



CORPORATE IDENTITY MANUAL

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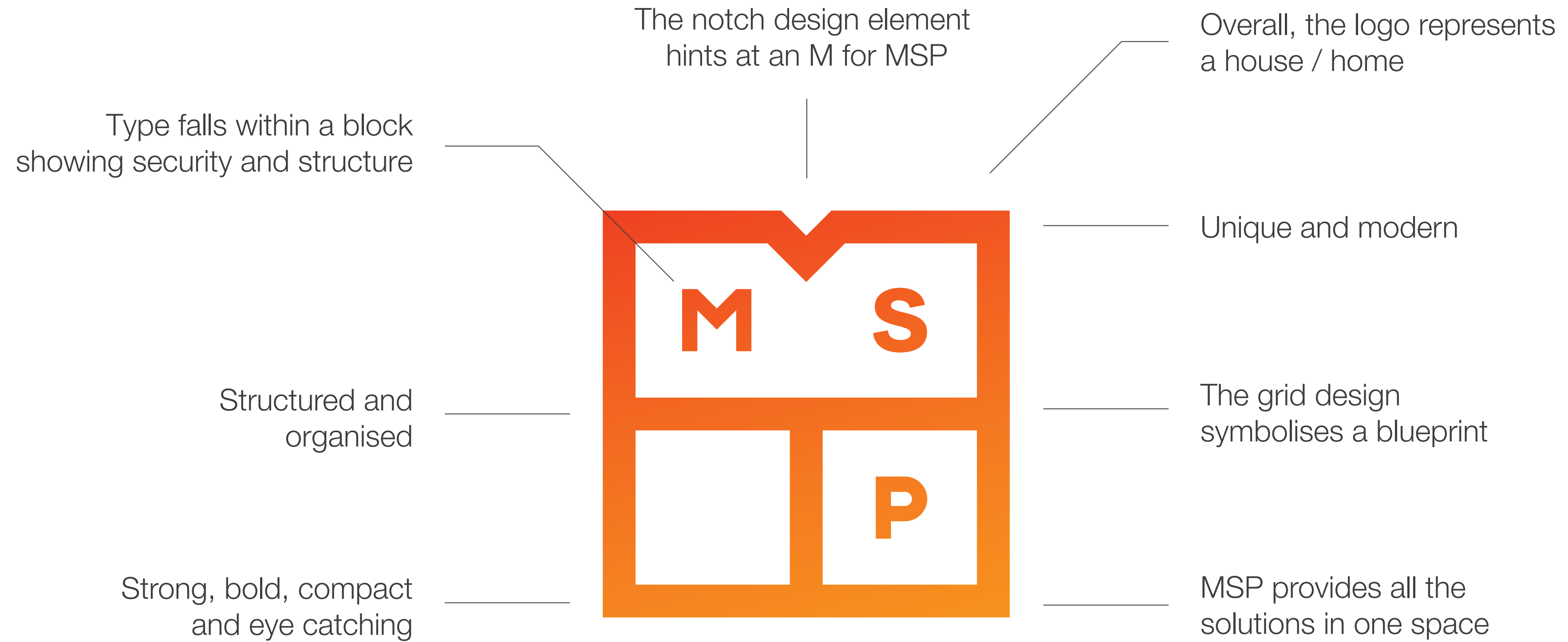
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# Collateral

