

# ChIPs

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## Brand Style Guide

June 2018



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MAIN LOGOTYPE



# Brand Colors

## BRAND COLORS



PANTONE 7685 C  
CMYK 88 / 79 / 16 / 3  
RGB 62 / 77 / 139  
HEX #3E4D8B



PANTONE 5275 C  
CMYK 71 / 71 / 31 / 13  
RGB 90 / 83 / 119  
HEX #5C5A6B



PANTONE 234 C  
CMYK 40 / 100 / 30 / 9  
RGB 153 / 0 / 102  
HEX #990066



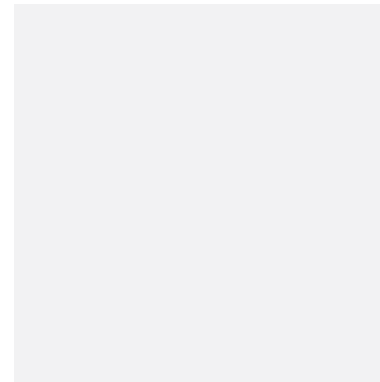
PANTONE 319 C  
CMYK 65 / 0 / 21 / 0  
RGB 37 / 202 / 211  
HEX #25CAD3



PANTONE 2108 C  
CMYK 59 / 47 / 13 / 0  
RGB 117 / 130 / 174  
HEX #7582AE



PANTONE 2134 C  
CMYK 42 / 32 / 7 / 0  
RGB 152 / 162 / 199  
HEX #98A2C7



PANTONE - C  
CMYK 4 / 3 / 2 / 0  
RGB 242 / 242 / 243  
HEX #F2F2F3

# Brand Typography

## PRINT AND WEB TYPOGRAPHY

### LOGO TYPOGRAPHY

Δovel Neo

### WEB TYPOGRAPHY

**Montserrat**

Rubik



