

 CHANSE.

Logo

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Colour palette

20

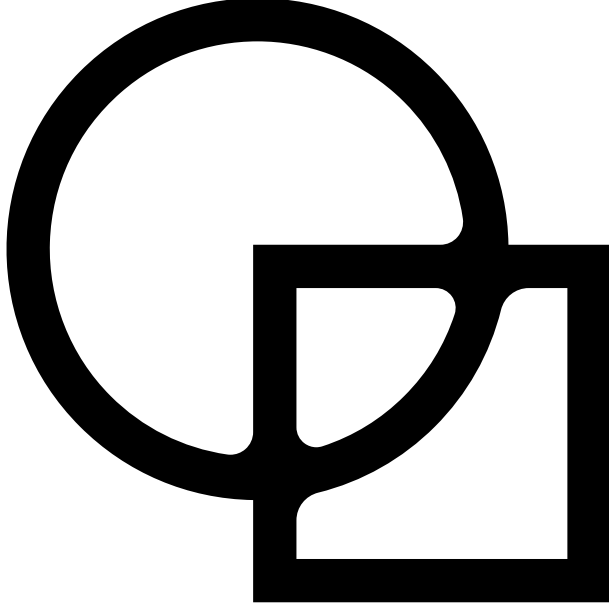
Typography

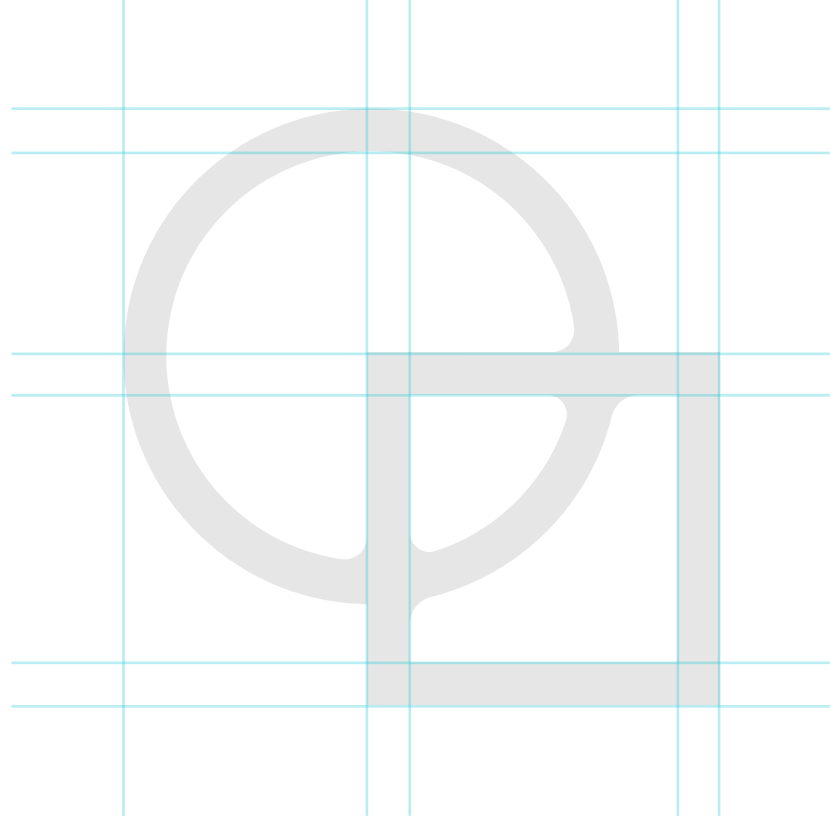
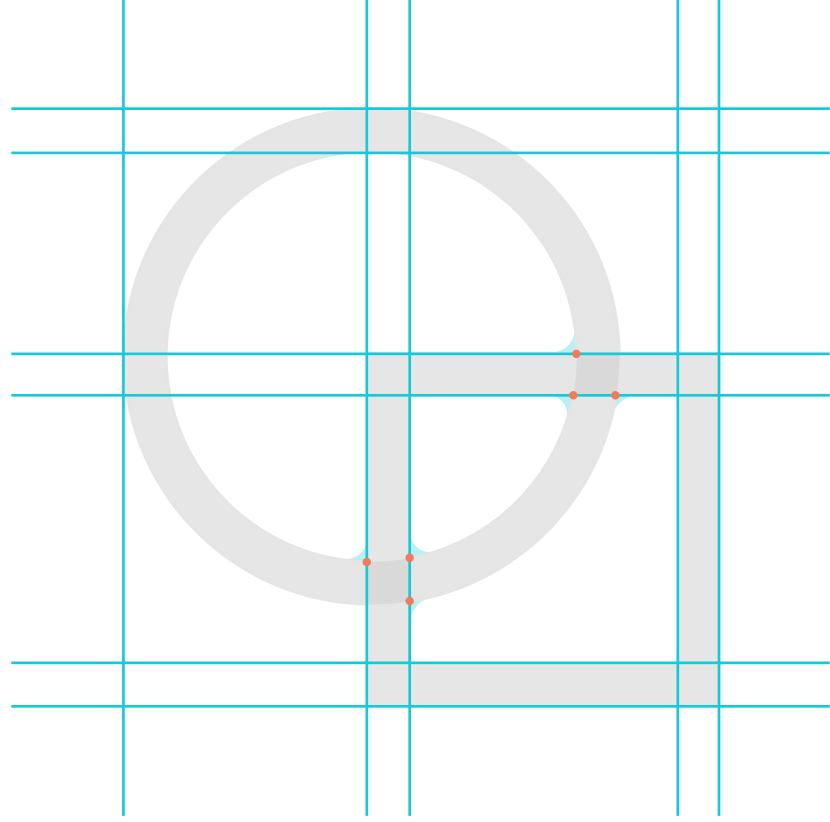
22

