pma

GUIDE TO
VISUAL IDENTITY

pma

Colors

Color chart

Hex	#FFFFFF		C	0
R	255		M	0
V	255		J	0
B	255		N	0

Hex	#67B5C9		C	60
R	103		M	11
V	181		J	20
B	201		N	0

Hex	#0D414F		C	93
R	13		M	57
V	65		J	47
B	79		N	45

Hex	#0D414F		C	70
R	50		M	59
V	52		J	56
B	52		N	65

Bicolor logos

Use on light background

Use on dark background

Monochromatic logos

Use on light background

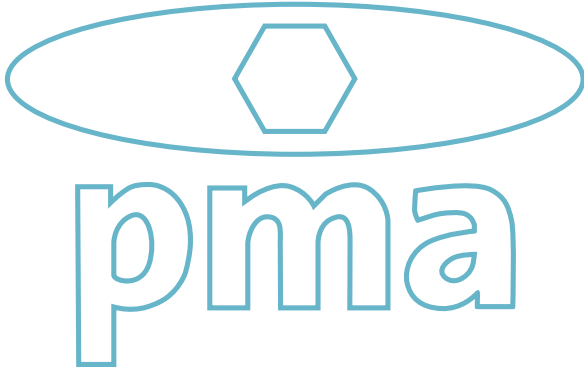Use on dark background
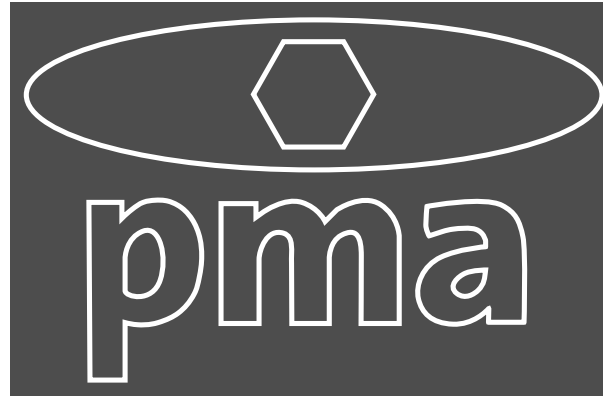

Rectangular logos

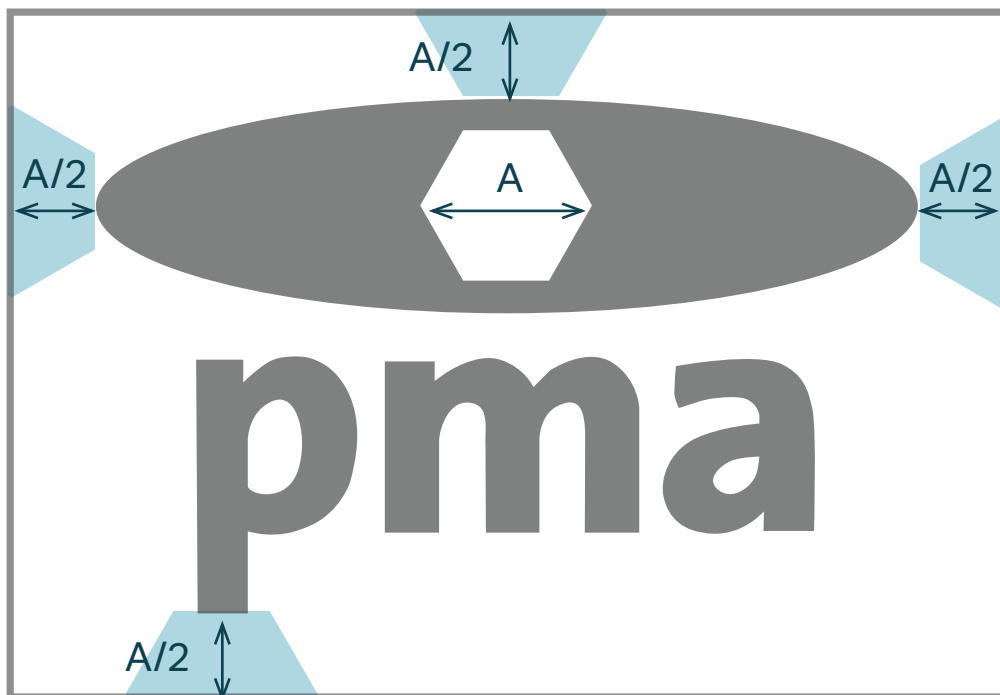Light version

Dark version
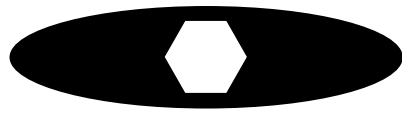
Watermark

Light version

Dark version

Dimensions

Use in a rectangle

Declinations

Monochromatic label

Bicolor label

Use on a dark background

Suggestion

Dimensions of the declinations

B

B*3
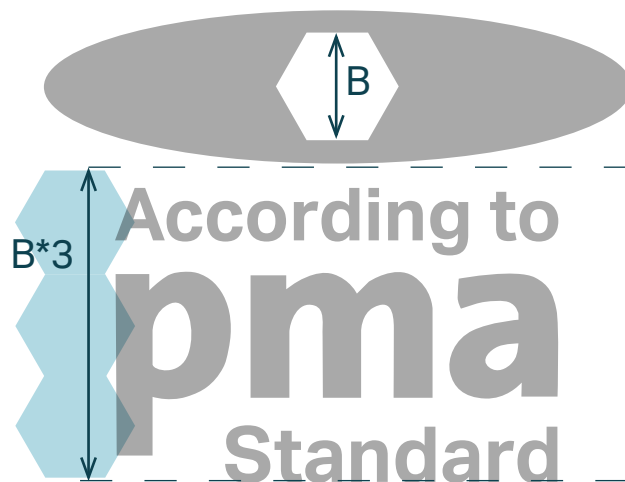
Colors out of the graphic charter
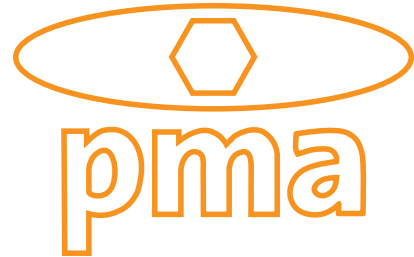
Incorrect sizing & positioning

Fonts

Main font (logo & titles)

Secondary font (Subtitle)

Secondary font (Paragraph)