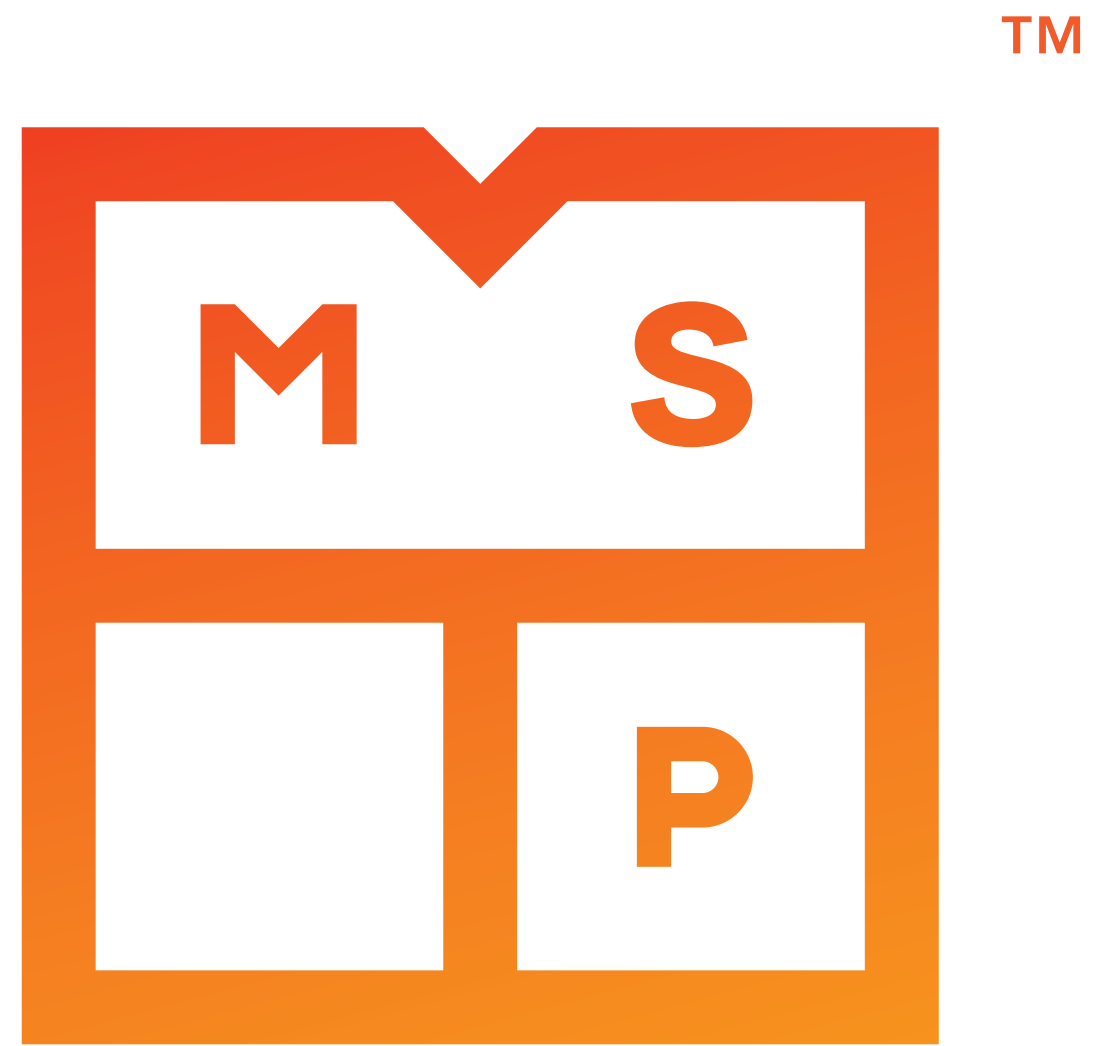
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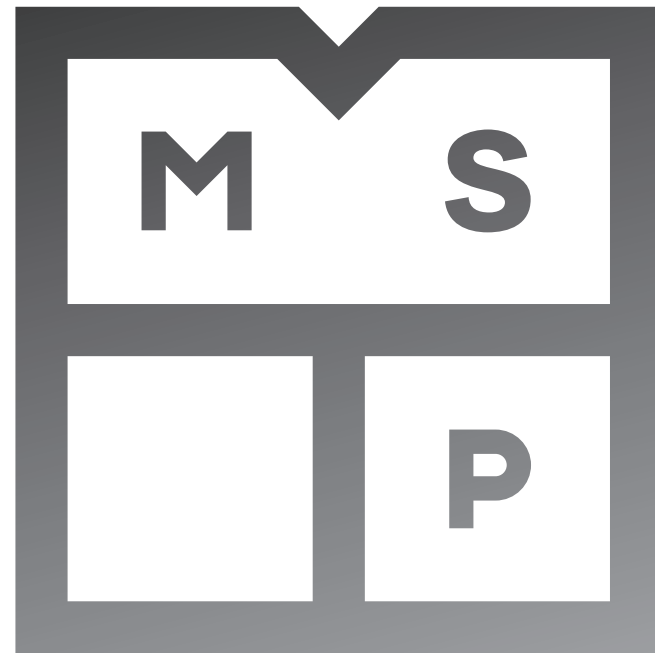