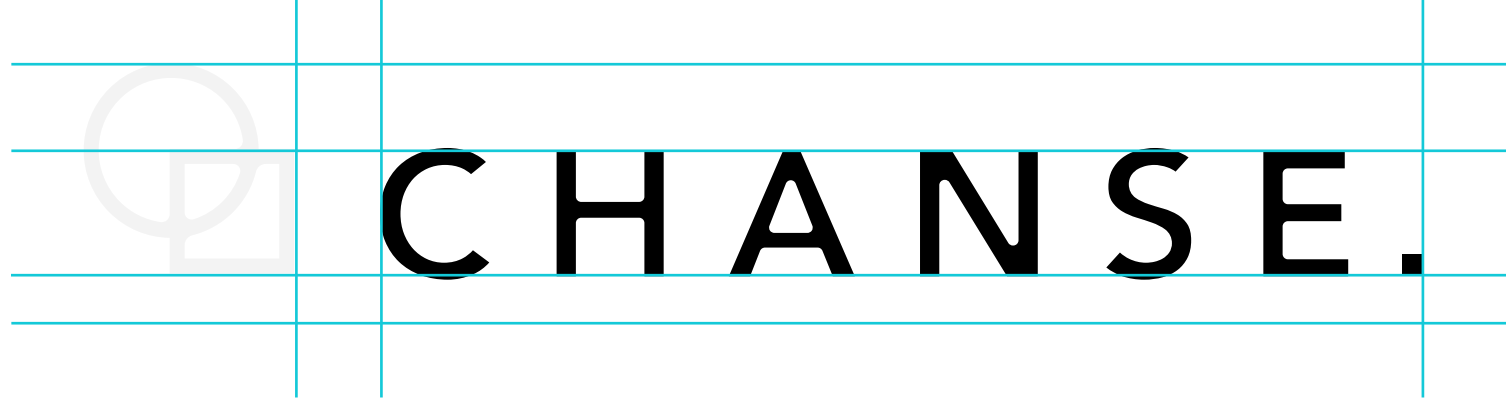




* script using the Sofia