

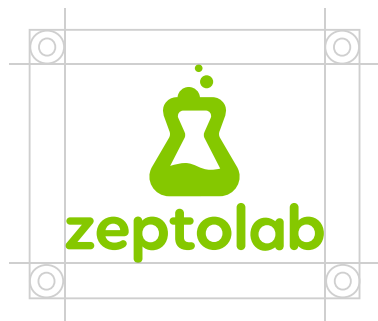
# Short Branding Kit: Logo



**Primary Logo**



**Secondary Logo**



**Primary Logo**  
with safe area



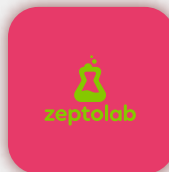
**Secondary Logo**  
with safe area

## Acceptable Use:



- White version on corporate green or other dark solid background.
- Black version only on a white or light solid background.
- Green version only on a white or light solid background.

## Unacceptable use:



- Do not use any other colors for the logo except white, corporate green and black (dense dark).
- Avoid using green version of the logo on bright or colorful backgrounds.
- Do not use the text part of the logo separately from the image of the flask.
- Do not use a light version of the logo on a light, non-contrasting background.

# Short Branding Kit: Colors and Font

## Main color

Corporate green:

#85c800

PANTON 376 C

RGB: 133, 200, 0

CMYK: 45, 0, 100, 0

## Additional colors

Productive red:

#f6514d

Cheerful yellow:

#ffbc01

Progressive purple:

#6f48ca

Quality blue:

#65acfe

**Corporate Font:**

**Cera Round**