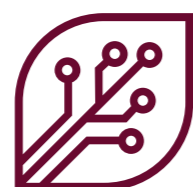




**WEED.IT** CORPORATE IDENTITY IN SHORT



## BRAND LOGO (basic colours & use)

### Colours

The brand logo's basic colour is green. The highlight colour (purple red) is used for the image and the pay-off.

### How to use

This full colour version is always used as a complete brand logo, and is (preferably) printed on an all-white background. The pay-off may be omitted, if technical aspects occur (e.g. when the letters are too small to read).

### The white version

The brand logo's white version is used on a colourful background (machines, plugs etc.). For large sizes **the bold version** of the logo is used, for smaller version **the regular version** (with or without pay-off).

### Relief

The WEED.IT brand logo can also be used three dimensionally, on moulds for example. For this application two versions of the logo can be used. The logo can be put on squares and on oblong surfaces (e.g. sensor housing).



Weed.it brand logo f.c.



Weed.it brand logo bold white



Weed.it brand logo oblong outline

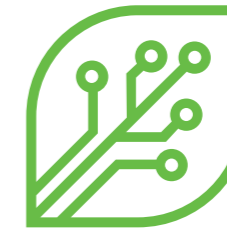


Weed.it brand logo square outline

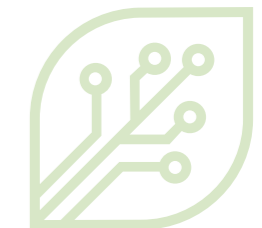
## BRAND LOGO (the leaf: colours and use)

### The leaf (outline)

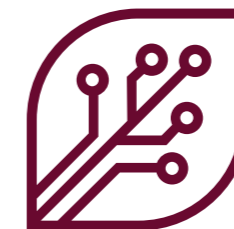
The leaf shape can be used as a single illustrative element: In full green colour, 25% green, purple red, black or grayscale on a white/light background. With a coloured background the colours black, green, white or grayscale are used.



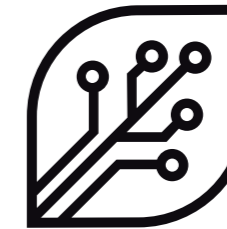
leaf outl green f.c.



leaf outl green 25% f.c.



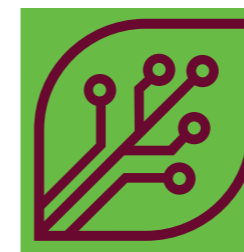
leaf outl purple red f.c.



leaf outl black



leaf outl black 25%



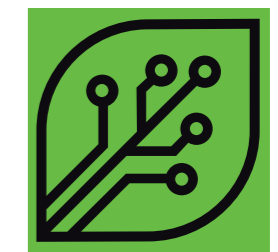
leaf outl purple red f.c.



leaf outl green



leaf outl white



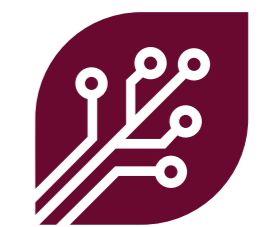
leaf outl black

### The leaf (full colour)

The green and the purple red full colour leaf shapes can be used as a separate company identity logos (clothing, lettering etc.), next to the initial brand logo.



leaf green f.c.



leaf purple red f.c.

## COLOUR SPECIFICATIONS

corporate identity colours



The brand logo's basic colour



The brand logo's highlight colour

CMYK for printing

C63 | M0 | Y100 | K0

C0 | M90 | Y35 | K66

PMS for printing

PMS 368 C

PMS 505 C

sRGB for screen, printer, internet

R108 | G181 | B45

R111 | G23 | B46

RAL for paint

RAL 6018  
kawasaki green

RAL 3004  
purple red

ADHESIVE FILM for fleet marking

AVERY 907  
light green  
FASSON 900 6018  
yellow green

AVERY 959  
rioja red

75% color



50% color



25% color



## TYPOGRAPHY

# Calibri

Apart from the brand logo, the colour and style elements, the typography is an essential part of the company identity. Calibri is the font of use.

In the Rometron corporate identity these fonts are used:  
Calibri Regular, *Calibri Italic*, **Calibri Bold** and ***Calibri Bold Italic***.

Calibri can be downloaded on [www.fonts.com/font/microsoft-corporation/calibri](http://www.fonts.com/font/microsoft-corporation/calibri)

### Exceptions:

When Calibri cannot be used Helvetica is recommended.

# Helvetica

Calibri Regular

abcdefghijklmnopqrstuvwxyz  
1234567890ABCDEFGHIJKLMN  
OPQRSTUVWXYZ!@#%&\*()€

*Calibri Italic*

*abcdefghijklmnopqrstuvwxyz*  
*1234567890ABCDEFGHIJKLMN*  
*OPQRSTUVWXYZ!@#%&\*()€*

**Calibri Bold**

**abcdefghijklmnopqrstuvwxyz**  
**1234567890ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ!@#%&\*()€**

***Calibri Bold Italic***

***abcdefghijklmnopqrstuvwxyz***  
***1234567890ABCDEFGHIJKLMN***  
***OPQRSTUVWXYZ!@#%&\*()€***

Helvetica

abcdefghijklmnopqrstuvwxyz  
yz1234567890ABCDEFGHI  
JKLMNOPQRSTUVWXYZ!@  
#%&\*()€

**Helvetica Bold**

**abcdefghijklmnopqrstuvwxyz**  
**xyz1234567890ABCDEFGHI**  
**IJKLMNOPQRSTUVWXYZ!**  
**@#%&\*()€**

