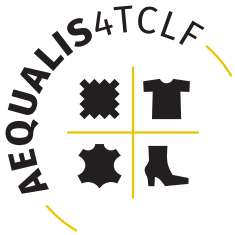


AEQUALIS4TCLF

LOGO



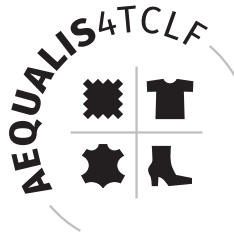
PRINT (cmyk)

STJM_AEQUALIS4TCLF_logo_cmyk.pdf

DIGITAL USE (rgb)

STJM_AEQUALIS4TCLF_logo_rgb.pdf

STJM_AEQUALIS4TCLF_logo_rgb.png



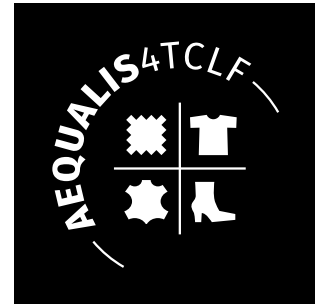
PRINT

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DIGITAL USE

STJM_AEQUALIS4TCLF_logo_mv_rgb.pdf

STJM_AEQUALIS4TCLF_logo_mv_rgb.png



PRINT AND DIGITAL USE

STJM_AEQUALIS4TCLF_logo_nega.pdf

STJM_AEQUALIS4TCLF_logo_nega.png

Note! Dark background box is **not** part of the logo. This version is used on a dark background.

TAGLINE

AEQUALIS4TCLF.
CREATING MORE *sustainable*
AND *innovative* TCLF INDUSTRIES
WITH THRIVING SKILLED PEOPLE.

PRINT (cmyk)

STJM_AEQUALIS4TCLF_tagline_cmyk.pdf

DIGITAL USE (rgb)

STJM_AEQUALIS4TCLF_tagline_rgb.pdf

STJM_AEQUALIS4TCLF_tagline_rgb.png

AEQUALIS4TCLF.
CREATING MORE *sustainable*
AND *innovative* TCLF INDUSTRIES
WITH THRIVING SKILLED PEOPLE.

PRINT

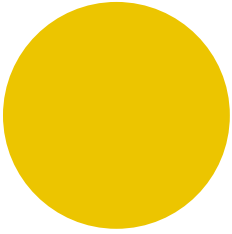
STJM_AEQUALIS4TCLF_tagline_mv_cmyk.pdf

DIGITAL USE

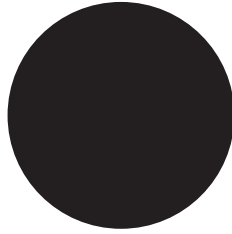
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STJM_AEQUALIS4TCLF_tagline_mv_rgb.png

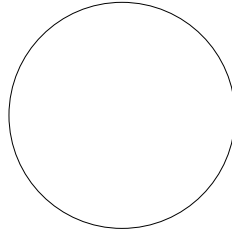
COLOURS cmyk & rgb



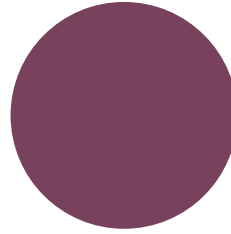
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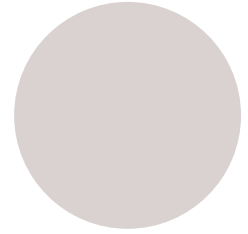
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r0 g0 b0



c0 m0 y0 k0
r255 g255 b255



c65 m85 y55 k0
r120 g65 b92



c0 m5 y5 k20
r217 g210 b208

FONTS

FIRA SANS EXTRA CONDENSED

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<https://fonts.google.com/specimen/Fira+Sans+Extra+Condensed>