  
Trademark

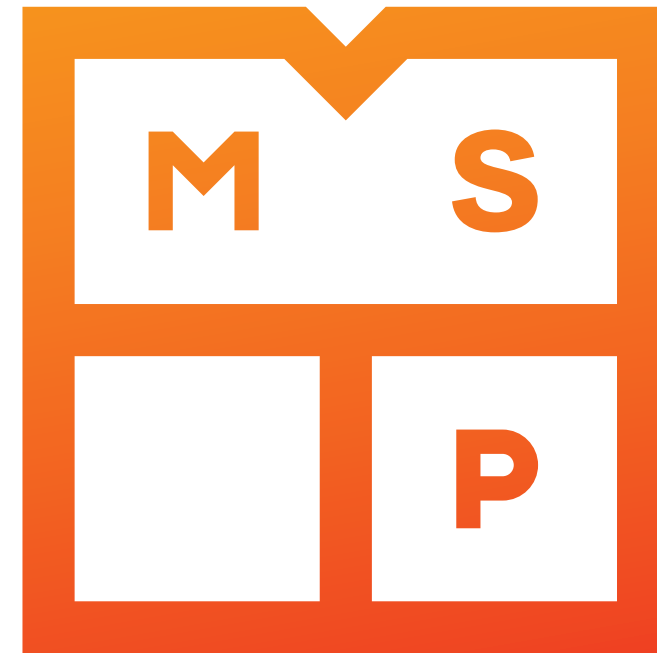


  
Registered

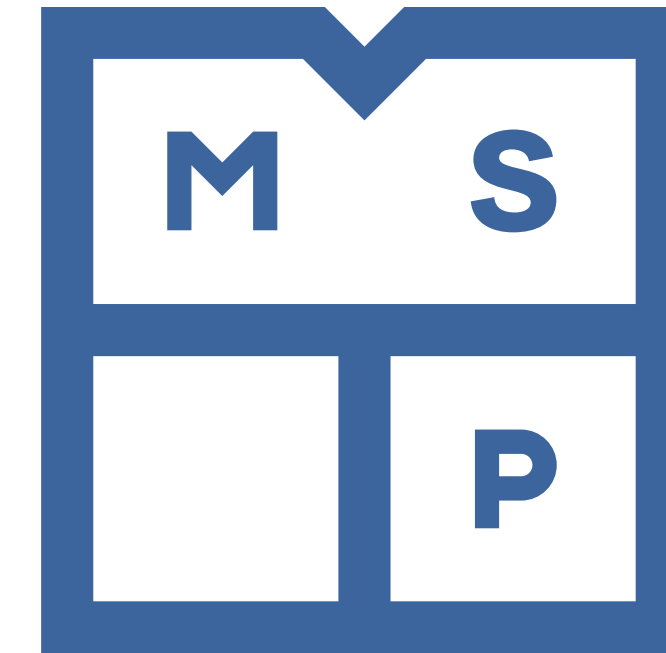




When using black and white one must use solid colour instead of a gradient.



