

Markus Neukom

BRAND GUIDELINES

INTRO

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LOGO

LOGO

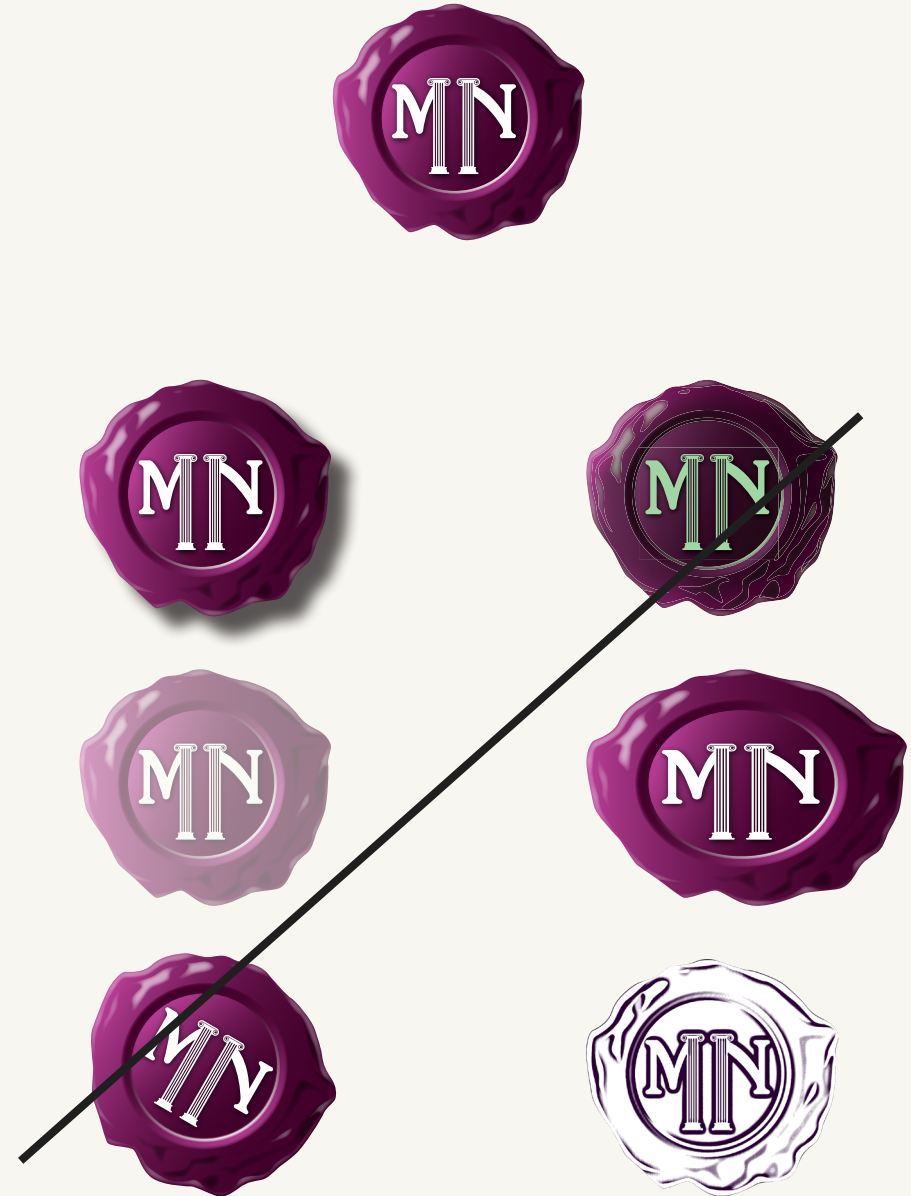
This is the part where we speak about our logo. What stands for.





DO NOT'S

1. Do not add a drop shadow.
2. Do not alter color.
3. Do not decrease the opacity.
4. Do not stretch.
5. Do not rotate.
6. Do not outline.



COLOR

COLOR PALETTE

Markus Neukom’s colors can be used in Pantone, CMYK, RGB and HEX.

There are 3 options for the Tyrian Purple, but we mainly use the 2nd option which is Tyrian Purple 2. Please do note however, that we prefer to keep the use of the color Tyrian Purple in any medium to a minimal.

Vivid Orange and Teal can be used interchangeably for highlights and accents.

To reinforce Markus Neukom’s corporate yet friendly tone, we heavily use the colors Floral White, Dim Grey and Erie Black for background fill and text.

TYRIAN PURPLE 1

45042D
4975 C
69, 4, 45
57, 94, 50, 61

TYRIAN PURPLE 2

5E0D45
229 C
94, 13, 69
55, 100, 41, 39

TYRIAN PURPLE 3

8C296D
242 C
140, 41, 109
48, 98, 28, 8

GOLDEN POPPY

FF9B0F
137 C
255, 155, 15
0, 46, 100, 0

TEAL

007F7F
322 C
0, 128, 128
87, 32, 49, 8

ERIE BLACK

1E1E1E
426 C
31, 31, 31
72, 66, 65, 75

DIM GREY

6B6B6B
COOL GRAY 10 C
107, 107, 107
58, 50, 49, 17

FLORAL WHITE

F7F6F0
663 C
247, 246, 240
2, 2, 4, 0

TYPEFACE

TYPEFACE

For the Typeface, we are using “Lato” font family.

You may download the font here.

Link:

<https://fonts.google.com/specimen/Lato>