Pro typeface









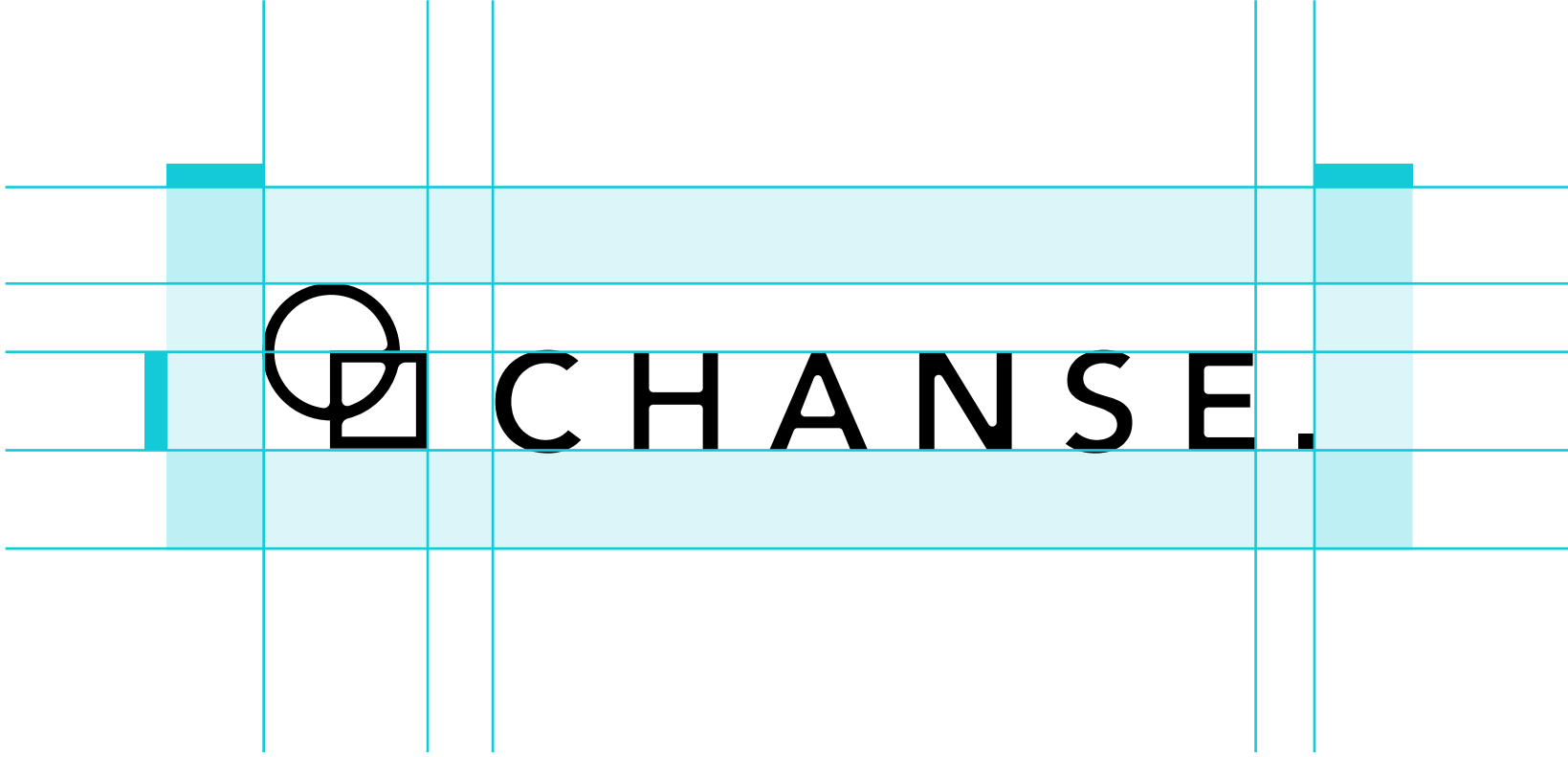
 CHANSE.

