

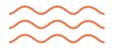


BRAND GUIDELINES



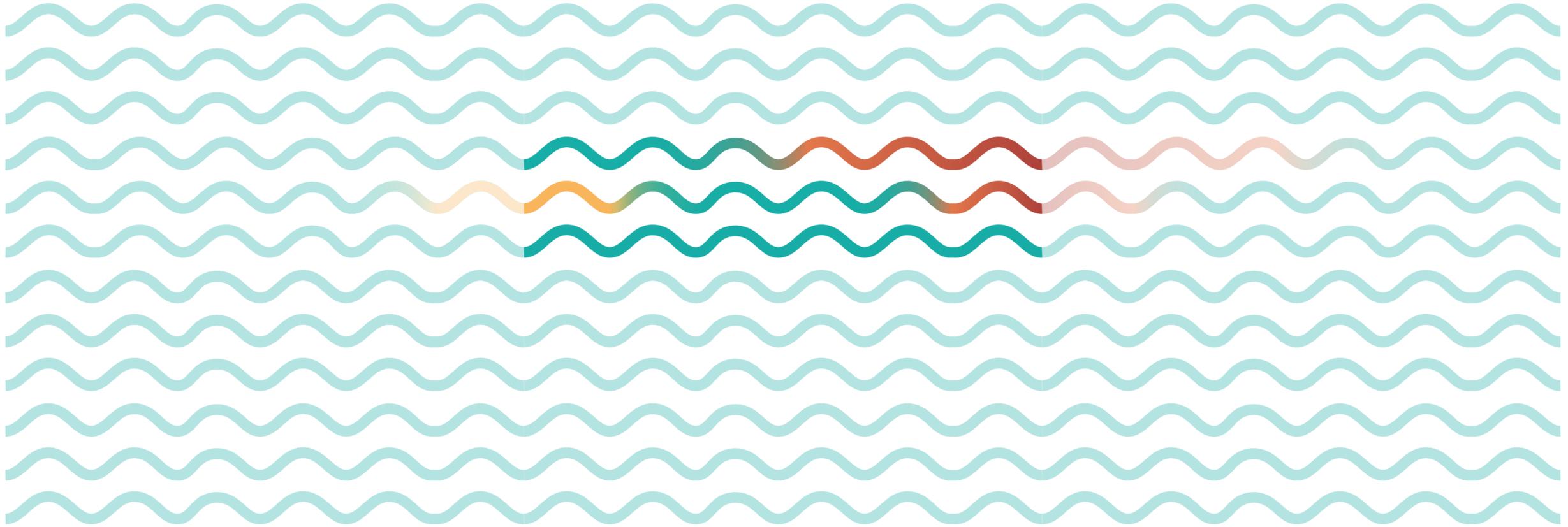
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LOGO CONCEPT



BRAND GUIDELINES

CAREHeat

Logo inspired by the marine heat waves' colours



ARPONA SANS

ABCDEFGHIJK

LMNOQRST

UVXYWV

1234567890

BOLD TITLE

Arpona sans light

Ibus consus ductore, cae coneren itusupiorum
is elicitrae nonfiri ssimmo ad cont vendii sum
auctabemolum o tus nors hos abus reissatuus
sume aeludea num dem dum condaci bessid
ficupio vessimihica mentenat.

Ure fuit fac morta omninpra musperox hostem
nequo hos moltuis sentia maxi quam moentes.



