

BRAND ASSETS

This file is a guide to using ARUC's brand elements.

You shall find a preview and download button of the logo and its variations, the brand colors and the font.



THE LOGO



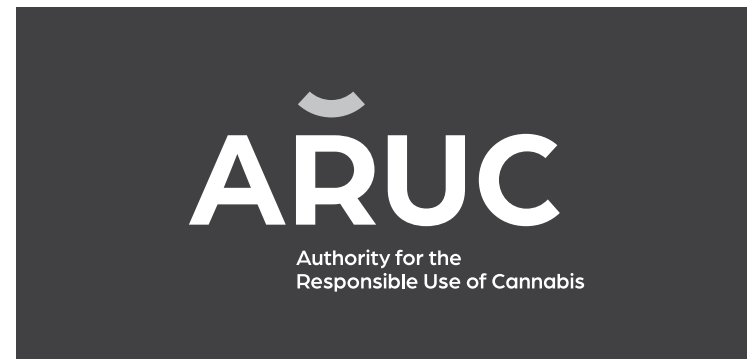
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BRAND COLOUR 1

CMYK 84 51 31 8
RGB 50 108 138
#326c8a
PANTONE 7690 C

BRAND COLOUR 2

CMYK 71 28 41 3
RGB 79 145 146
#4f9192
PANTONE 5483 C

BRAND COLOUR 3

CMYK 63 9 36 0
RGB 92 180 172
#5cb4ac
PANTONE 2232 C

BRAND COLOUR 4

CMYK 45 23 96 3
RGB 150 162 62
#96a23e
PANTONE 2276 C

BRAND COLOUR 5

CMYK 11 22 87 0
RGB 229 191 66
#e5bf42
PANTONE 129 C

BRAND FONT

ARBORIA



ABCDE FGHIJ KLMNO PQRST UVWXYZ
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