



VINCENTIAN

MESL

RESEARCH CENTRE

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BRANDBOOK



## WHO WE ARE?

Apit ium is et recte et utatati-  
us simus earundae san nulparris-  
sum

Apit ium is et recte et utatatus,  
quia quisque natur aciae si volent  
licab inverum aut fugit et estio. Et  
omnihit aceati cus resto optaerum  
ut dolore et occus excerem num  
aut audam facere, cum quos dolut.

Lique voluptatur aut explit labor-  
rovit, si beatem lacestis sequidis  
derspel minimus volorecupa cus  
eosa sumquid ellecab orerspel  
etur optasi nis si consequ atessum  
inisciis expe dem etur assi illorio  
moditiatur aut ut quo eniaepro  
optatisimolo.

# THE LOGO



Original  
Logo



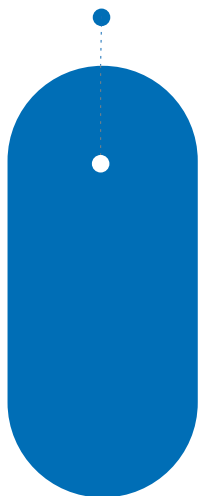
Clear pacing  
around the logo



Minimum  
Logo Size

# PRIMARY COLORS

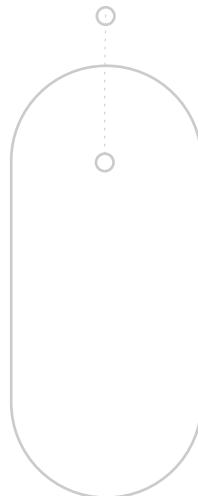
**Blue's logo**  
#006DB6  
RGB 0 | 109 | 182  
CMYK 93 | 55 | 0 | 0  
Pantone 300 C



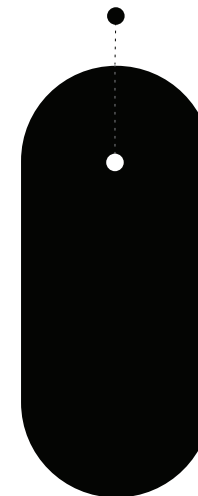
**Yellow's logo**  
#FDBE16  
RGB 253 | 190 | 22  
CMYK 0 | 27 | 99 | 0  
Pantone 1235 C



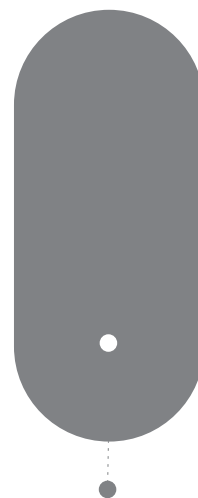
**White's logo**  
#FFFFFF  
RGB 255 | 255 | 255  
CMYK 0 | 0 | 0 | 0  
Pantone 000 C



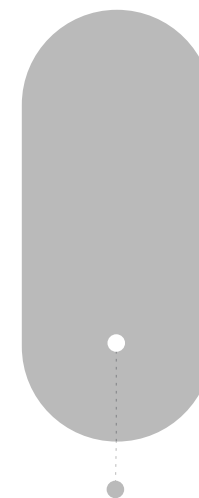
**Black**  
#000000  
RGB 0 | 0 | 0  
CMYK 75 | 68 | 67 | 90  
Pantone BLACK 6 C



**Grey's logo**  
#808285  
RGB 128 | 130 | 133  
CMYK 0 | 0 | 0 | 60  
Pantone 430 C

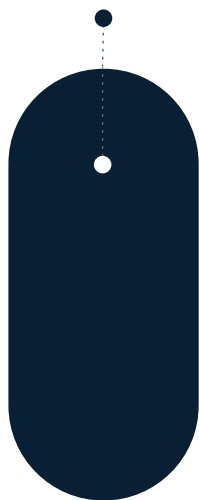


**Light Grey**  
#BBBBBB  
RGB 187 | 187 | 187  
CMYK 27 | 21 | 22 | 0  
Pantone 441 C



# SECONDARY COLORS

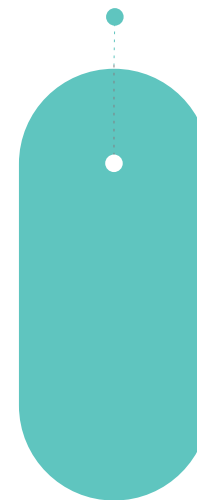
**#062134**  
RGB 6|33|52  
CMYK 95|78|50|61  
Pantone 289 C



**#4C9BD4**  
RGB 76|155|212  
CMYK 67|27|0|0  
Pantone 7688 C



**#61C6C0**  
RGB 97|198|192  
CMYK 58|0|29|0  
Pantone 325 C



**#014F82**  
RGB 1|79|130  
CMYK 100|74|25|8  
Pantone 301 C



**#06B1CC**  
RGB 6|177|204  
CMYK 73|7|17|0  
Pantone 638 C



**#B42025**  
RGB 180|32|37  
CMYK 20|100|100|12  
Pantone 1805 C



# THE DOS



# THE DONT'S



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# FONTS

## Bonn Beta

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## OPEN SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

*Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

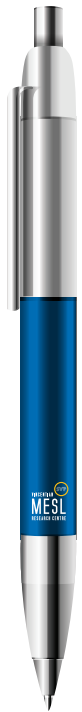
*Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*



# VISUAL IDENTITY



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