

LOGO BOOK

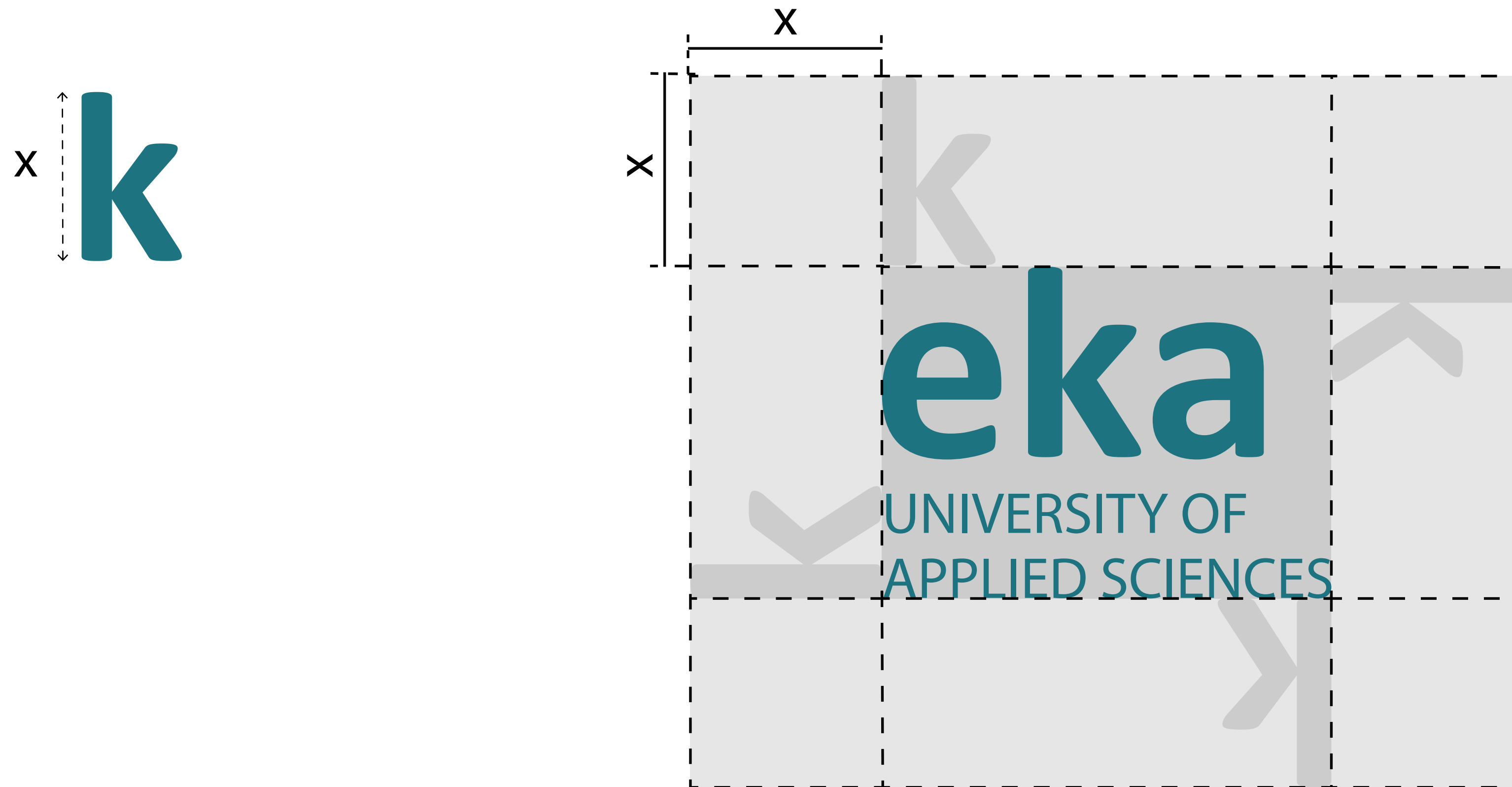
University of Applied Sciences

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APPLIED SCIENCES



The clear space around the logo must be equal to “x”, where “x” represents the height of the letter “k” in the logo. No graphic or text elements should appear within this area.

