

CRISIS
IS A GREEK
WORD

Identity short manual

METRICS

Please do not apply anything inside the **Z** area



Identity short manual

MINIMUM SIZE FOR PRINTING & DIGITAL MEDIA

CRISIS
IS A GREEK
WORD

1 cm

CRISIS
IS A GREEK
WORD

80 pixels

Identity short manual

CORPORATE ID

COLORS VARIATIONS



CRISIS
IS A GREEK
WORD



CRISIS
IS A GREEK
WORD



CRISIS
IS A GREEK
WORD

Identity short manual
COLOR PALLETES

Primary color



BLACK 100%

C: 0
M: 0
Y: 0
K: 100

R: 00
G: 00
B: 00

#000000

Secondary color



PANTONE
306 U

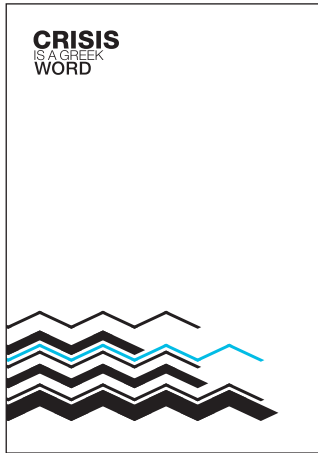
C: 75
M: 00
Y: 00
K: 00

R: 0
G: 188
B: 229

#00bce5

Identity short manual
IDENTITY ELEMENT

Proper use:



Improper use:

