

# A-GAS CORPORATE IDENTITY

## FULL COLOUR LOGO



The above logo uses only the primary and secondary colours and is the preferred version to use whenever possible.

## REVERSED OUT OF MAGENTA



## 100% BLACK & WHITE



## COLOUR REPRODUCTION OF PRIMARY COLOUR

Device - independent	Lab:	52.047, 79.79, -7.517
Digital / Litho Printing	CMYK:	0, 100, 0, 0
E-Collateral	Pantone:	Process Magenta C
Screenprinting / Heat Transfers	sRGB:	236, 0, 140 / #ec008c
Paint / Coatings	Pantone:	213 C
Perceptual	RAL:	4010
	NCS:	1070-R20B

Vinyl*	Intercoat:	Monomeric Gloss 3838 <sup>1</sup>
	Intercoat:	Polymeric Opaque Expert Pro 9959 <sup>2</sup>
	Avery:	A9411-0 Pantone Magenta C SC9411 Supercast <sup>3</sup>

\* dependent on type of application and required durability

<sup>1</sup> durability up to 3 years under mid-European conditions

<sup>2</sup> durability up to 7 years under mid-European conditions

<sup>3</sup> durability up to 12 years under mid-European conditions

## COLOUR REPRODUCTION OF SECONDARY COLOUR

Digital / Litho Printing	CMYK:	0, 0, 0, 60
E-Collateral	sRGB:	128, 130, 133 / #808285
Screenprinting / Heat Transfers	Pantone:	Cool Gray 9C

## CORPORATE FONT = CALIBRI

All variations shown here may be used.

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+/?@

*Italic:* ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!"#\$%&'()\*+/?@*

Light: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+/?@

**Bold:** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"#\$%&'()\*+/?@**

***Bold Italic:*** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!"#\$%&'()\*+/?@***

## LOGO SPECIFICATIONS