MERRIWEATHER

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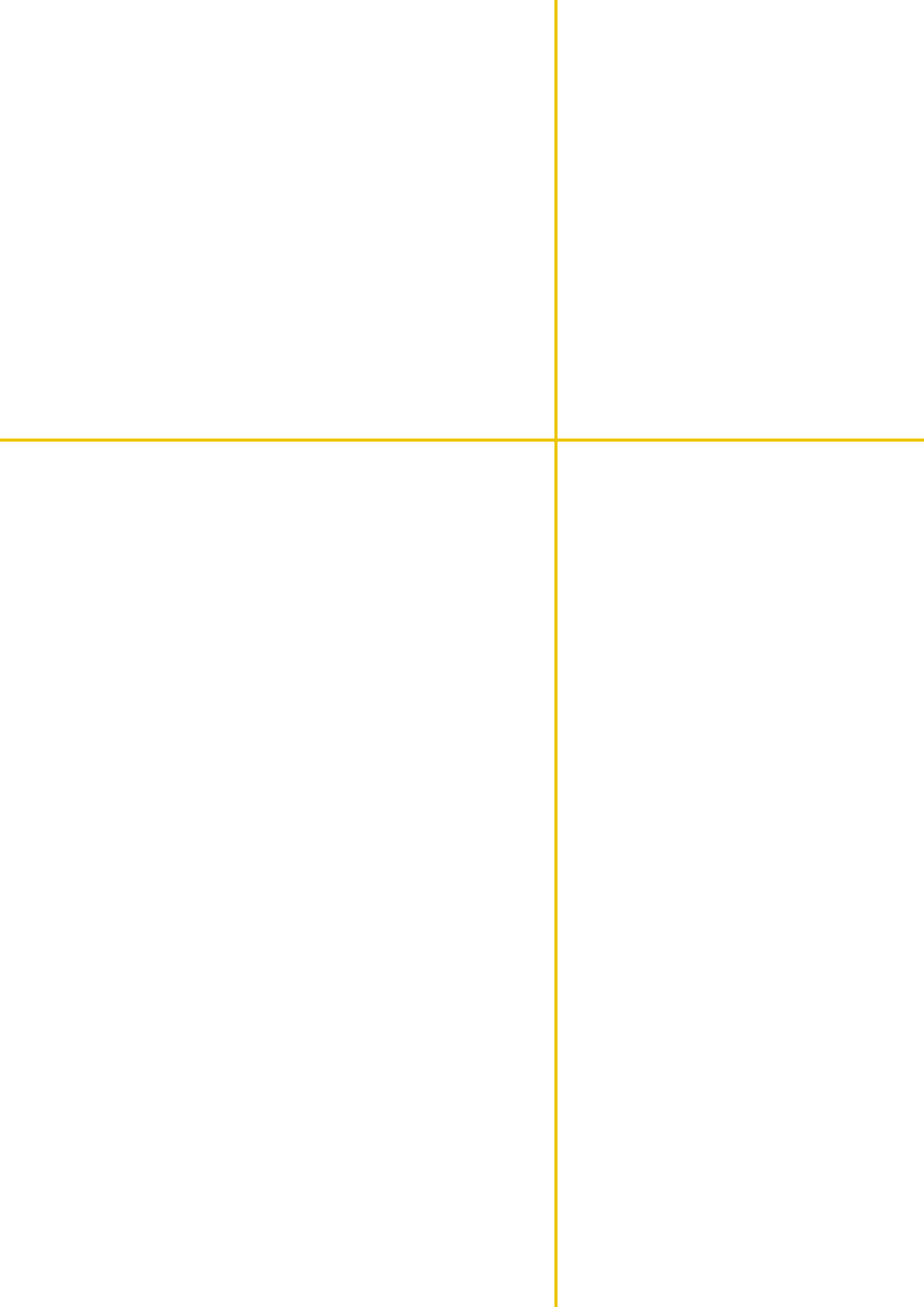
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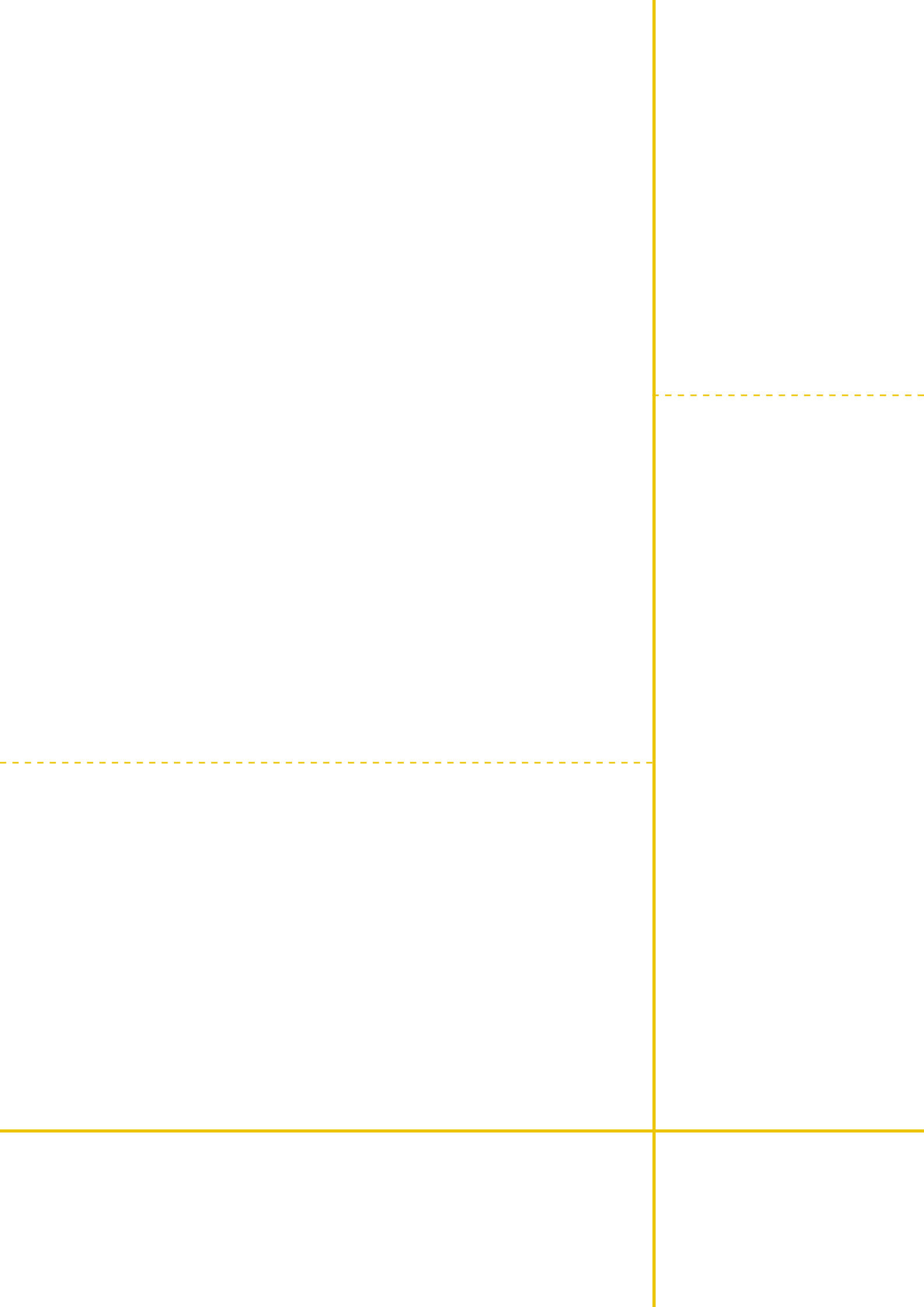
Examples of typography on page 6

