Logo Specification for Core-Tex®

BRAND LOGO — EXTERIOR SIGNAGE VERSION

Grey padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.
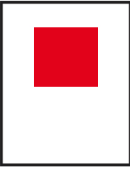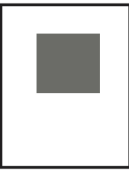
BRAND LOGO — REVERSE EXTERIOR SIGNAGE VERSION

BRAND MARK CREATION

PRIMARY COLOUR PALETTE — PANTONE, CMYK, RGB AND HTML

Pantone 1797 C
C 15 M 98 Y 93 K4
R 201 G 40 B 45
HTML# c9282d

Pantone 426C
C 74 M 67 Y 62 K 70
R 33 G 35 B 38
HTML# 212326

Pantone 424C
C 58 M 49 Y 47 K 14
R 111 G 112 B 114
HTML# 6f7072

The above Pantone colours speciification should be used where ever possible.

When Pantone colours are not availble for real-world application then use the CMYK values indicated.

When designing for the web then the above RGB or HTML values can be used.

According to Pantone Bridge each of the selected Pantone colours are, reasonably accurately, reproducible out of CMYK and RGB.

This ensures that wherever the the logo applied the brand colours will keep a level of continuity.

TYPEFACE SELECTIONS

JAAPOKKI SUBTRACT

CORE-TEX

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

TYPEFACE SELECTIONS

AZONIC

REACTIVE TRAINING

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z