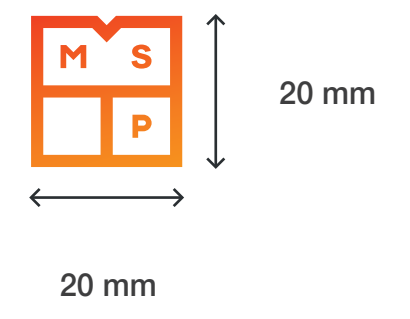
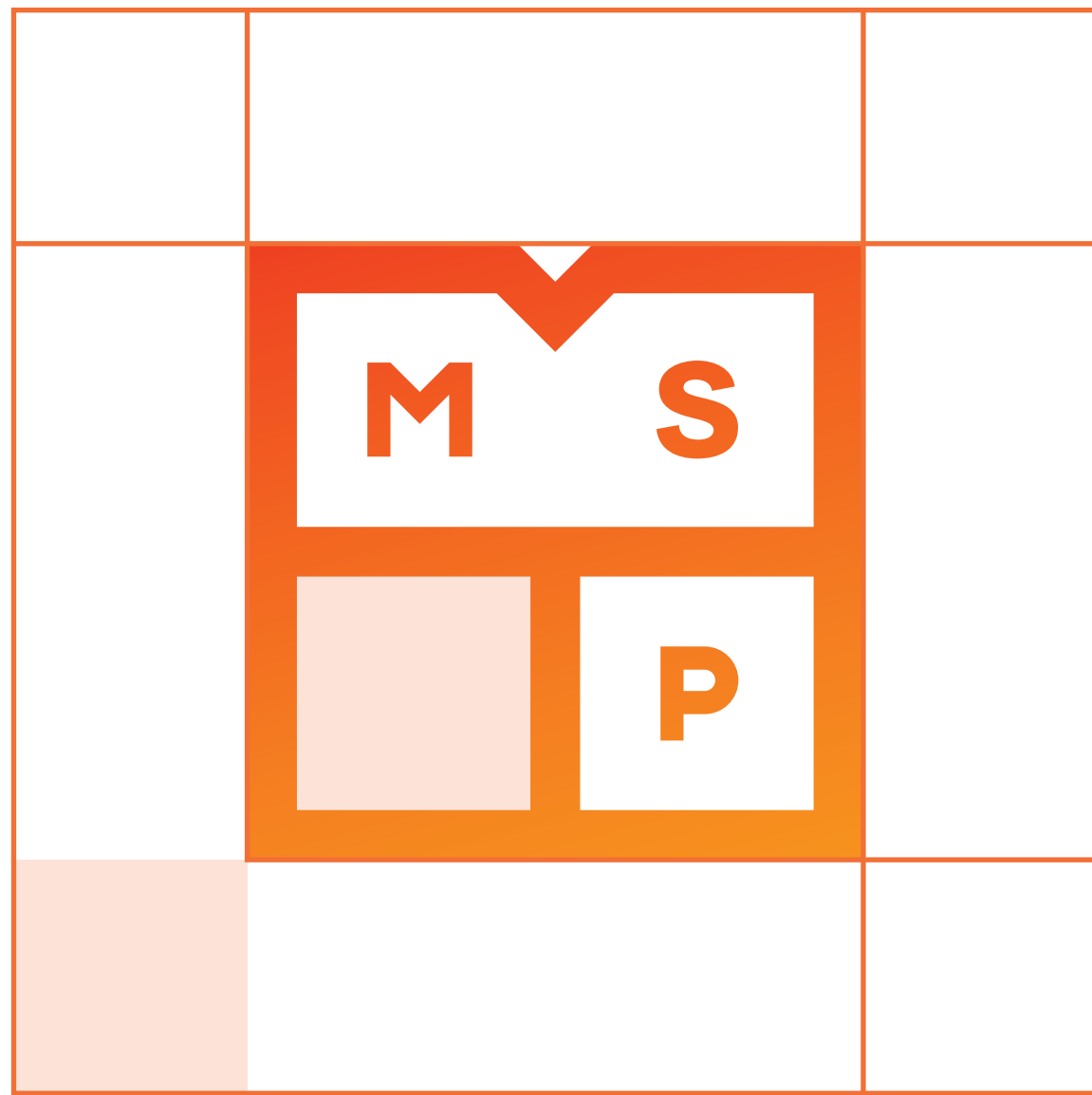
Do not reverse the gradient direction.



Do not change any colours.







