

CHEMIGATE STYLE GUIDE

LOGO



On a white background

Always use an original digital copy of the logo. The logo must also always be used in the specified colours.

LOGO USAGE



On a colour background or photo

LOGO PROTECTION AREA



A defined protection area must be left around the Chemigate logo to ensure its visual effectiveness. No elements may be placed within that could impair its distinctiveness.

FONTS

Agenda is the font used for Chemigate Oy's printed material. It is used in headings, subheadings, and leading paragraphs, among others.

Agenda

Agenda Thin
Agenda Light
Agenda Regular
Agenda Medium
Agenda Semibold
Agenda Bold
Agenda Black

The font Adobe Garamond Pro and its styles are used in body texts.

Adobe Garamond

Adobe Garamond Regular
Adobe Garamond Semibold
Adobe Garamond Bold

Digital materials: Arial and Times New Roman.

Arial

Arial Regular
Arial Bold

Times New Roman

Times New Roman Regular
Times New Roman Bold

COLORS

GREEN
CMYK 95,0,95,25
PMS 348
RGB 0,135,69
018745

80% BLACK
CMYK 71,55,50,33
PMS COOL GRAY 11
RGB 81,80,84
515054

40% BLACK
CMYK 37,27,27,0
PMS COOL GRAY 6
RGB 173,173,176
ACADB0

BLACK
CMYK 83,63,60,70
BLACK
RGB 0,0,0
000000