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Print 20 mm



Web 57 px



Print 52 mm



Web 147 px

Minimum logo size (print, web)

Minimum logo size – the smallest reproducible logo format, which can be used in exceptional situations.



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Possible colours on solid colour backgrounds from the Chanse palette

If the logo is shown on a solid background of fully saturated colours from the Chanse palette, only the colour variants presented in the Brand Book should be used.

The logo consists of a stylized 'C' icon followed by the word 'CHANSE.' in a sans-serif font. The icon is a circle with a square inside, and the word is in all caps with a period at the end.

CHANSE.

The logo is rendered in black on a light blue background. The icon and text are identical to the previous version.

CHANSE.

The logo is rendered in black on a yellow background. The icon and text are identical to the previous versions.

CHANSE.

The logo is rendered in white on a red background. The icon and text are identical to the previous versions.

CHANSE.

Possible versions on a solid background of other colours

If the logo is shown on a solid background of colours other than the Chanse palette, the achromatic version should be chosen. Depending on the colour of the background, the logo should be black or white so as to be readily legible.



Black, transparency 5%



Black, transparency 10%



Black, transparency 20%



Black, transparency 60

Possible versions on solid grey backgrounds

If the logo is shown on a solid grey background, both basic and achromatic (black or white) logo versions may be used, depending on the shade of grey.

solid background	logo
0-15% of black	colour version
15-25% of black	achromatic version – black
15-25% of black	achromatic version – black
25-35% of black	achromatic version – white or black
35-100% of black	achromatic version – white

①



②



③



④



⑤



⑥



⑦



The logo variants should not be modified in any way

Examples of unacceptable modifications:

- ① ② distortions
- ③ adding elements and effects
- ④ ⑤ changing the colours or the filling type
- ⑥ changing the proportions of individual elements
- ⑦ changing the position of individual elements

CMYK: C 66, M 0, Y 20, K 0
RGB: R 33, G 203, B 217
HEX: 21CBD9

80%

60%

40%

20%

CMYK: C 25, M 1, Y 18, K 0
RGB: R 204, G 229, B 219
HEX: CCE5DB

80%

60%

40%

20%

CMYK: C 50, M 23, Y 36, K 5
RGB: R 139, G 165, B 158
HEX: 8BA59E

80%

60%

40%

20%

CMYK: C 0, M 62, Y 63, K 0
RGB: R 240, G 124, B 90
HEX: F07C5A

80%

60%

40%

20%



The gradient used in the logo is also **employed as an element of graphic communication**

The gradient goes from blue to orange in the Chanse colour palette. Depending on where it is meant to be used, we design a gradient in an appropriate colour mode.

Transparent gradients may also be employed.

Termina

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas accumsan odio ipsum, vitae mollis nisi rutrum sit amet. Donec eget maximus ex. Fusce finibus lacus eu dignissim venenatis.

Termina Bold

For use in web headings and in other online and printed materials

Roboto Book/Regular

Roboto

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas accumsan odio ipsum, vitae mollis nisi rutrum sit amet. Donec eget maximus ex. Fusce finibus lacus eu dignissim venenatis.

Roboto Black

For use in printed headings as an alternative to the termina font

Roboto Book/Regular

Substitute fonts

If brand typefaces cannot be used for some reason, the following substitute fonts should be employed instead.

Franklin Gothic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas accumsan odio ipsum, vitae mollis nisl rutrum sit amet. Donec eget maximus ex. Fusce finibus lacus eu dignissim venenatis.

Franklin Gothic Demi

Font available in Microsoft Office programs.
Used in headings.

Franklin Gothic Book

Font available in Microsoft Office programs.
Used as a substitute for Roboto Book and Roboto Regular

