

BRAND GUIDELINES

Logo



Font Selection

Berthold Akzidenz
Grotesk Extended
custom (numbers)

Color Palette



Print: C: 60 M: 40 Y: 40 K: 100

Web: R: 0 G: 0 B: 0

Hex Code: #000000



Print: C: 11 M: 0 Y: 0 K: 20

Web: R: 184 G: 201 B: 211

Hex Code: #B8C9D3



Print: C: 22 M: 0 Y: 0 K: 40

Web: R: 128 G: 156 B: 170

Hex Code: #809CAA

LCGOWORKS.

When to use
the codes



Print: CMYK acronym stands for Cyan, Magenta, Yellow, and Key (black); those are the colours used in the printing process. *(Print Materials)*



WEB: RGB color model is for the sensing, representation, and display of images in electronic systems. *(Computers/Mobiles/Screens)*



Hex Code: Hexadecimal format for identifying colors. This is a system used in HTML, CSS and SVG. *(Websites/Apps)*