

BRAND MANUAL





INNOVATION PARK
JOIST

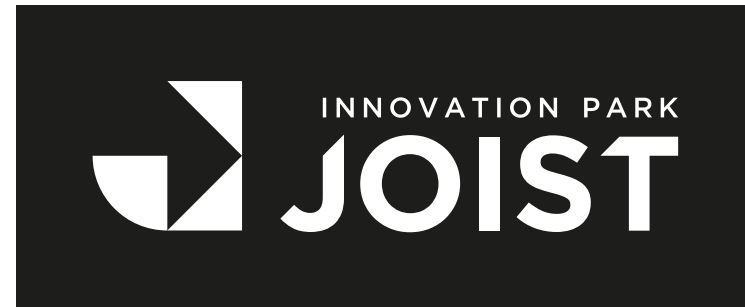
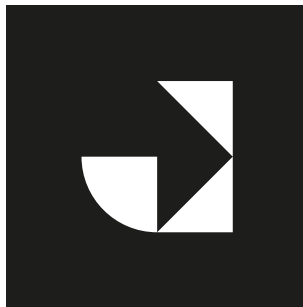
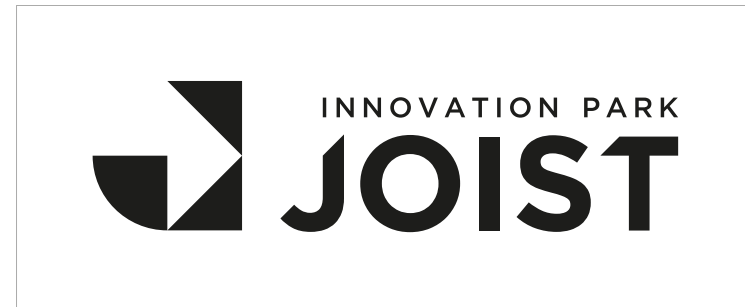
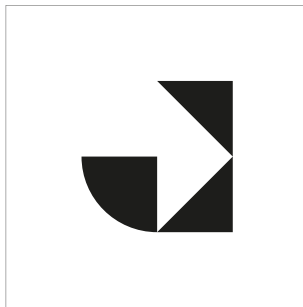
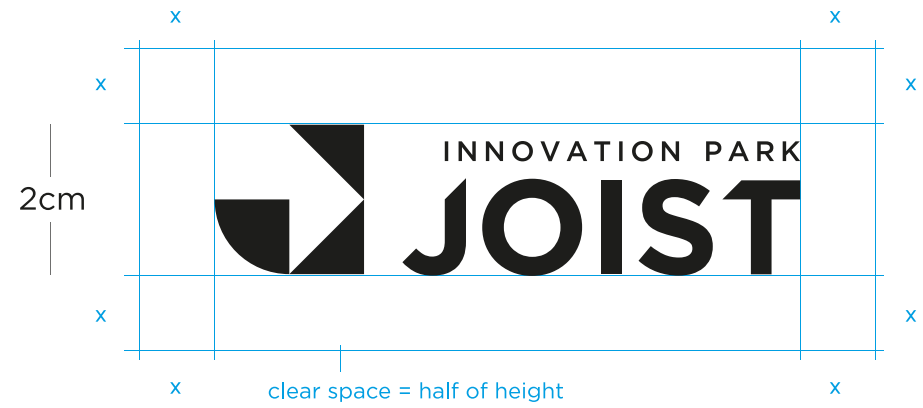
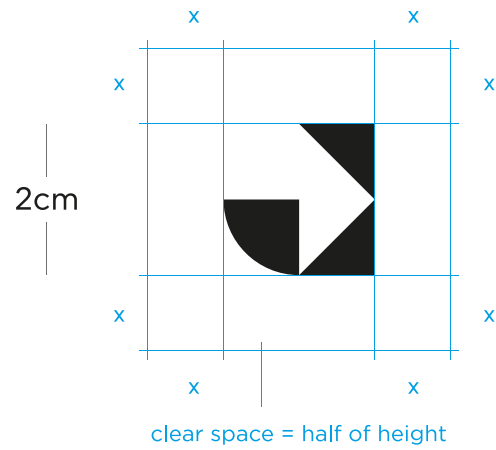








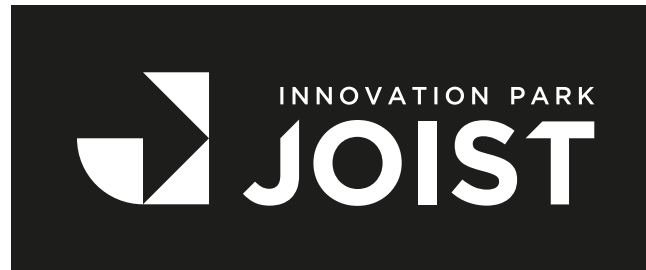




50 pixel



50 pixel



COLOR PALETTE

RGB	 R:95 G:36 B:159 #5f249f	 R:0 G:0 B:0 #000000	 R:87 G:87 B:86 #575756	 R:255 G:255 B:255 #ffffff
CMYK	 C:81 M:99 Y:0 K:0	 C:0 M:0 Y:0 K:100	 C:0 M:0 Y:0 K:80	 WHITE
PANTONE	 PANTONE 267 C	 PANTONE PROCESS BLACK C	 PANTONE COOL GREY 11 C	 PANTONE BRIGHT WHITE









