



NARRATE

Regenerative Resilient Smart Manufacturing Networks

Brand guidelines

December 2023

FONT: **JOST**



NARRATE

Regenerative Resilient Smart Manufacturing Networks

logo font
JOST
(Google fonts)

JOST LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!%"#][@]/&\<-+÷x=>®©\$€£¥¢:;,.*

JOST REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!%"#][@]/&\<-+÷x=>®©\$€£¥¢:;,.*

JOST BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!%"#][@]/&\<-+÷x=>®©\$€£¥¢:;,.*

COLORS

	HEX: # b7e3ef PANTONE P: 115-3 C C: 26 M: 0 Y: 4 K: 0 R: 183 G: 227 B: 239		HEX: # fff5ce PANTONE: 9060 U C: 0 M: 2 Y: 22 K: 0 R: 255 G: 245 B: 206		HEX: # 1a1a1a PANTONE: BLACK 6 C C: 0 M: 0 Y: 0 K: 90 R: 26 G: 26 B: 26
	HEX: # 21b198 PANTONE: 7473 C C: 75 M: 4 Y: 51 K: 0 R: 33 G: 177 B: 152		HEX: # ec8820 PANTONE: 144 C C: 5 M: 55 Y: 100 K: 0 R: 236 G: 136 B: 32		HEX: # 606161 PANTONE: COOL GRAY 10 C C: 62 M: 53 Y: 52 K: 23 R: 96 G: 97 B: 97
	HEX: # 0d2b44 PANTONE: 7463 C C: 97 M: 79 Y: 47 K: 48 R: 13 G: 43 B: 68		HEX: # d23036 PANTONE: 1795 C C: 11 M: 96 Y: 85 K: 2 R: 210 G: 48 B: 54		

LOGO
USE



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Regenerative Resilient Smart Manufacturing Networks



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60% opacity →



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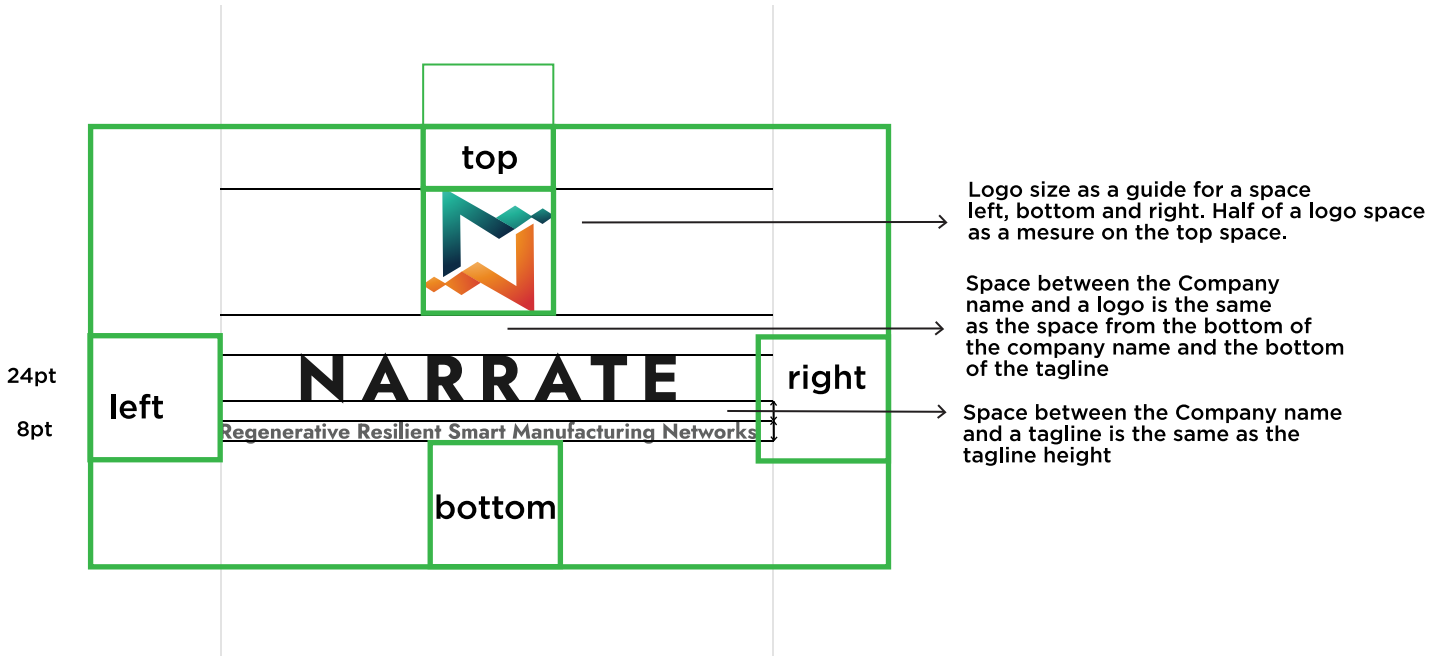
Regenerative Resilient Smart Manufacturing Networks



