

APPS DEV TEAM

BASIC LOGO GUIDELINES

Basic coloured variation



PIKTOGRAM

RGB 189 | 51 | 61

HEX #BD333D

CMYK 19% | 93% | 78% | 7%

PANTONE P 53-15 C

PÍSMO

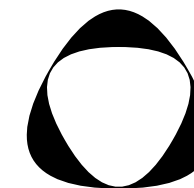
RGB 54 | 56 | 59

HEX #36383B

CMYK 71% | 63% | 59% | 52%

PANTONE P179-14 C

Basic B&W variation



PICTOGRAM

RGB

0 | 0 | 0

CMYK

0% | 0% | 0% | 100%

HEX

#000000

FONT

RGB

0 | 0 | 0

CMYK

0% | 0% | 0% | 100%

HEX

#000000

Inverted B&W variation



PICTOGRAM

RGB

255 | 255 | 255

CMYK

backgr. colour

HEX

#FFFFFF

FONT

RGB

255 | 255 | 255

CMYK

backgr. colour

HEX

#FFFFFF

Special direct variation



FONT

RGB

54 | 56 | 59

CMYK

71% | 63% | 59% | 52%

HEX

#36383B

Special inverted variation



APPS DEV TEAM



FONT

RGB

255 | 255 | 255

CMYK

backgr. colour

HEX

#FFFFFF