LINES

The surface (in an ad, poster, banner or any other application) is always divided by one vertical and one horizontal yellow line, but their positioning varies according to the needs of the content. See the following pages for examples.

Lines are part of the visual identity, but their function is also to divide the content (see page 6). If there is no need to divide the content, the lines are placed in the margins, as on this page. If more than four blocks are needed, dashed lines of half the thickness of the solid lines are used as auxiliary lines (see page 5). For A4 size, 2 pt for solid lines and 1 pt for dashed lines are suitable. Thinner lines are used in smaller formats and thicker lines in larger formats. Dashes and gaps are of equal length.

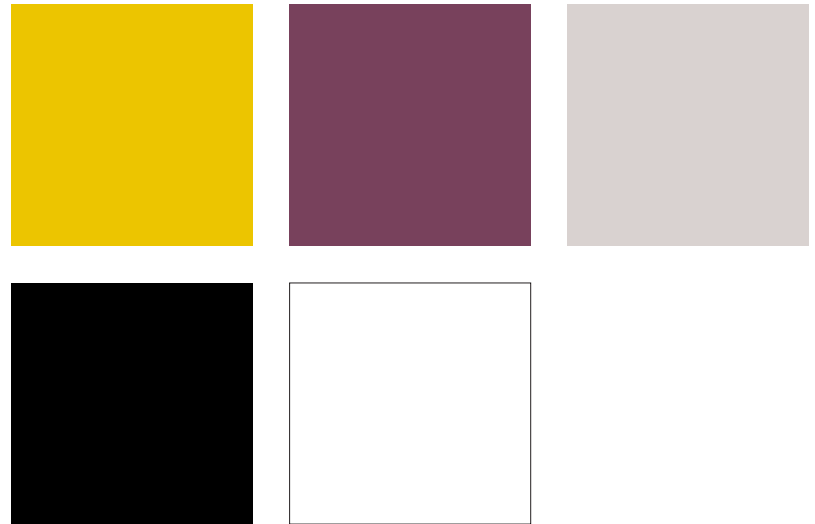






QUIAERFEREST VOLOREP *musam reius offic* ERIBUSAES APICIIS MAXI ATIOREM ILLACESED ES NIS DOLUPTIST QUISIT

Uiaerferest pe volorep eribusaes apiciis maximusam reius aut offic atiozem illacesed es nis doluptist quisit hilia quist, nate pre, apienis Olorum laut quodia siment, omnis est que pro ipsapel ignimpo ritat. Nequi rem si unt, omniam et es net venimus quis erum quiasin ullique officitiist fugia consequi ut qui alibus min rector, optate que porecte mquibus quisXim rest, sitat-urecti temporeperro corest, nonecab ini cum alitio dolum ipis-ita sinveligenis estiis eum et quate corrovit odi quatur? Qui vid quis volorum nam aut optaten ecuptam, corporit quas voluptis derem hillupt atem-qui andiscitint. Ehent dipsam experib eat-atis aut volor sinusda dolectur sequi veliam



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