



Narrative

minimalist, geometric



leaves, self-care, excellence



growth, Innovation



waves, Adria region



collaboration



human



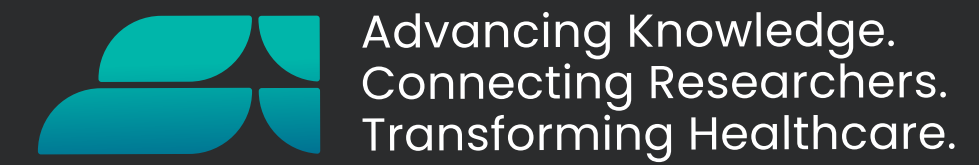




Logotype
Inverse, Monochrome and Icon



Logotype
with Tagline





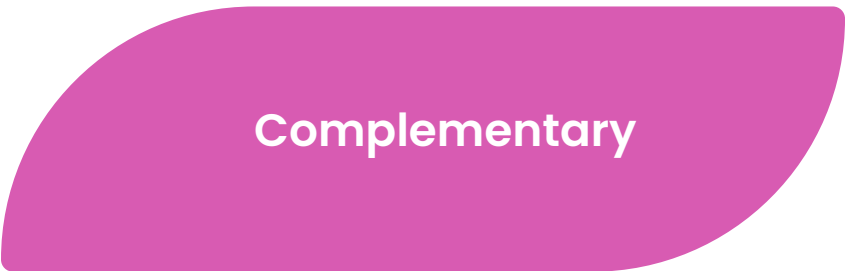
#1cb5af
R 028 G 181 B 175
C 73% M 0% Y 38% K 0%



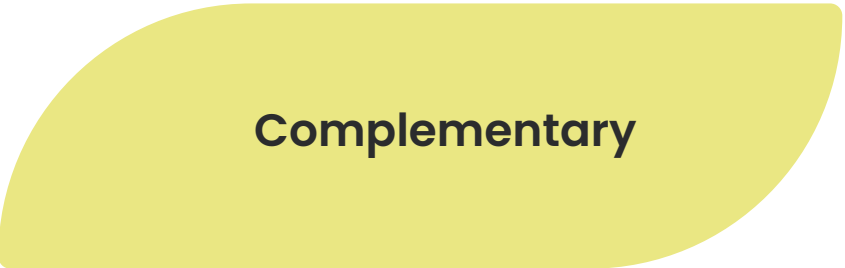
#00628c
R 000 G 098 B 140
C 91% M 53% Y 25% K 9%



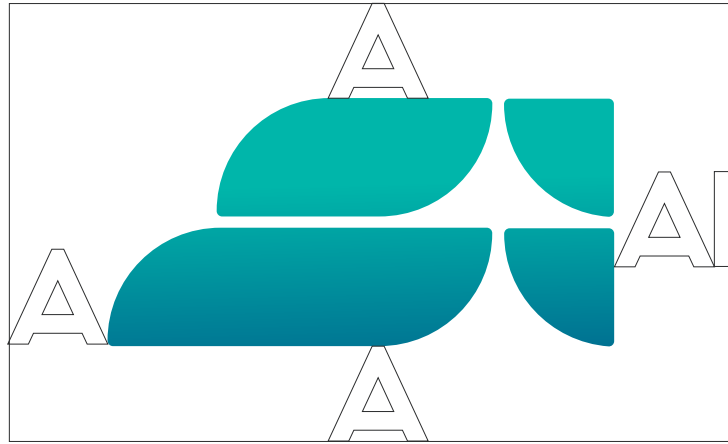
#2b2c2d
R 043 G 044 B 045
C 73% M 62% Y 57% K 70%



#d85bb2
R 216 G 091 B 178
C 23% M 74% Y 0% K 0%



#eae783
R 234 G 231 B 131
C 13% M 1% Y 60% K 0%



Clear Space

Icon is 5 mm
wide, minimum



Logotype is 10 mm
wide, minimum



Logotype, with tagline
under logo, is 15 mm
wide, minimum



Logotype, with tagline
beyond logo, is 40 mm
wide, minimum



Icon and tagline
is 5 mm wide, minimum



5 mm

Minimum Space



DON'T apply other colours
in any element of the logo

This is the most common use of the logo
with the tagline. In doubt, always use this one



DON'T distort any
element of the logo

Use this version for banners,
or horizontal formats



DON'T switch order
of elements of the logo

This version is to be used as a
decoration, or seal



DON'T rotate any
element of the logo

Use the logo, if possible, in a white background



DON'T change the font



DON'T add effects
or shadows

Don'ts

Recomendations



Poppins
for printed and digital
visual materials

Available for free
www.fonts.google.com

ARIAL
for deliverables

Available for free
apps.microsoft.com

Typography



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Available formats for printing: eps.

All other types of use: png.

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