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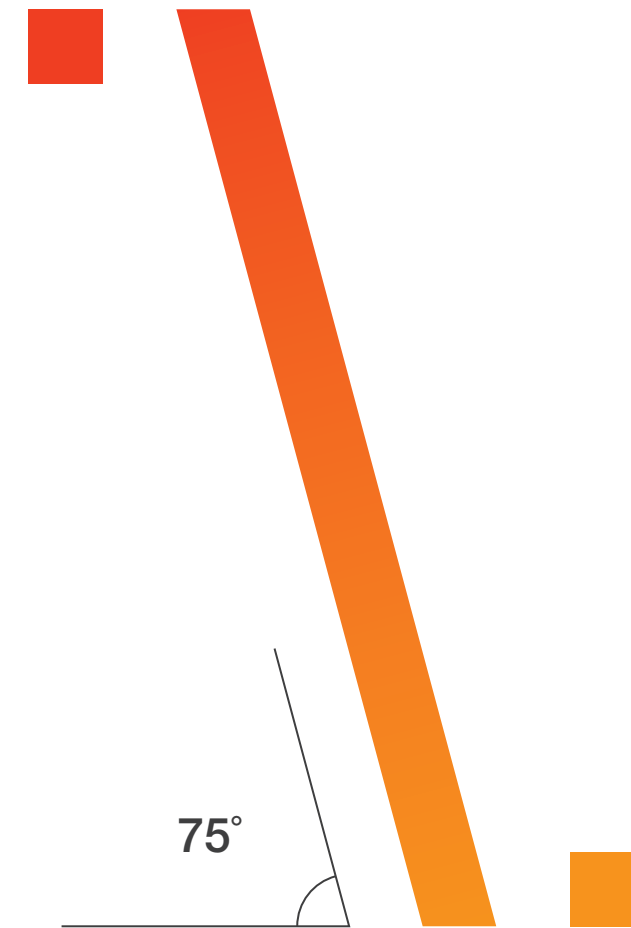
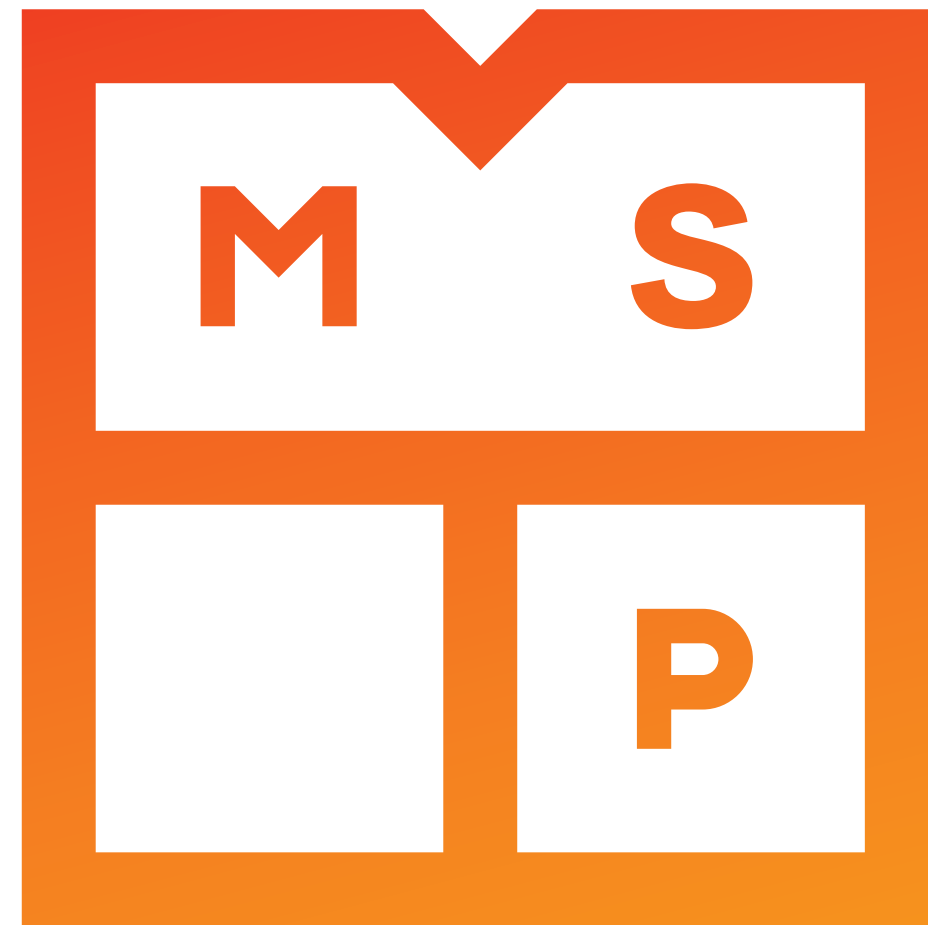
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# E53212

