



RevHydro BRAND TOOLKIT GUIDE

DEFINITION OF THE BRAND GUIDELINES

REVHYDRO
RESPONSIBLE ORGANIZATION:
Institute for Research in Circular Econ
and Environment "Ernest Lupan"

CREATION DATE:
November 2024



REVHYDRO



REVHYDRO

**BRAND
MANUAL**

REVHYDRO



REVHYDRO

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CORPORATE LOGO

01

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CORPORATE LOGO



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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

RGB: R:13 G:19 B:117 CMYK: C:100 M:98 Y:21 K:18	#0D1375
RGB: R:107 G:183 B:230 CMYK: C:53 M:13 Y:0 K:0	#6BB7E6
RGB: R:25 G:219 B:52 CMYK: C:69 M:0 Y:100 K:0	#19DB34
RGB: R:255 G:255 B:255 CMYK: C:0 M:0 Y:0 K:0	#FFFFFF
RGB: R:22 G:168 B:144 CMYK: C:78 M:9 Y:54 K:0	#16A890
RGB: R:84 G:142 B:202 CMYK: C:68 M:36 Y:0 K:0	#548ECA
RGB: R:60 G:101 B:174 CMYK: C:83 M:63 Y:1 K:0	#548ECA

TYPOGRAPHY

03

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INSTITUTIONAL FONTS

Aa.

Montserrat // **0123456789**

BOLD

abcdefghijklmnopqrstuvwxy

REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS

04

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MOCK-UPS

