



QUICK BRAND GUIDELINES

JANUARY 2018

Colors

The main NPAW colors are included in the logos. There are two complementary colors that are used to complete the visual identity of the brand.

Described below there are the color codes that can be used depending on the situation.

Main Colors



Main Red
#D43C55
rgba (212, 60, 85, 1)



Main Blue-Green
#308494
rgba (48, 132, 148, 1)

Complementary Colors



Secondary Blue
#155D82
rgba (21, 93, 130, 1)



Secondary Dark-blue
#071B37
rgba (7, 27, 55, 1)

Complementary typography

This typography must be used in NPAW and YOUBORA's documents

Roboto Medium

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;(\$€)*?!

Roboto Light

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;(\$€)*?!