OLYMEL®

Basic Graphic Standards

Logos

IMPORTANT - NAVY, "BONE", AND RED MUST ALWAYS BE PRESENT.

If the logo needs to be applied on a light background (bone or white), use the version - Olymel_Logo®_Rouge_Bleu

If the logo needs to be applied on a dark background (navy, gold, or black), use the version - Olymel_Logo®_Rouge_OS

Corporate Colors

IMPORTANT - RED IS USED FOR THE LOGO ONLY.

PRIMARY COLOR

Navy

RGB 0-32-69
HEX #002045

PMS 295 C
PMS 282 U
CMYK 100-63-0-67

SECONDARY COLORS

Bone

RGB 249-247-242
HEX #F9F7F2

PMS 9043 C (pastel)
PMS 9100 U (pastel)
CMYK 0-0-8-4

Gold

RGB 187-152-94
HEX #BB985E

PMS 4006 C
PMS 4019 U
CMYK 15-28-61-15

Red

RGB 225-6-0
HEX #E10600

PMS 2035 C et U
CMYK 0-100-100-0

TERTIARY COLORS

Navy 75%

Navy 50%

Navy 25%

Greige

RGB 221.220.212
HEX #DDDCD4FF

PMS 7534 C
PMS 7534 U
CMYK 10-8-17-0

Gold 75%

Gold 50%

Gold 25%

Typography

Office Suite (Word, Excel, PPT, Outlook, etc.)

BODY TEXT - APTOS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%?&*()

TITLE - APTOS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%?&*()

For studio projects or external projects (agency, suppliers, etc.)

ABC ROM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%?&*()

ABC ROM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%?&*()