



WeForming

Brand guidelines

FONT: **MULISH**



logo font
MULISH
(Google fonts)

MULISH LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#]{}&\<-+÷x=>®©\$€£¥¢;:,.*

MULISH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#]{}&\<-+÷x=>®©\$€£¥¢;:,.*

MULISH EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#]{}&\<-+÷x=>®©\$€£¥¢;:,.*

Secondary font available on Microsoft Suite:

CALIBRI

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#]{}&\<-+÷x=>®©\$€£¥¢;:,.*

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#]{}&\<-+÷x=>®©\$€£¥¢;:,.*

COLORS



HEX: # **1a4853**
PANTONE: **316 C**
C: **89** M: **58** Y: **52** K: **37**
R: **26** G: **72** B: **83**
RAL: **5020**



HEX: # **3cb172**
PANTONE: **7480 C**
C: **73** M: **4** Y: **75** K: **0**
R: **60** G: **177** B: **114**
RAL: **6037**

**BRAND
COLORS**

Primary colors
.....



HEX: # **1a4853**
PANTONE: **316 C**
C: **89** M: **58** Y: **52** K: **37**
R: **26** G: **72** B: **83**
RAL: **5020**



HEX: # **414042**
PANTONE: **BLACK C**
C: **0** M: **0** Y: **0** K: **90**
R: **65** G: **64** B: **66**
RAL: **9011**



HEX: # **3cb172**
PANTONE: **7480 C**
C: **73** M: **4** Y: **75** K: **0**
R: **60** G: **177** B: **114**
RAL: **6037**



HEX: # **939598**
PANTONE: **COOL GRAY 7**
C: **0** M: **0** Y: **0** K: **50**
R: **147** G: **149** B: **152**
RAL: **7045**

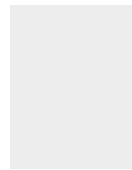
Secondary colors
.....



HEX: # **91cd97**
PANTONE: **345 C**
C: **45** M: **0** Y: **53** K: **0**
R: **145** G: **205** B: **151**
RAL: **6019**



HEX: # **caefcc**
PANTONE: **7485 C**
C: **21** M: **0** Y: **25** K: **0**
R: **202** G: **239** B: **204**
RAL: **6019**



HEX: # **ededed**
PANTONE: **656 C**
C: **6** M: **4** Y: **4** K: **0**
R: **145** G: **205** B: **151**
RAL: **9003**

GRADIENT



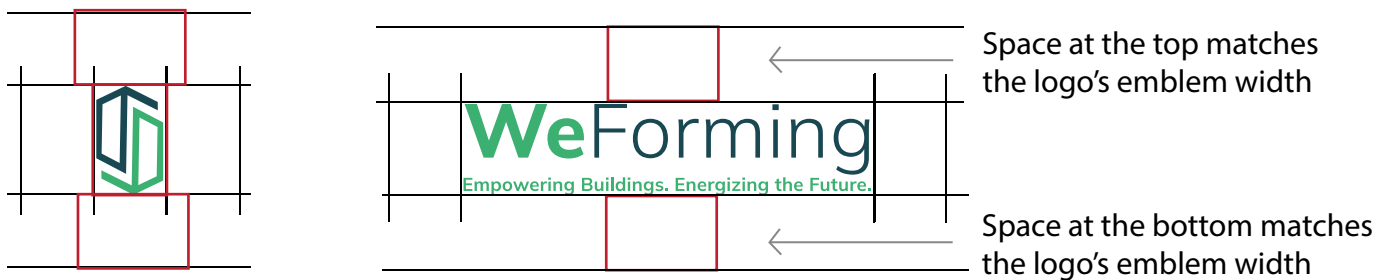
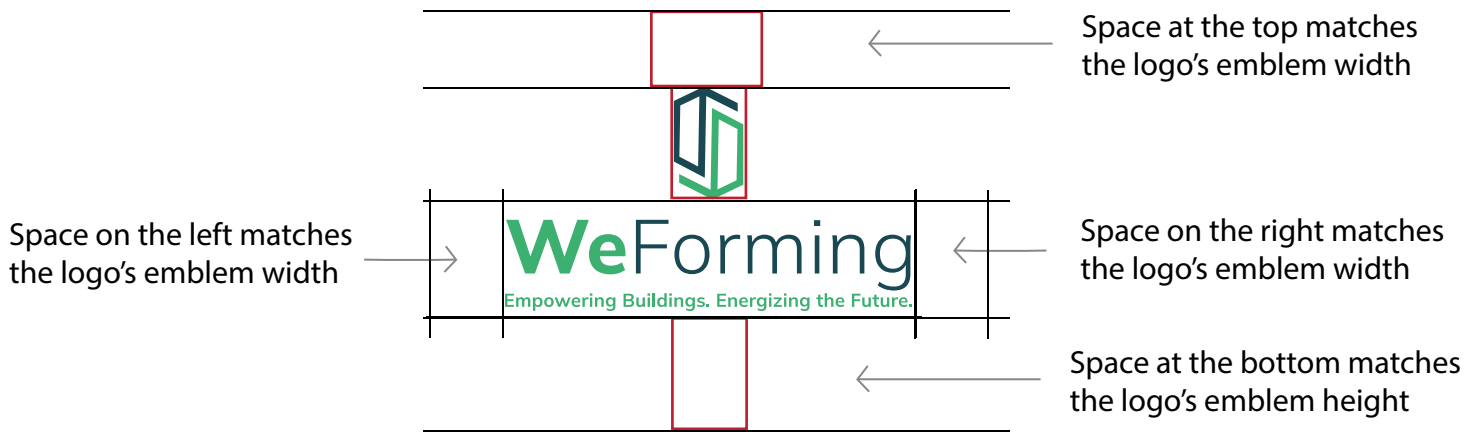
HEX: # **1a4853**
PANTONE: **316 C**
C: **89** M: **58** Y: **52** K: **37**
R: **26** G: **72** B: **83**