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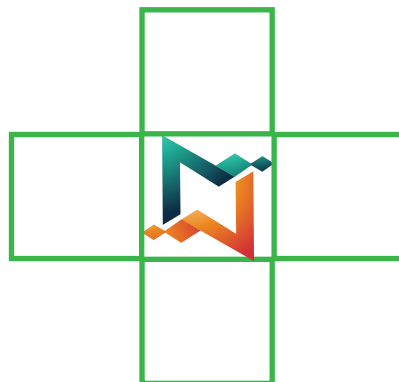
Regenerative Resilient Smart
Manufacturing Networks

vertical logo clear space



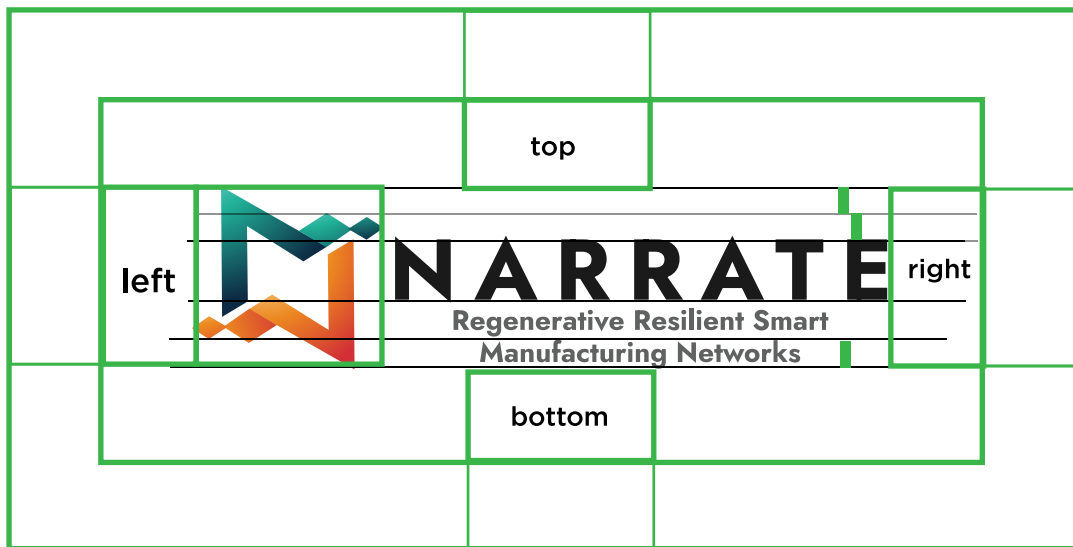
logo only

you can use also logo only



Logo size as a guide for a space
left, bottom, right and on top.

horizontal logo clear space



Logo size as a guideline for white space. It can be used as two options:

- a) the entire logo-sized square around the horizontal logo as blank space
- b) half a square as a measure for the blank space around the logo

do not use

do not change the color of the logo, the position of the logo except as described in the section How to use the logo.