CF ASTY STD

Book

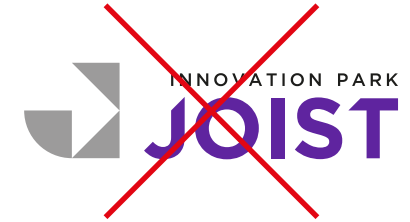
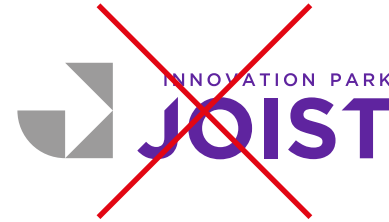
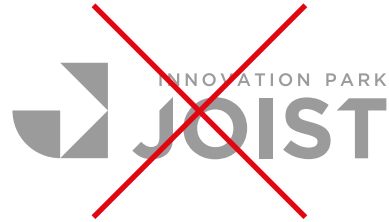
CF ASTY STD BOOK
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 αβγδεζηθικλμνξοπρστυφχψω
 ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
 1234567890?!*/-+(':"~'{}'<>[]&^#%@

Bold

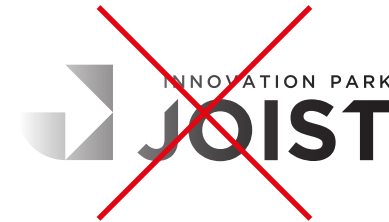
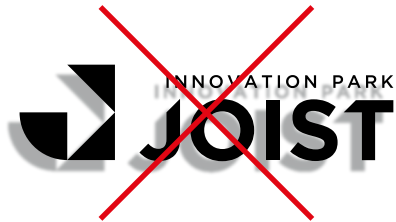
CF ASTY STD BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
αβγδεζηθικλμνξοπρστυφχψω
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
1234567890?!*/-+(':"~'{}'<>[]&^#%@

DO NOT

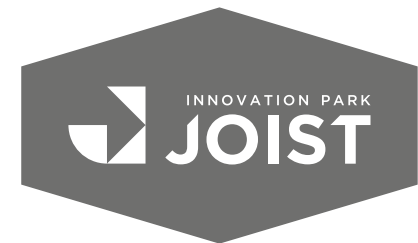
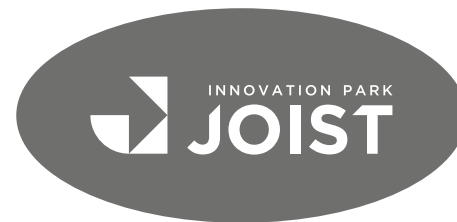
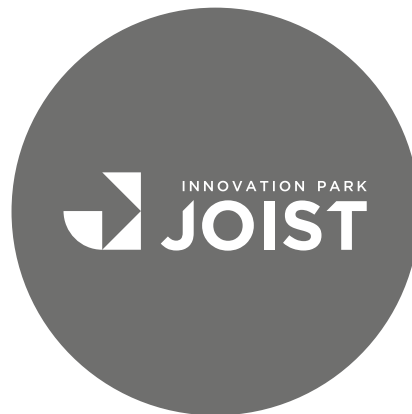
Don't create your own color combinations.



Don't add effects like shadows, dimensions and gradients to the logo.

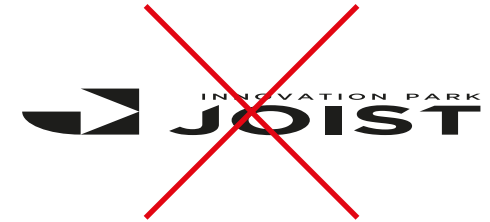
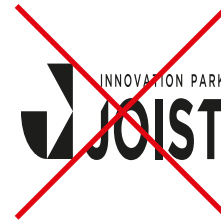
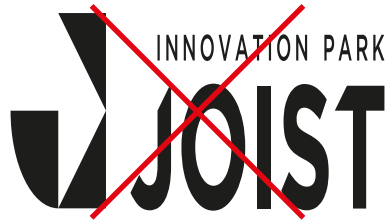


Don't place the logo over different shapes.

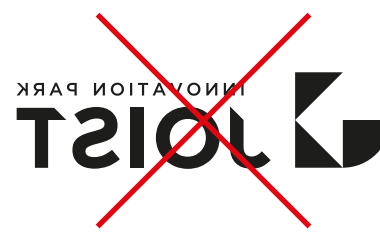
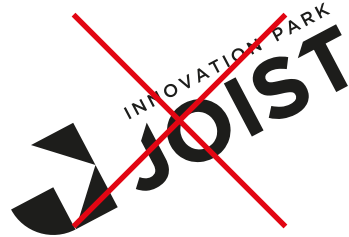


EXAMPLES OF INCORRECT LOGO USAGE

Don't change aspect ratio, stretch, or squeeze the logo. Always scale proportionally.



Don't rotate, or flip the logo.



Don't make the logo into an outline.