#FFB658

CMYK 0, 35, 70, 0

RGB 249, 180, 92

#AF423B

**CMYK 23, 82, 73,
15**

#E3774B

CMYK 7, 63, 72, 0

RGB 227, 119, 75

#AF423B

CMYK 75, 4, 41, 0

RGB 23, 172, 165



CARE Heat



CAREHeat



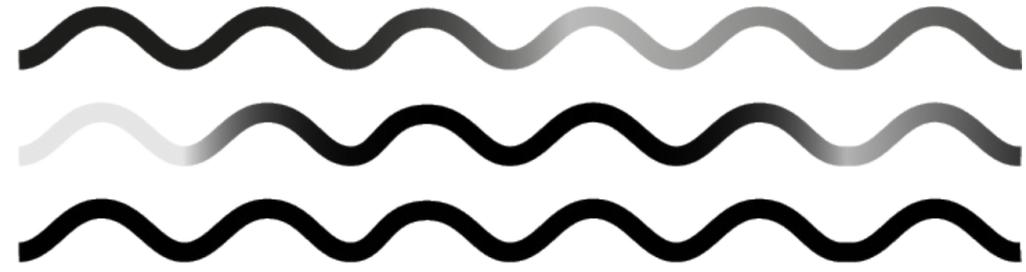
CAREHeat



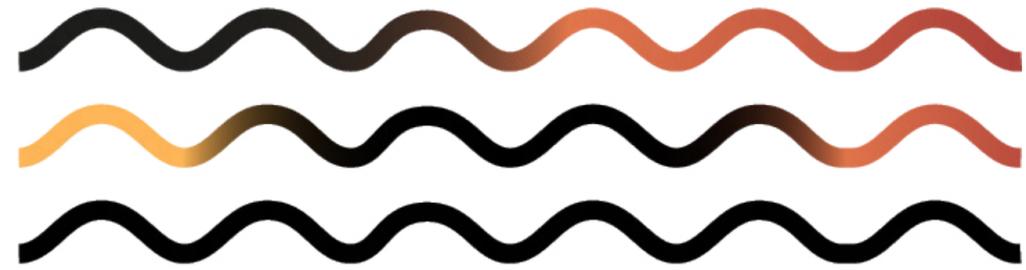
CAREHeat



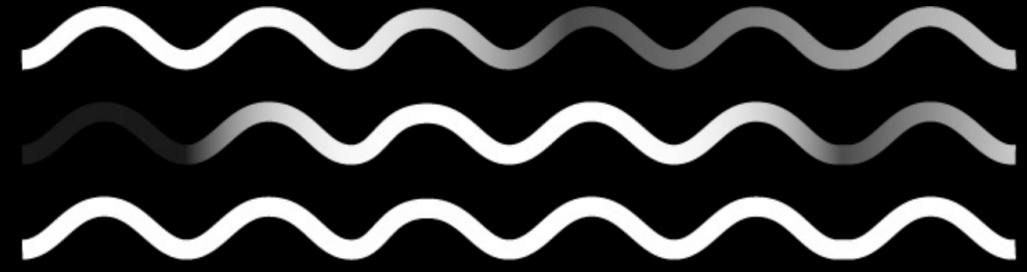
CAREHeat



CAREHeat



CAREHeat



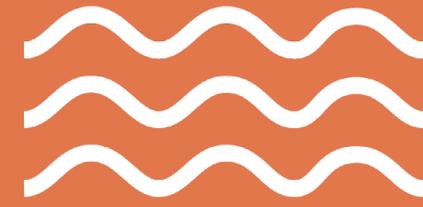
CAREHeat



CAREHeat



LOGO



ICON



smallest dimmension: 32 px



smallest dimmension: 22px





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LOGO LEGIBILITY



Do not change the gradient of the icon or add to a gradient to the wordmark



Do not rotate the logo



Do not change the logo colour or tone



Do not resolve the logo in different colours



Do not distort or warp the logo in any way



Do not outline or create a keyline around the logo



Do not change the typeface nor recreate or manipulate the wordmark and the icon

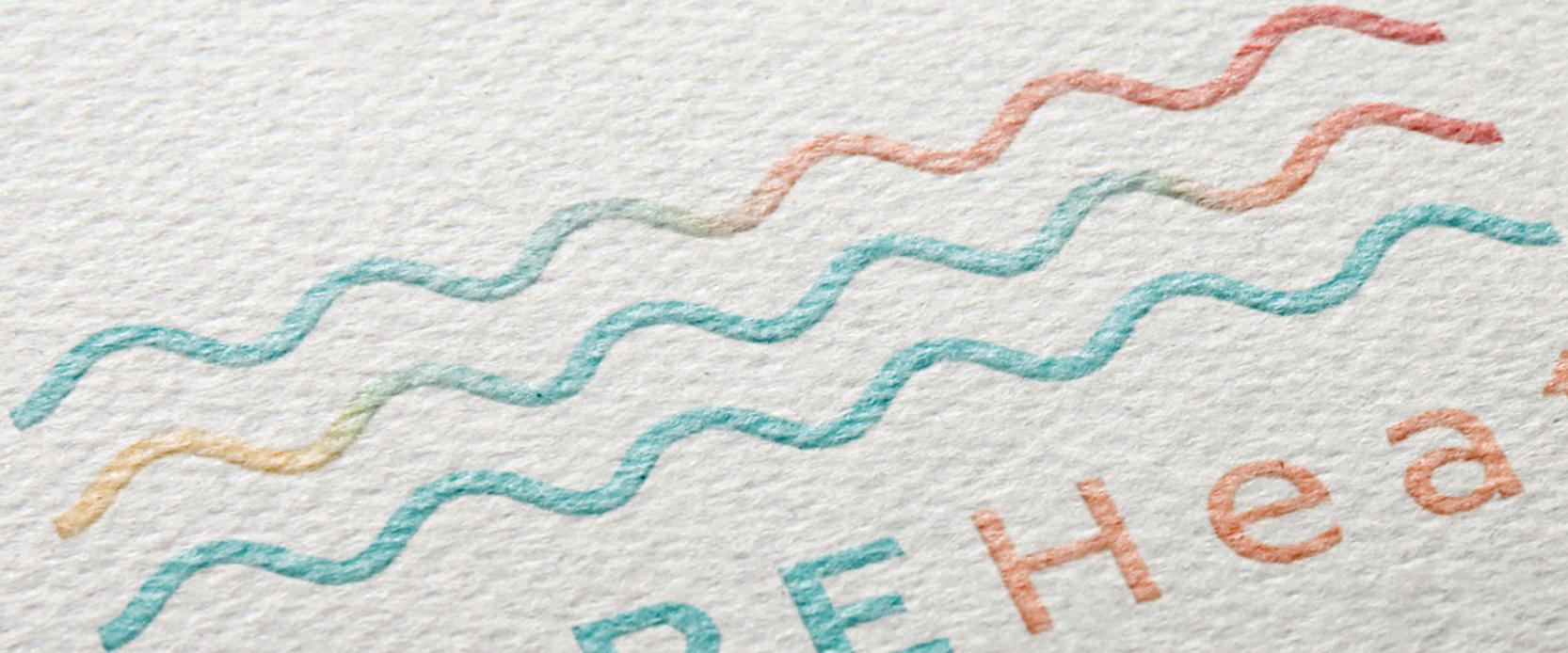
BRAND GUIDELINES

CAREHeat



CAREHeat

deteCtion and threAts of maRinE Heat waves



CAREHeat