Primary colors

HEX: # **21b198**
PANTONE: **7473 C**
C: **75** M: **4** Y: **51** K: **0**
R: **33** G: **177** B: **152**

HEX: # **1a1a1a**
PANTONE: **BLACK 6 C**
C: **0** M: **0** Y: **0** K: **90**
R: **26** G: **26** B: **26**

HEX: # **0d2b44**
PANTONE: **7463 C**
C: **97** M: **79** Y: **47** K: **48**
R: **13** G: **43** B: **68**

HEX: # **606161**
PANTONE: **COOL GRAY 10 C**
C: **62** M: **53** Y: **52** K: **23**
R: **96** G: **97** B: **97**

Secondary colors

HEX: # **ec8820**
PANTONE: **144 C**
C: **5** M: **55** Y: **100** K: **0**
R: **236** G: **136** B: **32**

HEX: # **fff5ce**
PANTONE: **9060 U**
C: **0** M: **2** Y: **22** K: **0**
R: **255** G: **245** B: **206**

HEX: # **d23036**
PANTONE: **1795 C**
C: **11** M: **96** Y: **85** K: **2**
R: **210** G: **48** B: **54**

HEX: # **ffffff**
PANTONE: **bright white (Pantone 11-0601)**
C: **0** M: **0** Y: **0** K: **0**
R: **255** G: **255** B: **255**

GRADIENT

HEX: # **b7e3ef**
PANTONE P: **115-3 C**
C: **26** M: **0** Y: **4** K: **0**
R: **183** G: **227** B: **239**

HEX: # **21b198**
PANTONE: **7473 C**
C: **75** M: **4** Y: **51** K: **0**
R: **33** G: **177** B: **152**

HEX: # **0d2b44**
PANTONE: **7463 C**
C: **97** M: **79** Y: **47** K: **48**
R: **13** G: **43** B: **68**

HEX: # **fff5ce**
PANTONE: **9060 U**
C: **0** M: **2** Y: **22** K: **0**
R: **255** G: **245** B: **206**

HEX: # **ec8820**
PANTONE: **144 C**
C: **5** M: **55** Y: **100** K: **0**
R: **236** G: **136** B: **32**

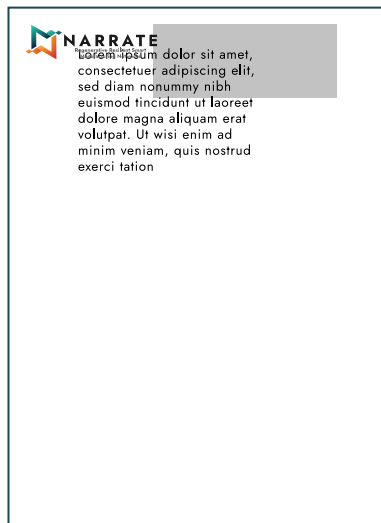
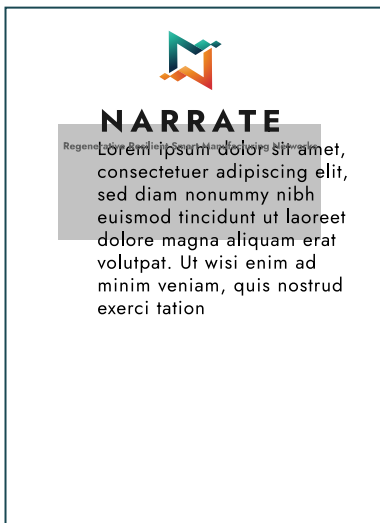
HEX: # **d23036**
PANTONE: **1795 C**
C: **11** M: **96** Y: **85** K: **2**
R: **210** G: **48** B: **54**



rather use a vertical logo at the top of the page or in the middle of documents, during use logos as a central element



rather use horizontal logo when used on headers or as an accompanying element



DO NOT overlap text or picture and logo