R - 229  
G - 50  
B - 18

C - 0  
M - 90  
Y - 100  
K - 0



C - 0  
M - 50  
Y - 100  
K - 0

R - 243  
G - 146  
B - 0

# F39200

MSP Orange



C - 0  
M - 70  
Y - 100  
K - 0

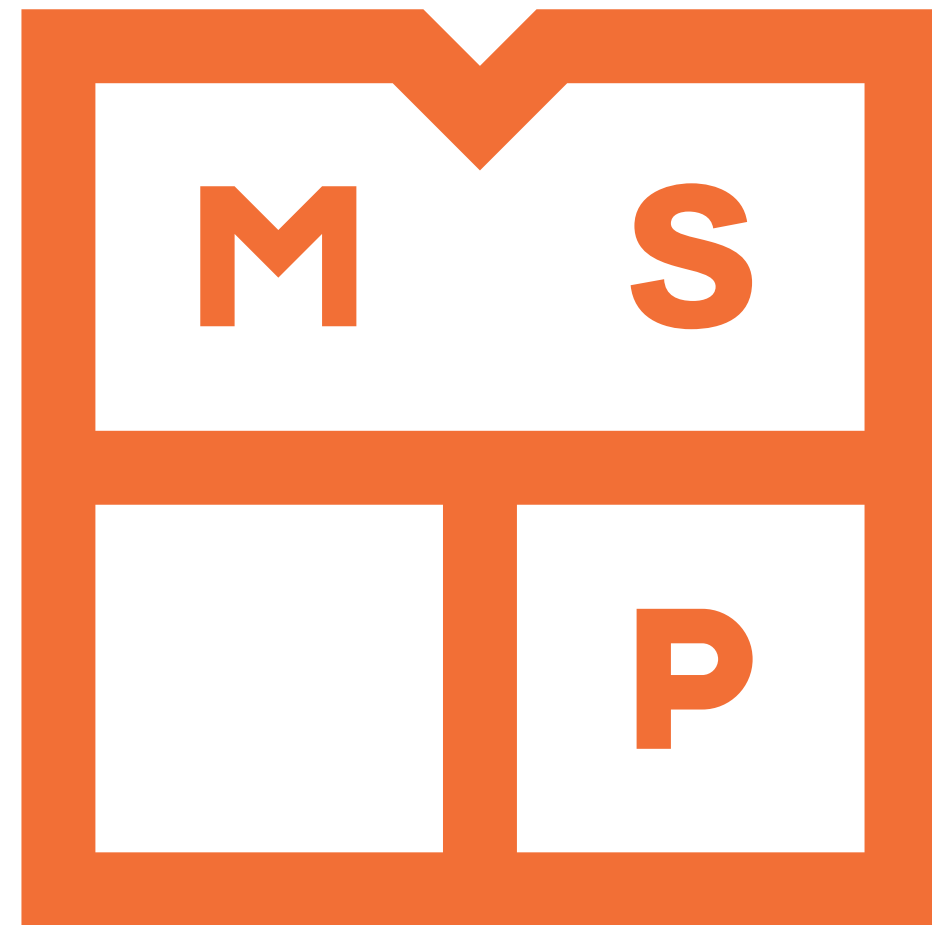
R - 255  
G - 103  
B - 31

# FF671F

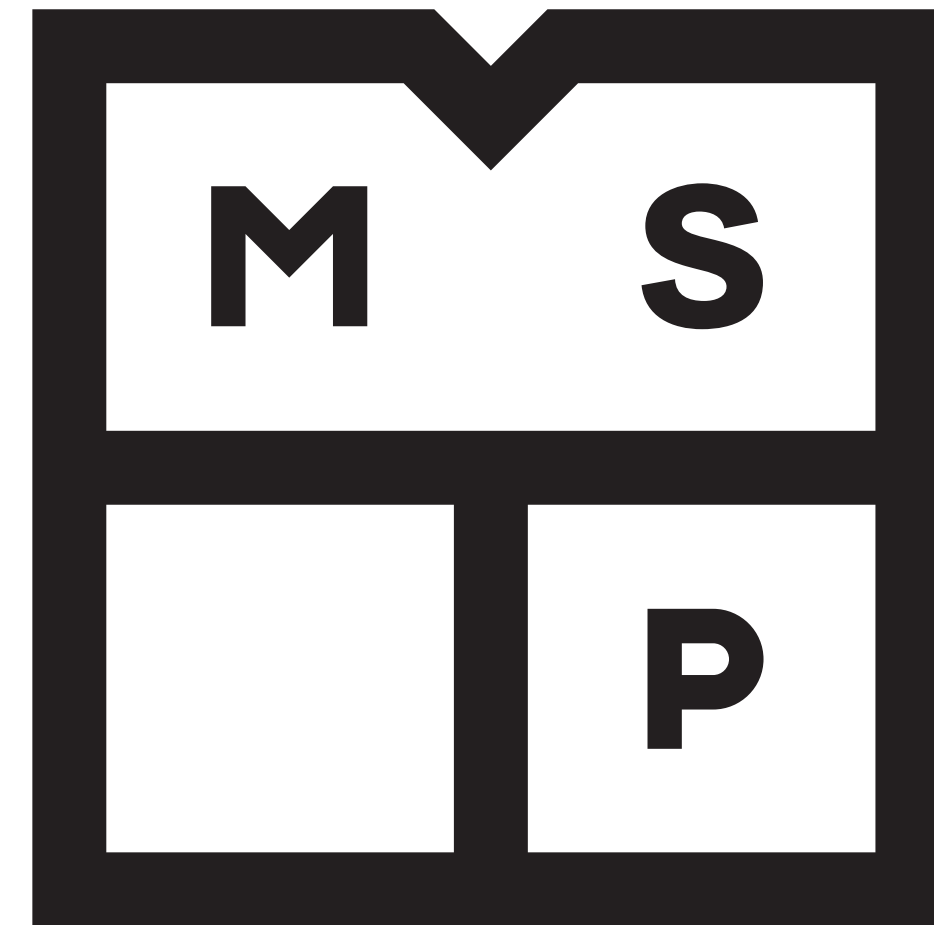


Pantone Colour





Single colour execution  
Orange



Single colour execution  
Black

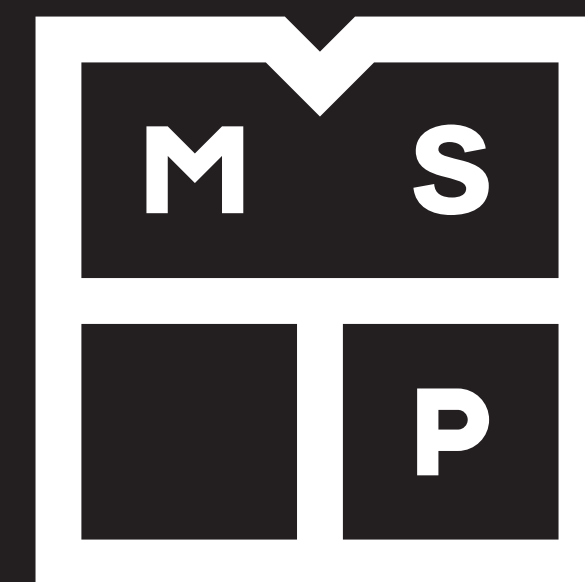




  
Reversed on Gradient



  
Reversed on Orange



  
Reversed on Black

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M S P





## Helvetica Neue Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

## Helvetica Neue Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

## Helvetica Neue Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

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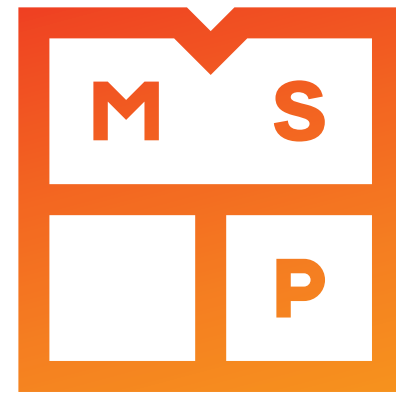
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▷



▷



Right aligned ▷



Left aligned ▷



Centred ▷