HEX: # **3cb172**
PANTONE: **7480 C**
C: **73** M: **4** Y: **75** K: **0**
R: **60** G: **177** B: **114**

Clear space

The logo's emblem height and width establish the scale for preserving clear space around the different versions of the logo, as illustrated below.



The logo can be used with or without the tagline.



name with a tagline



name without a tagline

LOGO
USE



NOT USE
LOGO

Do not use

Do not change the color nor the position of the logo
(except as described in the previous section).



**PRINT
MATERIALS
LOGO USE**

Minimal reduction logo with a tagline

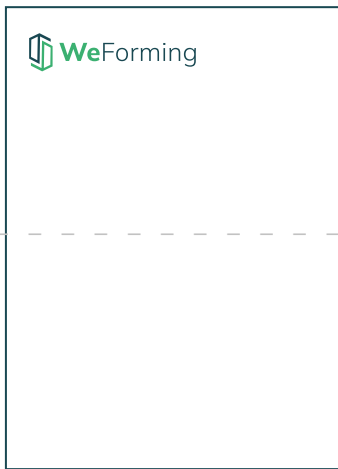
Minimal reduction
2cm



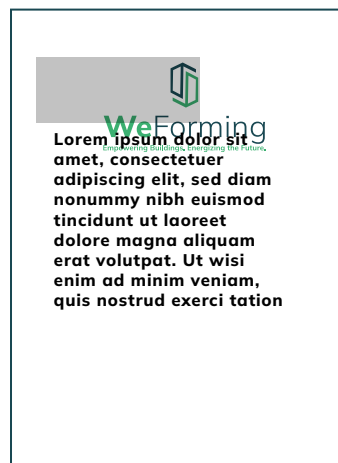
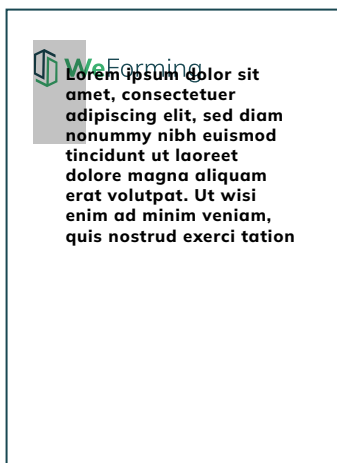
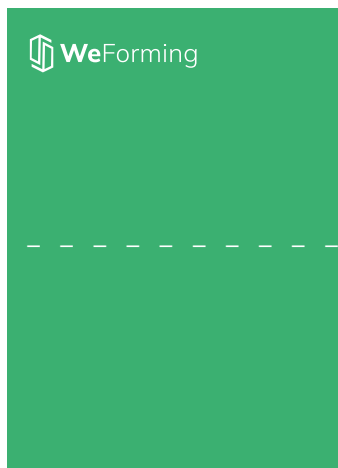
Minimal reduction
2cm



6cm



When possible, put the logo in the first half of the document (left, center or right).



DO NOT overlap text or picture and logo.