

A-GAS ELECTRONIC MATERIALS 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 ¹
	Intercoat:	Polymeric Opaque Expert Pro 9959 ²
	Avery:	A9411-0 Pantone Magenta C SC9411 Supercast ³

* dependent on type of application and required durability

¹ durability up to 3 years under mid-European conditions

² durability up to 7 years under mid-European conditions

³ 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!"#\$%&'()*+/?@