

CALUMO LOGO



SEMI-REVERSED



FULLY-REVERSED



PRIMARY COLOURS:



PRIMARY COLOR CALUMO NAVY BLUE

-

COLOR CODES

CMYK : C100 M068 Y000 K054
Pantone : 282C
RGB : R000 G045 B098
Web : #002d62



PRIMARY COLOR CALUMO GREEN

-

COLOR CODES

CMYK : C050 M000 Y100 K000
Pantone : 376C
RGB : R141 G198 B063
Web : #8dc63f

SECONDARY COLOURS:



COLOR CODES

CMYK : C097 M077 Y021 K006 RGB : R029 G077 B134
Pantone : 7686C Web : #1d4d86



COLOR CODES

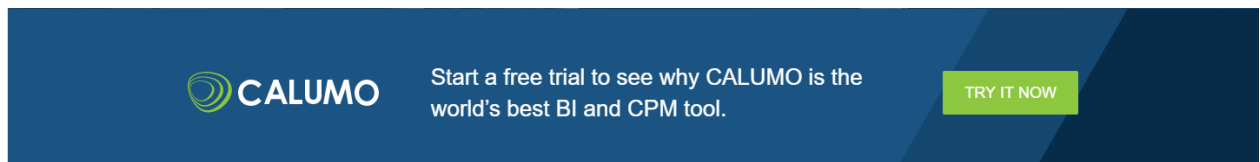
CMYK : C98 M074 Y033 K018 RGB : R019 G071 B111
Pantone : 7694C Web : #13476f



COLOR CODES

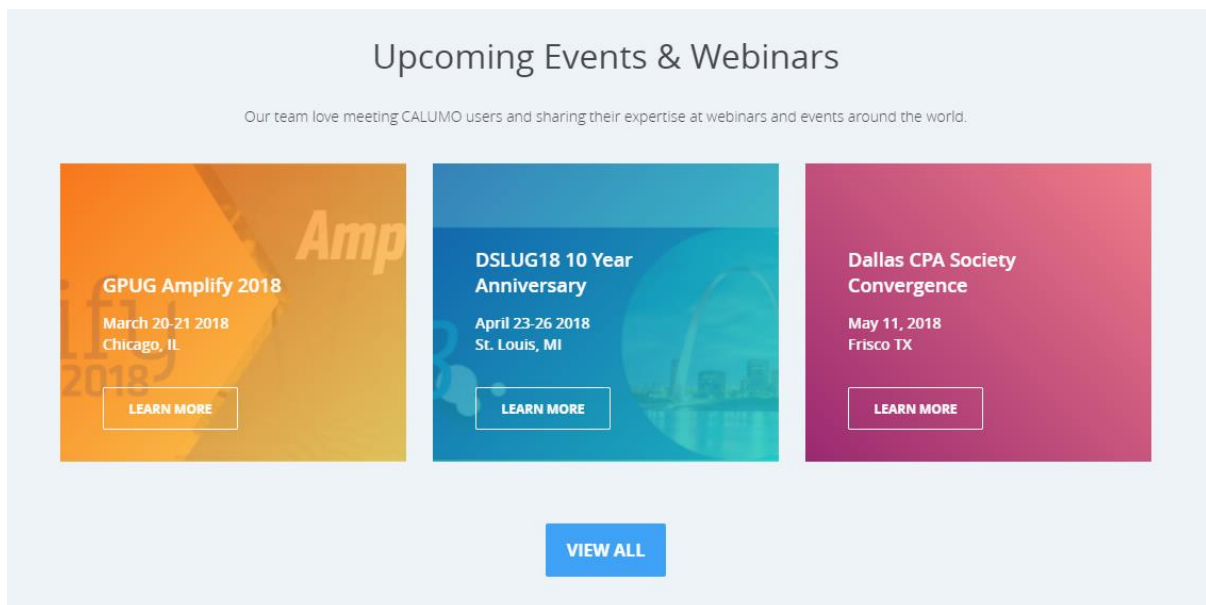
CMYK : C100 M081 Y043 K043 RGB : R006 G044 B074
Pantone : 7463C Web : #062c4a

Use these colours for the **STRIPED DIAGONAL PATTERN BACKGROUND**



=====

SECONDARY COLOURS (Gradients)



Yellow:
gradient(#fad961,#f76b1c)

Teal:
gradient (#146dae,#1fcfc5)

Purple:
gradient #f16773,#8b0559

FONTS:

For Logo and website URL Display: Century Gothic **(Do not use for copy)**

For copy and headings :

1. Segoe UI (Bold, Regular, Semilight)
2. Open Sans
3. Source Sans Pro

Alternative heading font : Franklin Gothic

NOTE!

The word “CALUMO” should always written in capital using Century Gothic (Bold).

Same applies to the CALUMO url. WWW.CALUMO.COM (All caps)