

Ressort Guidelines



PRIMARY LOGO



NEGATIVE BLACK LOGO



NEGATIVE WHITE LOGO



COLOR PALETTE

HEX: #000000
RGB: 0,0,0
CMYK: 60,40,40,100

HEX: #01e3fc
RGB: 1,227,252
CMYK: 52,0,7,0

HEX: #66ffcc
RGB: 107,107,255
CMYK: 68,63,0,0

TYPOGRAPHY

Urbanist

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1234567890

Aa



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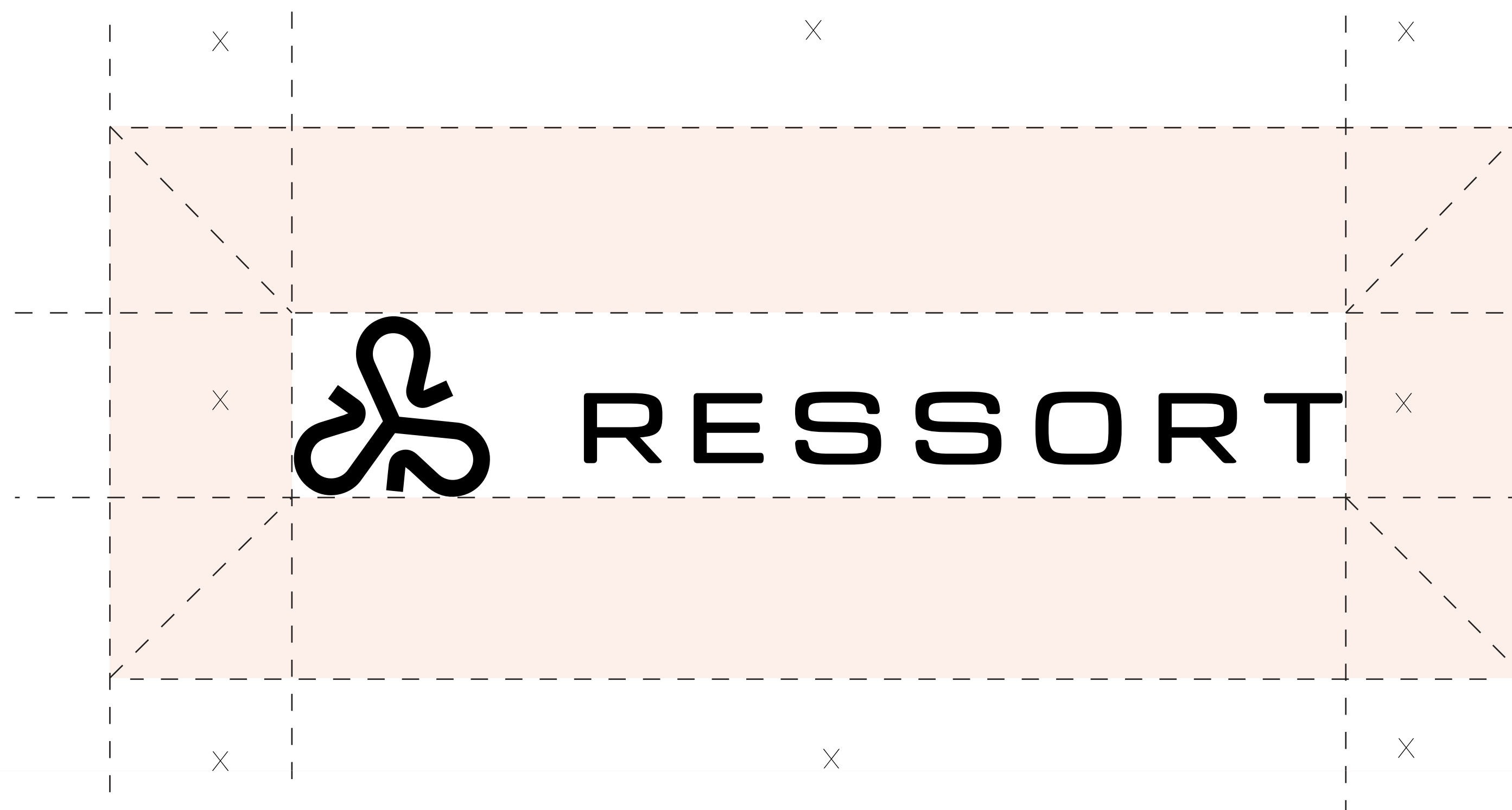
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LOGO SAFE SPACE

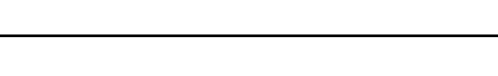
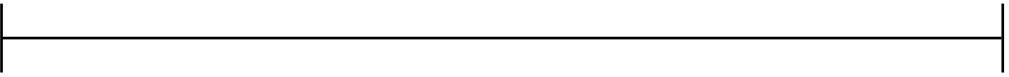


Clear space = Logomark Height

LOGO SCALE

MINIMUM SIZE

To avoid distortion of the logo
its minimum length should
not be less than 2 cm.



INCORRECT USE

Do not squeeze or stretch the logo.



Do not rotate or invert the logo.



Do not outline the logo or change its colors



Do not use effects such as shadows or gradients.



Do not alter the order of the elements /symbol.





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