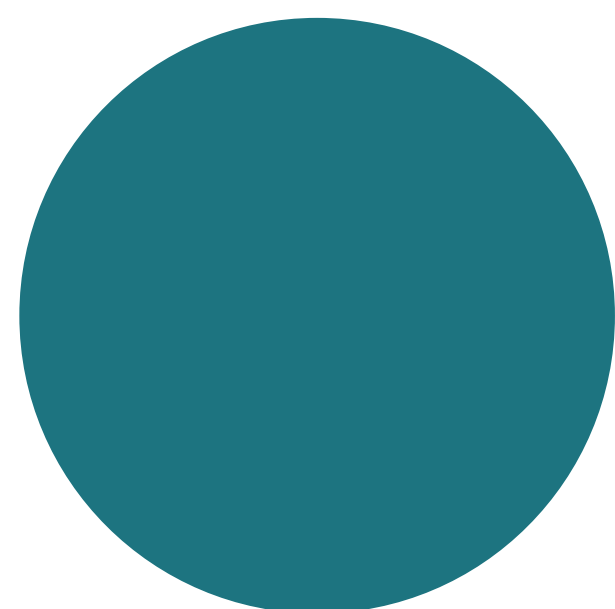


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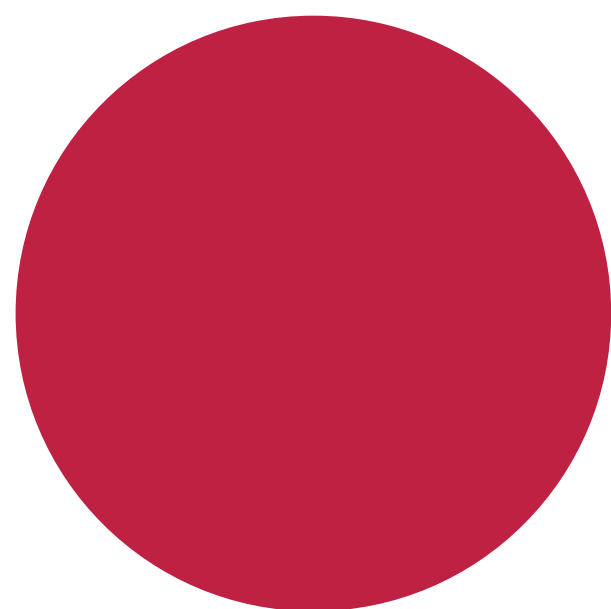
x
k



