



QUICK GUIDE

January 2017

Colors

The main NPAW colors are included in the logo. 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. The use of Pantone C is reserved for coated printing papers. The Pantone U can be used in printing for uncoated papers.

MAIN COLORS



Pantone Rubine Red C/U
C 0 / M 97 / Y 37 / K 0
R 229 / G 0 / B 95
#e5005f



Pantone 7708 C/U
C 91 / M 59 / Y 29 / K 11
R 0 / G 90 / B 126
#005a7e

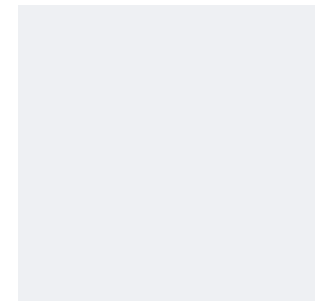


Pantone Cool Gray 8 C/U
C 56 / M 46 / Y 38 / K 6
R 126 / G 126 / B 132
#7e7e84

COMPLEMENTARY COLORS



Pantone 433 C/U
C 84 / M 73 / Y 50 / K 61
R 38 / G 42 / B 55
#262a37



Pantone Cool Gray 1 C/U
C 9 / M 5 / Y 4 / K 0
R 236 / G 238 / B 243
#eceed3

Complementary typography

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

TAHOMA BOLD

Powerpoint

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890.,;(\$€)*?!**

TAHOMA REGULAR

Powerpoint

abcdefghijklmnopqrstuvwxy
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