66
 WEB #182942
 CMYK 70, 50, 0, 50



RGB 17, 27, 46
 WEB #111B2E
 CMYK 70, 50, 0, 80



LEFT #8AD2FF
 50, 20, 0, 0
 RICHT #1460C9
 90, 50, 0, 20



LEFT #2B4E85
 75, 45, 0, 50
 RICHT #0C1A2E
 70, 50, 0, 80

BRANDING TYPOGRAPHY

Mark OT Medium



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Mark OT Bold

Mark OT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»*

Mark OT Book

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»**

Mark OT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»*

Mark OT Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»**

Mark OT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»***

Mark OT Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»****



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