



Colour palette - main corporate colours

cmyk: 74 / 0 / 32 / 0

rgb: 0 / 186 / 187

hex: #00babb

Pantone: 326 C

cmyk: 92 / 90 / 35 / 27

rgb: 48 / 47 / 92

hex: #302f5c

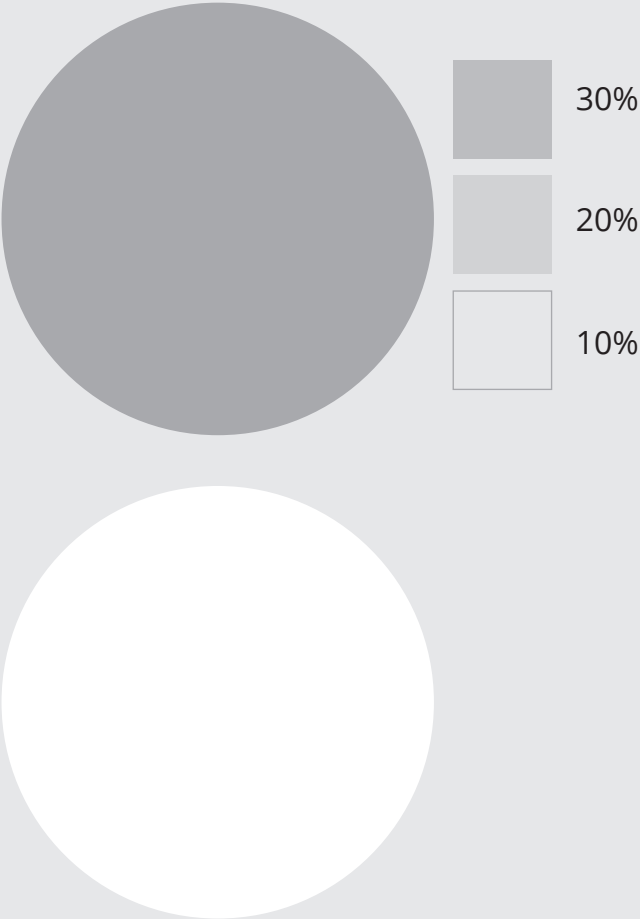
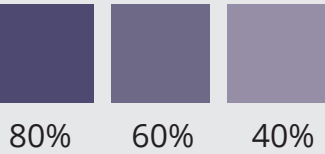
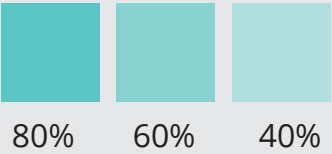
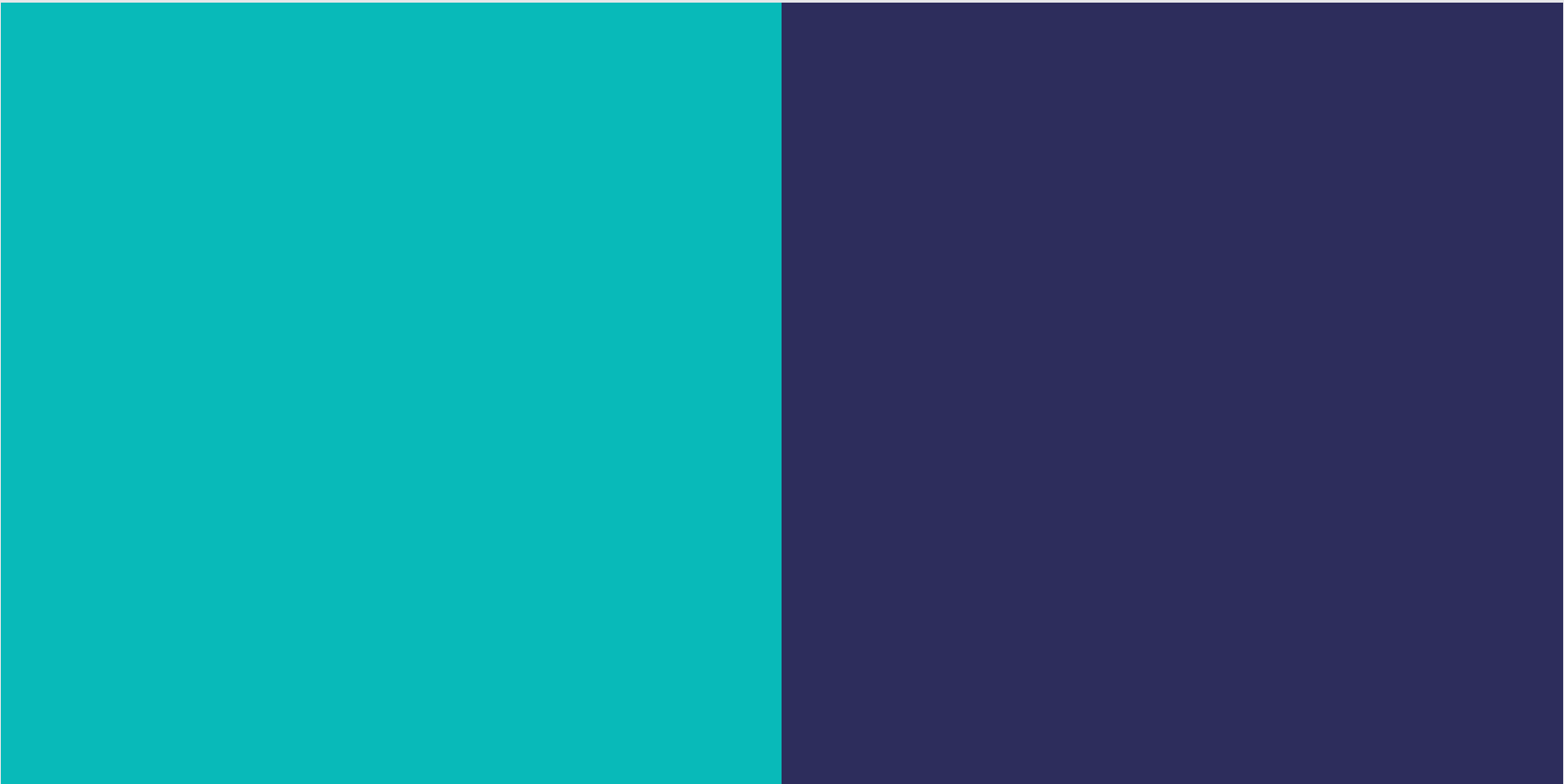
Pantone: 533 C

