



SilkFusion

PREFERENTIAL BRAND

HORIZONTAL VERSION



SilkFusion

VERTICAL VERSION



SilkFusion

ALTERNATE VERSIONS OF THE BRAND

GRAYSCALE



OVER DARK COLORS



OVER CORPORATIVE COLOR I



OVER CORPORATIVE COLOR II



CONSTRUCTION OF THE BRAND (IN MONOCHROME)



50% COLOR

GREY SCALE

Symbol · 50% Black
Logo · 70% Black

SilkFusion

70% COLOR

OVER DARK & CORPORATIVE COLORS

Front sectors (F) · 100% white
Bottom sectors (H) · 80% white

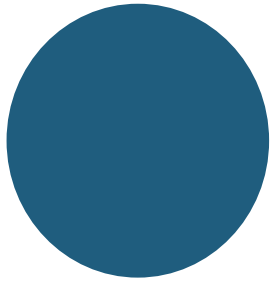


100% COLOR

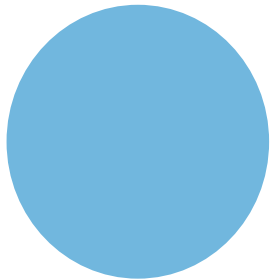
SilkFusion

70% COLOR

CORPORATIVE COLORS AND TYPOGRAPHY



PANTONE: P 111-15 C
CMYK: 88 55 29 18
RGB: 30 75 108 · 1E 4B 6C



PANTONE: P 112-12 C
CMYK: 52 13 04 00
RGB: 102 170 214 · 66 AA D6

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.;:?'()*

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.;:?'()*



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