AsTeRICS
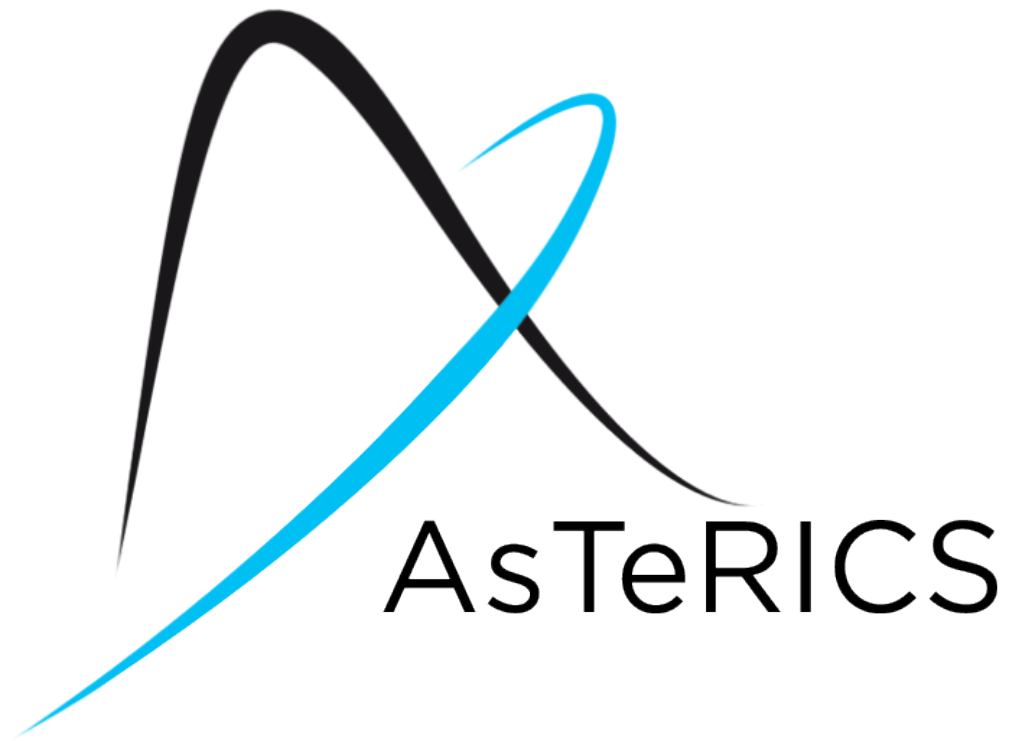
CI Guidelines

February 2010
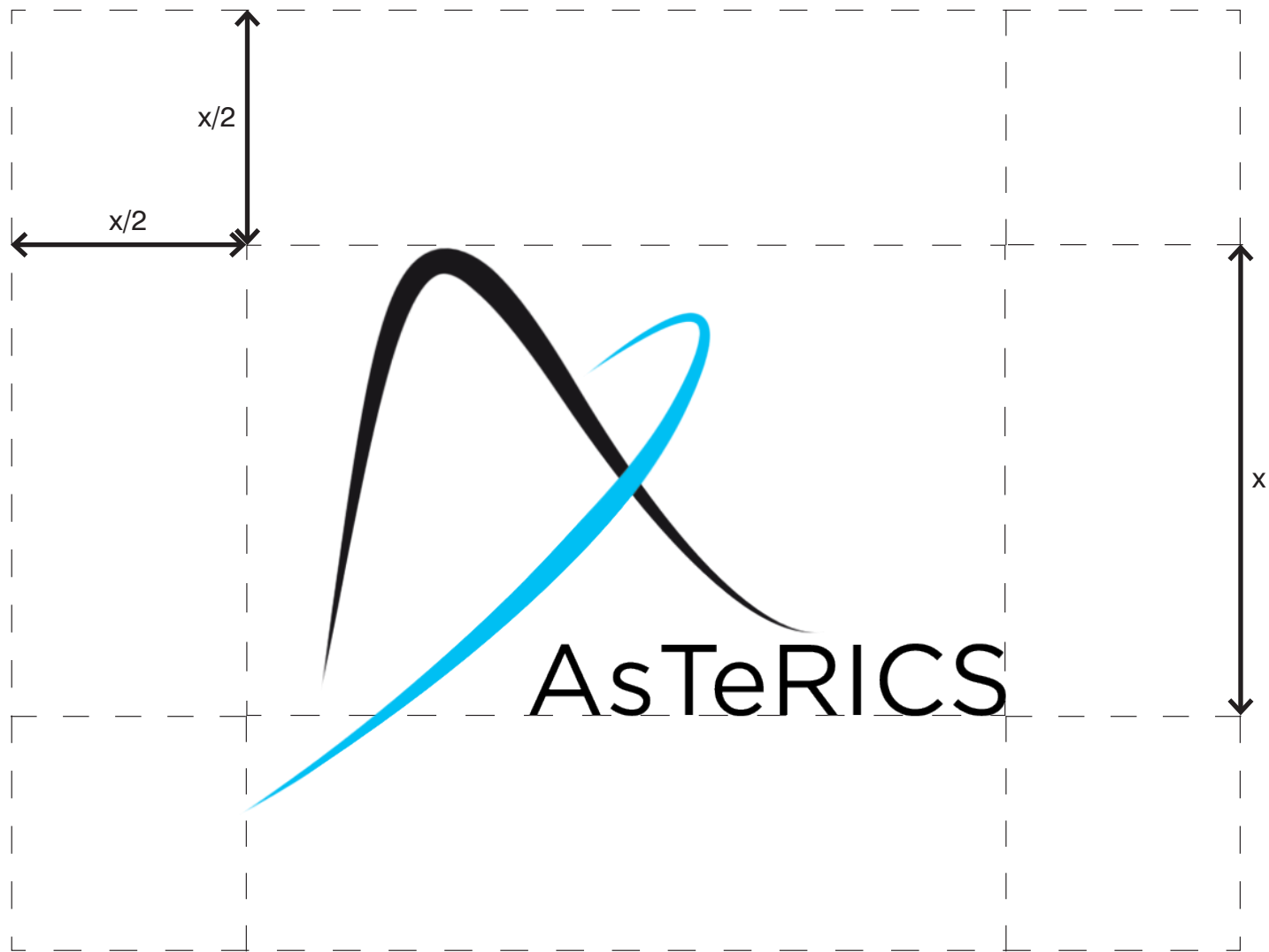
Logo

+ positive logo only, NO negative version allowed

Logo
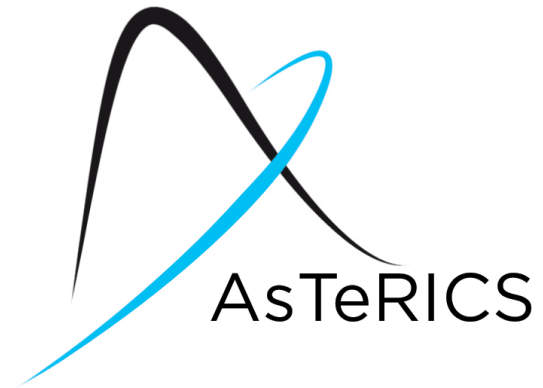Usage and Clearance

x/2

x/2

x

AsTeRICS

+ the minimum clearance on all sides is x/2

Logo
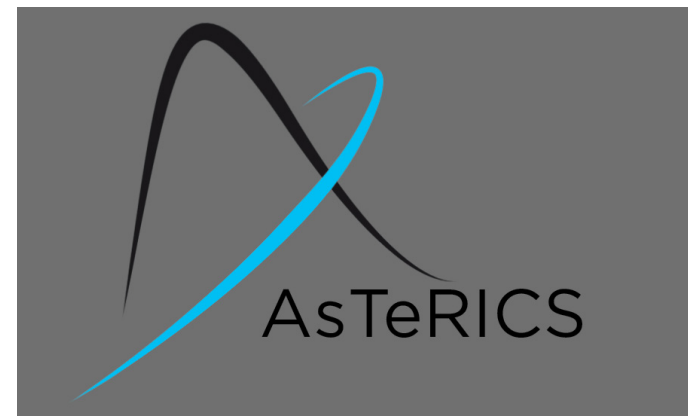## Usage / Background

+ use on white background

+ use on gray background (65% black)

+ NO black background allowed

Colour

Print- and Webcolour Definition

+ CMYK

72|0|0|0

60|40|40|100

+ RGB

0|191|243

32|32|30

+ Pantone Solid Coated

Pantone 298

Pantone Pro.black C

Font

Logo & Corporate Font

+ Logofont is Gotham Book
  This font may only be used in the Logo

+ Corporate Font is Arial (Print and Web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s ß t u v w x y z
1 2 3 4 5 6 7 8 9 0