cmyk: 0 / 0 / 0 / 40

rgb: 167 / 169 / 172

hex: #a7a9ac

Pantone: Cool Grey 6C





Clear space around the logo:  
When using the company logo an area of free space must be kept around the logo. The space around the logo is equal to the height of the fontsize of the tagline. The clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.





IMAGINATION CALCULATED

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IMAGINATION CALCULATED



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Clear space around the logo:  
When using the company logo an area of free space must be kept around the logo. The space around the logo is equal to the height of the word "ENGINEER". The clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.



TYPOGRAPHY:  
A NEW TYPEFACE  
THAT IS  
DISTINCTIVE AND  
CONTEMPORARY  
AND AVAILABLE  
FOR WEB AND  
PRINT

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A NEW TYPEFACE  
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AVAILABLE FOR WEB AND PRINT

LOOKS GREAT AS SUB-HEADS

As well as for body text... Lorem ipsum dolor sit amet, his agam viderer ei, est habeo iudicabit ex. Mei nusquam quaestio abhorreant no, id atqui libris putant vel, vix elit putant utamur an. Pri vero quodsi id, sea summo liberavisse ne. In ius delectus petentium contentiones, te pro adipisci invenire electram, in dicit intellegam his. Ad mei postea dissentiet, eu admodum nusquam hendrerit vim. Lorem ipsum dolor sit amet, his agam viderer ei, est habeo iudicabit ex. Mei nusquam quaestio abhorreant no, id atqui libris putant vel, vix elit putant utamur an. Pri vero quodsi id, sea summo liberavisse ne. In ius delectus petentium contentiones, te pro adipisci invenire electram, in dicit intellegam his. Ad mei postea dissentiet, eu admodum nusquam hendrerit vim.

Font for general use in print and online:

ASAP

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

Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Semi-Bold  
*Semi-Bold Italic*  
Bold  
*Bold Italic*

ASAP is Google Font (<https://fonts.google.com>)  
it is open source and free to use.