

Brief guideline - Addiva AB



Main Colours

Print



C45 M41 Y40 K54



PANTONE Cool Grey 11 C



C75 M68 Y67 K90



PANTONE BLACK 6 C



C0 M100 Y96 K28



PANTONE 1805 C

Web



#525252



#868686



#BDBDBD



#B10E10

Alternative Colours

Web



#CBBBA0



#AA5FA1



#9EC4B0



#F39200



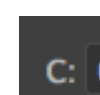





#C6C6C6



#9BC2D9

Print

					
C: 21%	C: 38%	C: 44%	C: 0%	C: 44%	C: 25%
M: 23%	M: 72%	M: 9%	M: 50%	M: 14%	M: 19%
Y: 38%	Y: 0%	Y: 36%	Y: 97%	Y: 11%	Y: 20%
K: 4%	K: 0%	K: 0%	K: 0%	K: 0%	K: 2%

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Colours according to services



Font

Open Sans: Light, **Bold**, **Semibold**, **Extra bold**, Regular

Decorative elements



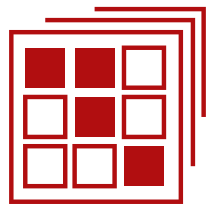
All colours presented in guideline can be used.

100-30% opacity is allowed for this element

Service and other symbols



Plattform



Big Data



Integration



UX



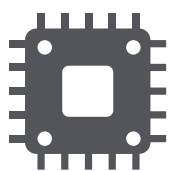
IT-System



Produktion



Responsiv



Embedded



Sensor



Cloud