Logo Manual

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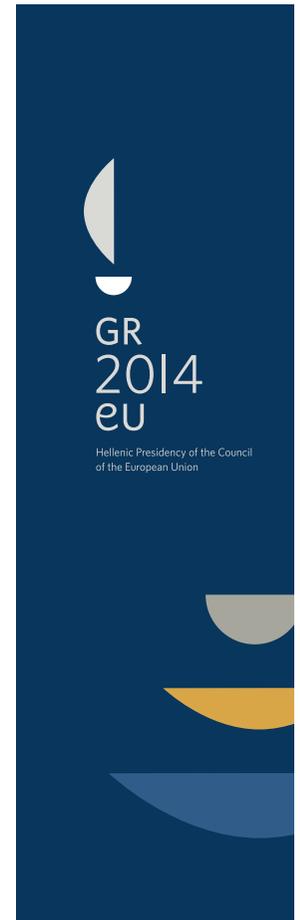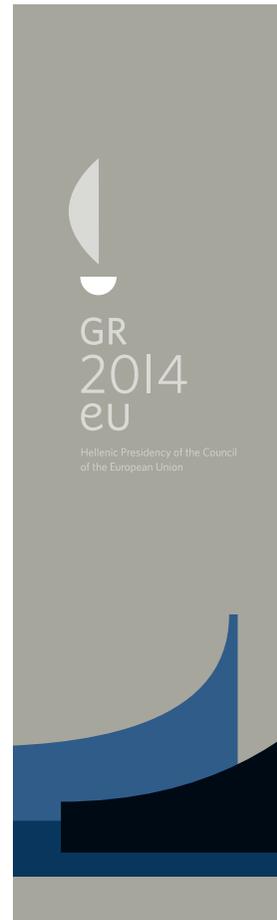## Protection Zone & Spacing

The protection zone is determined according to the width of the boat icon (half-circle).

PROTECTION ZONE

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↕ y

x=2y

x

x   x

x

Protection Zone & Spacing

PROTECTION ZONE

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y

x

x   x

x

x=2y

x

Visual Identity Applications

Minimum size allowed

The minimum recommended
size of the logo
(along with the description)
is h = 27 mm.

The minimum recommended
size of the logo
(without the description)
is h = 17 mm.

h = 27 mm

h = 17 mm

Typography

The typeface that is used for the logotype design and is recommended for the proper reproduction and use of the total visual identity is **H&FJ Whitney.**

http://www.typography.com/fonts/whitney/overview/

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Whitney Book
Whitney Light

Logo Variation

Please make sure that logo elements changes are avoided. You can only choose between these 2 logo variation for portrait and / or landscape usage.

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Landscape format

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Portrait format

Color Variation / 1

Please make sure that color changes are
avoided. The negative version of the logo
is strongly recommended as seen below.

CMYK

C=100, M=75, Y=50, K=80

PANTONE

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RGB (SCREEN)

R=0, G=10 , B=30

Color Variation / 2

Please make sure that color changes are
avoided. The negative version of the logo
is strongly recommended as seen below.

CMYK

C=80, M=50, Y=20, K=0
C=100, M=75, Y=30, K=20
C=35, M=30, Y=35, K=0

CMYK

C=80, M=50, Y=20, K=0
C=100, M=75, Y=30, K=20
C=100 M=75 Y=50 K=80

CMYK

C=35, M=30, Y=35, K=0

Color Variation / 3

If needed, you may use one of the
following color variation of the logo
as an alternative.

CMYK

C=35, M=30, Y=35, K=0

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WARM GRAY 4

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RGB (SCREEN)

R=170, G=170 , B=160

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Color Variation / 4

CMYK

C=100, M=75, Y=50, K=80

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2OI4
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RGB (SCREEN)

R=0, G=10 , B=30

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Color Variation / 5

CMYK

C=100, M=75, Y=50, K=80
C=80, M=50, Y=20, K=0
C=100, M=75, Y=30, K=20

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RGB (SCREEN)

R=0, G=10 , B=30
R=65, G=120 , B=160
R=5, G=70 , B=110

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Unauthorized use of logo

The logo geometry should never be
modified in any way. This includes
positioning and / or alteration of the fixed
elements contained. Please see below
a few examples of the modifications that
are considered to be wrong!

Erroneously transform the logo

*Changed the colors
of the logo elements*

*Change the proportions
of the logo elements*

Relocate the logo elements

Change the logo elements

*Use stroke on the
logo elements*

Use random colors on the logo

*Use random colors
on the background*

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