

# NATIOONS BRAND TOOLKIT GUIDE

DEFINITION OF THE BRAND GUIDELINES

**NATIOONS**

RESPONSIBLE AGENCY :  
Trust-IT srl

CREATION DATE :  
October 2022





# BRAND MANUAL

NATIONS



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# CORPORATE LOGO

01

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## CORPORATE LOGO



RECOMMENDED FORMATS ARE:

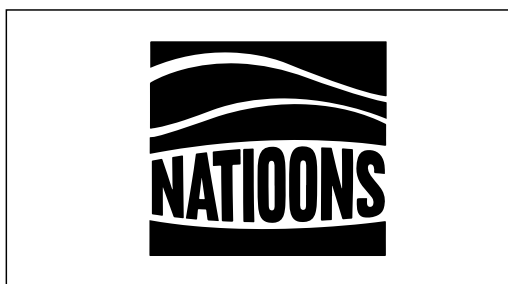
.eps | .ai | .png | .jpg

## POSITIVE & NEGATIVE

### DARK BACKGROUND



### LIGHT BACKGROUND



## INCORRECT LOGO APPLICATIONS



# COLOR SYSTEM

# 02

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## PRIMARY COLORS



### GREEN

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RGB R116 G172 B161  
HEX/HTML #74aca1  
CMYK C59 M16 Y40 K1



### DARK GREEN

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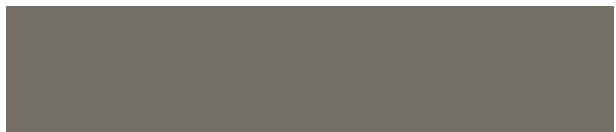
RGB R75 G82 B78  
HEX/HTML #4b524e  
CMYK C64 M48 Y53 K46



### BROWN

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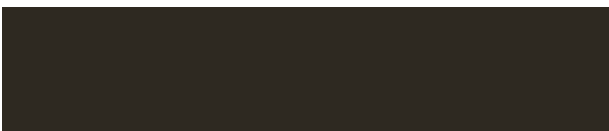
RGB R142 G103 B58  
HEX/HTML #8e673a  
CMYK C32 M51 Y77 K32



### LIGHT BROWN

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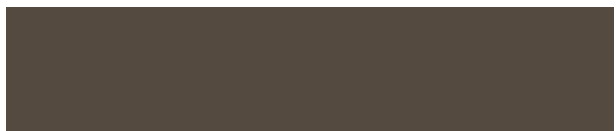
RGB R115 G109 B101  
HEX/HTML #736d65  
CMYK C50 M43 Y48 K31



### BLACK

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RGB R46 G40 B32  
HEX/HTML #2e2820  
CMYK C64 M61 Y67 K76



### DARK BROWN

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RGB R84 G75 B64  
HEX/HTML #544b40  
CMYK C21 M51 Y59 K52



# TYPOGRAPHY

03

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INSTITUTIONAL FONTS

**Aa.**

**Montserrat // 0123456789**

**BOLD**

**abcdefghijklmnopqrstuvxyz**

REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# APPLICATIONS

04

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# MOCK-UPS

