



Sales driven by POS

Logo

Primary logo



Position and clear space



Secondary logo



Position and clear space



Suggested minimum sizes

The logo should not be used below the recommended sizes indicated.

Screen min. size



width: 120 px

Print min. size



width: 50 mm

Colours

Core color



Blue NCS #0282BF
R2 G130 B191

Dark Orange
#FF9000
R255 G144 B0

Azure x 11
#FEDF7F6
R237 G247 B246

Jet
#2A2B2E
R42 G43 B46

Gradient

Light Blue #79c2eb
R121 G194 B235

Blue NCS #0282BF
R2 G130 B191

Typography

Poppins

Light / Medium

Black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Brand device

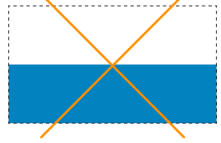
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

What to do.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

What not to do.



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Photography style

