

ArchiMAT

Brand Guidelines

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Minimum Sizes



12.5mm

Archigram



25mm

Brand Colour Palette

Primary Colour



RGB 233/227/43
CMYK 16/0/96/0
HEX #DFE32B

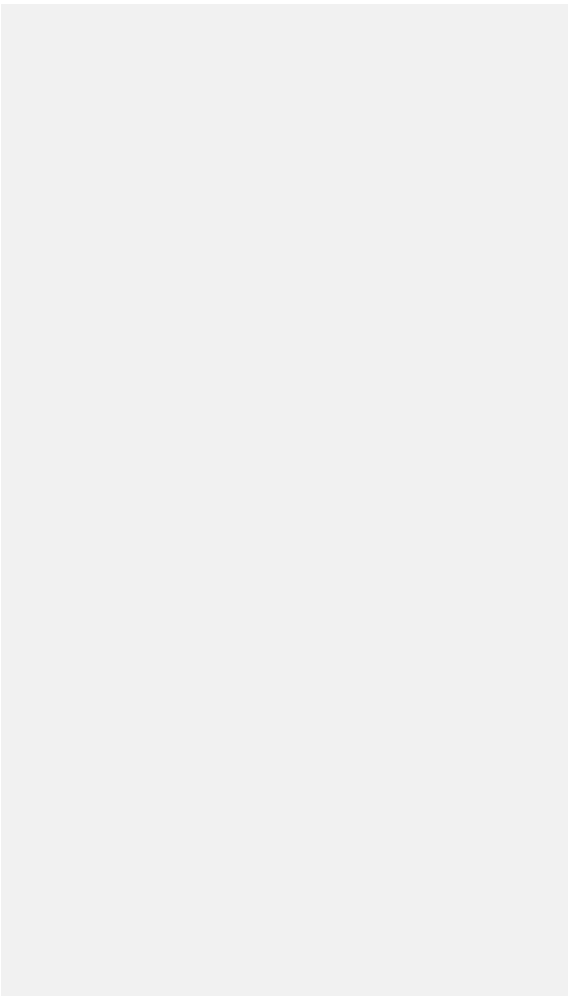
Secondary Colour



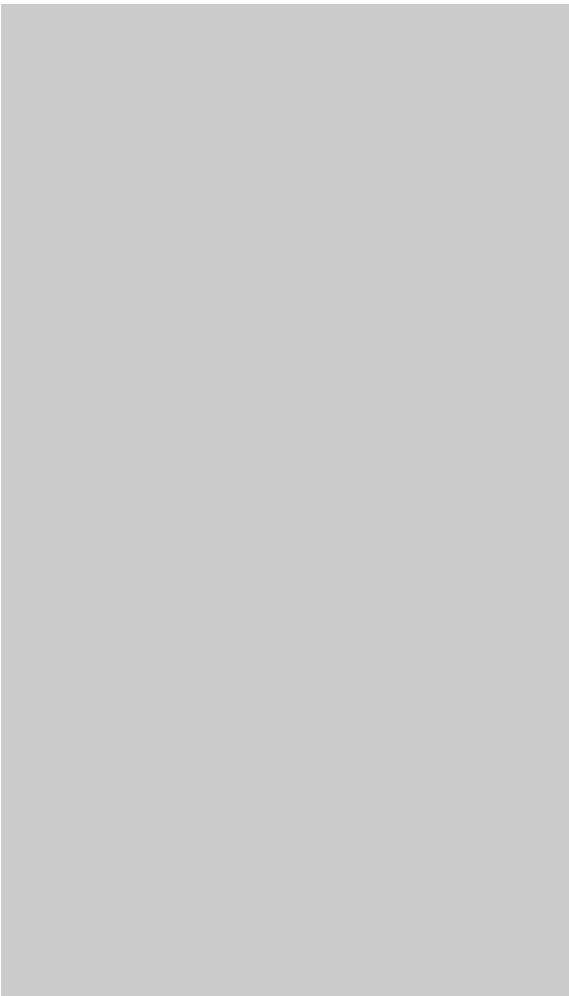
RGB 168/54/143
CMYK 36/93/4/0
HEX #A8368F



RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF



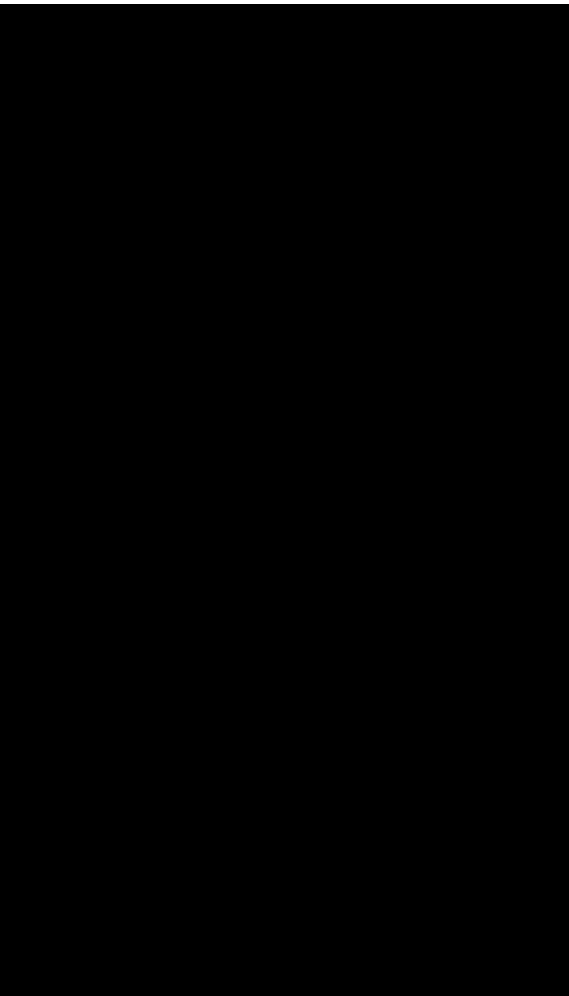
RGB 241/241/241
CMYK 4/3/3/0
HEX #F1F1F1



RGB 154/154/154
CMYK 0/0/0/40
HEX #9A9A9A



RGB 89/89/92
CMYK 0/0/0/80
HEX #59595C



RGB 0/0/0
CMYK 0/0/0/100
HEX #000000

Color Variations

Primary Colors

Grayscale

Image

White/
Lighter background



Black/
Darker background



Brand Signature Incorrect Application



Use only colours specified in this guide for our Brand Signature.



Do not retype or recreate our Brand Signature under any circumstances.



Do not adjust the proportions or relationships between the components within our Brand Signature.



Do not outline our Brand Signature under any circumstances.



Do not add other logos within the clear space of our Brand Signature.



Do not draw a graphic outline around our Brand Signature.



Do not reproduce our Brand Signature against a complex background.



Do not apply any filter to the Brand Signature.



Brand Partnerships Incorrect Application



Use only colours specified in this guide for the partnership lockup.



Do not use the partnership lockup over a complex background.

Thank you.