

sCO₂flex
identity style guide



sCO₂flex
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Logo



sCO₂flex
identity style guide
solid/reverse

sCO₂flex[☼]

sCO₂flex[☼]

sCO₂flex

identity style guide

colours

primary colours

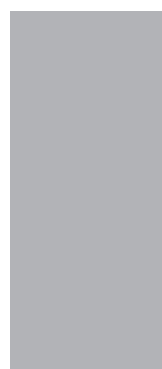


C88 M0 Y22 K0
R0 G167 B196
web: 00a7c4



C47 M15 Y100 K0
R155 G180 B42
web: 9bb42a

secondary colours



C0 M0 Y0 K35
R188 G188 B188
web: bcbcbc



C0 M0 Y0 K0
R255 G255 B255
web: ffffff



C0 M75 Y100 K0
R226 G86 B28
web: e2561c

sCO₂flex
identity style guide
typeface

primary typeface (logotype and headlines)

Advent Pro

source:
<https://fonts.google.com/specimen/Advent+Pro>
<https://www.1001freefonts.com/advent-pro.font>

secondary typefaces (main texts)

Arial / Myriad Pro (print)

Roboto (web)

source:
<https://fonts.google.com/>

Advent Pro type family

Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890