

CMYK

C	100	C	100
M	045	M	000
Y	000	Y	065
B	018	B	030

PMS

PMS 301 U	PMS 335 U
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RGB

R	031	R	028
G	097	G	122
B	157	B	095
#1F619D		#1C7A5F	



Baseline =
 Rotis Semi Sans 65 Bold
 horizontal scale 70% + approach 57

PMS 335U or PMS 301U
 or CMYK ±15%

BLACK AND WHITE or MONOTONE



BLACK 100%



WHITE