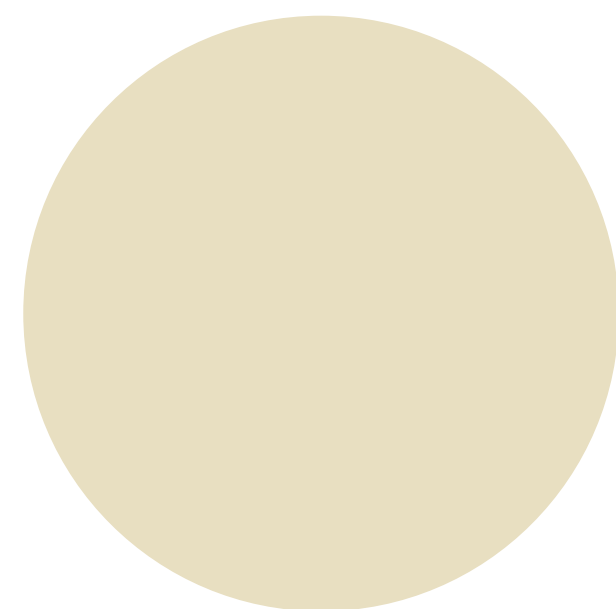




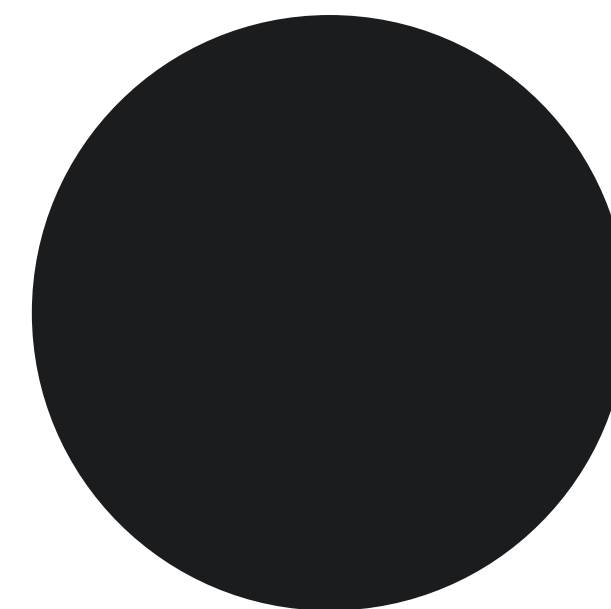
RGB 29 116 128
CMYK 86 40 41 11
#1d7480



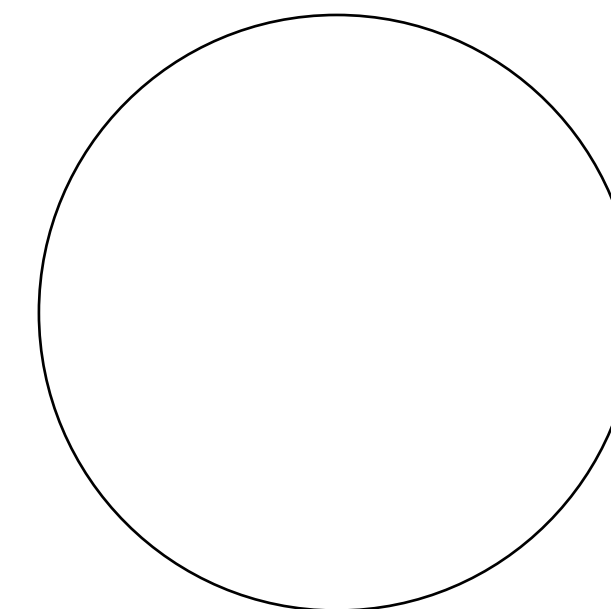
RGB 191 33 67
CMYK 18 99 71 7
#bf2143



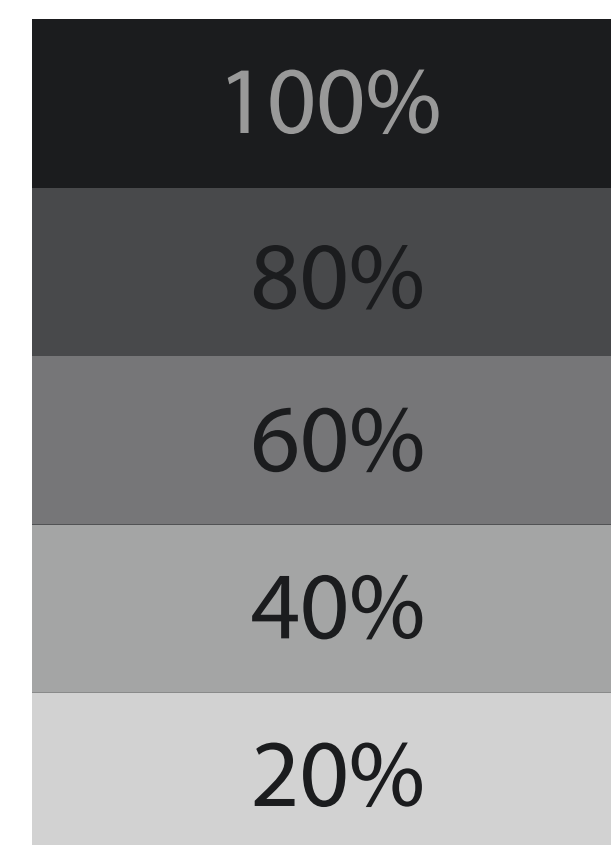
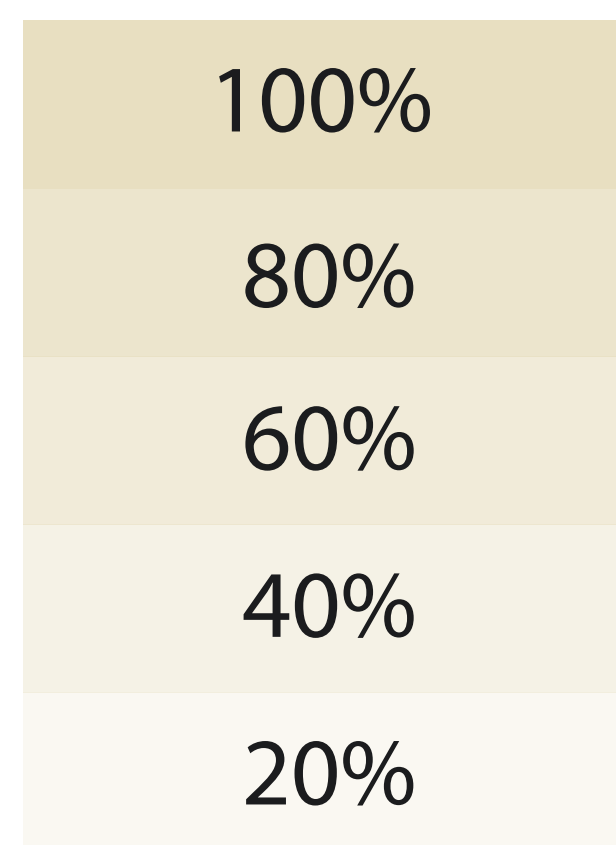
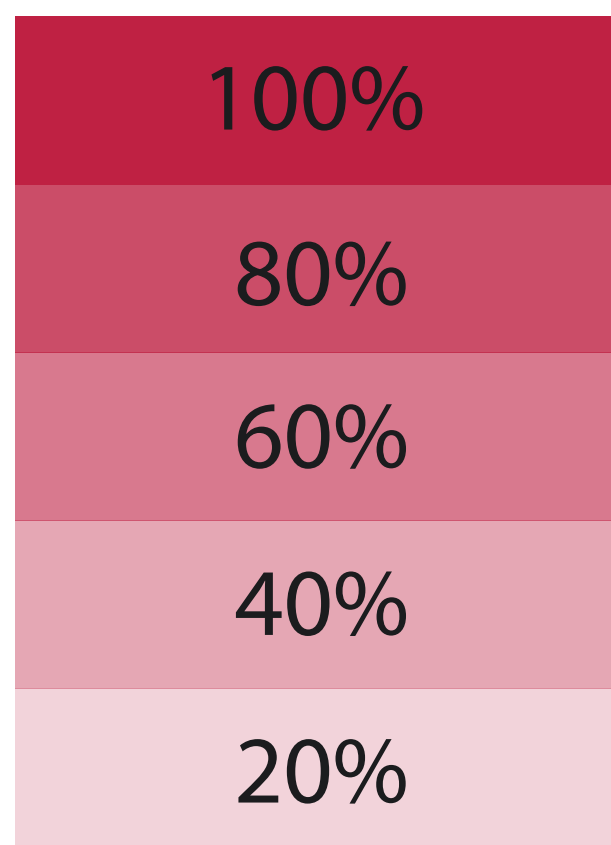
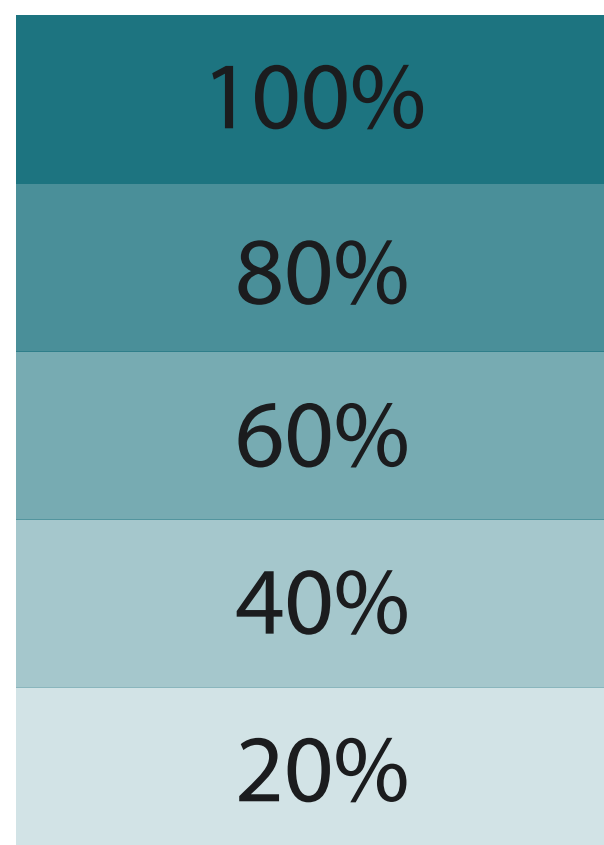
RGB 232 223 193
CMYK 9 9 26 0
#e8dfc1



RGB 27 28 30
CMYK 74 67 64 76
#1b1c1e



RGB 255 255 255
CMYK 0 0 0 0
#ffffff





Do not use the logo in colors that are not included in the brand color palette.



Do not use the logo together with graphic elements that are not part of the brand identity.



Parts of the logo must not be displayed in different colors.



The logo must not be stretched, compressed, or distorted in any way.



Only approved logo versions may be used, not individual elements.



The logo's typeface must not be changed.



The logo must not be placed too close to edges or other elements.



The logo must not be placed on a busy or low-contrast background.

Myriad Pro (Bold)

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u
V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

Myriad Pro (Regular)

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v
W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9