

MAIN LOGO

LINKS*:

MAIN LOGO



STACKED LOGO

LINKS*:

STACKED LOGO



WORD MARK

LINKS*:

WORD MARK LOGO



SUBMARK

LINKS*:

SUBMARK LOGO



FAVICON

LINKS*:

FAVICON



PRIMARY COLORS*

DARK BLUE

HEX	PANTONE	RGB	CMYK
#28387F	7687 C	40 56 127	100 96 22 0

TWILIGHT BLUE

HEX	PANTONE	RGB	CMYK
#2853B3	7455 C	40 83 179	89 75 0 0

DEEP SKY BLUE

HEX	PANTONE	RGB	CMYK
#75C1FF	292 C	117 193 255	46 13 0 0

MIKADO YELLOW

HEX	PANTONE	RGB	CMYK
#FFCD0D	116 C	255 205 13	0 18 99 0

SUNSHINE YELLOW

HEX	PANTONE	RGB	CMYK
#FFE600	803 C	255 230 0	0 3 98 0

SECONDARY COLORS

CLOUDY SKY

HEX

#9EA5AE

LIGHT BEIGE

HEX

#E6D8D3

MISTY

HEX

#D9E5ED

TYPOGRAPHY

PRIMARY FONT

LINKS:

FONTS

MIGRENA GROT.

Aa b c d e f g h i j k l m n o
p q r s t u v w x y z

SECONDARY FONT

LATO

Aa b c d e f g h i j k l m n o
p q r s t u v w x y z

GOOGLE FONT

RALEWAY

Aa b c d e f g h i j k l m n o
p q r s t u v w x y z

MIGRENA GROT. BOLD
Heading font

BEIRUT DUTY FREE

LATO LIGHT
Body text font

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean dolor ex, dapibus fermentum commodo efficitur, volutpat nec quam. Pellentesque lobortis diam ac orci molestie, non pulvinar elit tempor.

***LOGO FORMAT USAGE:**
JPG is best for compressed photos and web images.
PNG is ideal for high-quality images with transparency.
PDF is versatile for documents, combining text, images, and vectors.
EPS is a go-to format for high-quality vector graphics that need to be scalable for printing.

***COLOR USAGE:**
- PANTONE (PMS):
Purpose: Used for precise color matching in print, especially in spot color printing.
Applications: Ideal for ensuring consistent color reproduction in branded materials like logos, business cards, and any items requiring exact color matching.
- CMYK:
Purpose: Used for full-color (process) printing.
Applications: Essential for print materials such as brochures, posters, packaging, and other marketing collateral where multiple colors are printed together.
- RGB:
Purpose: Used for digital media, including web, TV, and any digital displays.
Applications: Ensures accurate color display on screens, used in web design, presentations, and any digital content.
- Hex:
Purpose: Used primarily for web and digital design.
Applications: Crucial for consistency in website design, email marketing, and other online platforms, ensuring that brand colors are represented accurately across the web.