



GUIDELINE/PRINT

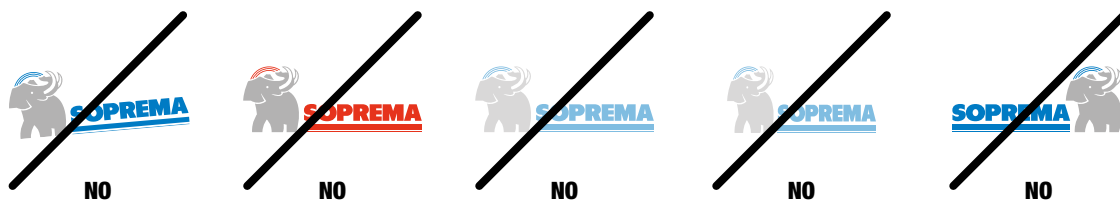
Logos

Varations and presentation.



Positive

For the prints and colors support, **SOPREMA** logo is reproduce in positive (blue and/or grey) or in white (in negative).
Refer to the color guide for the exact color.

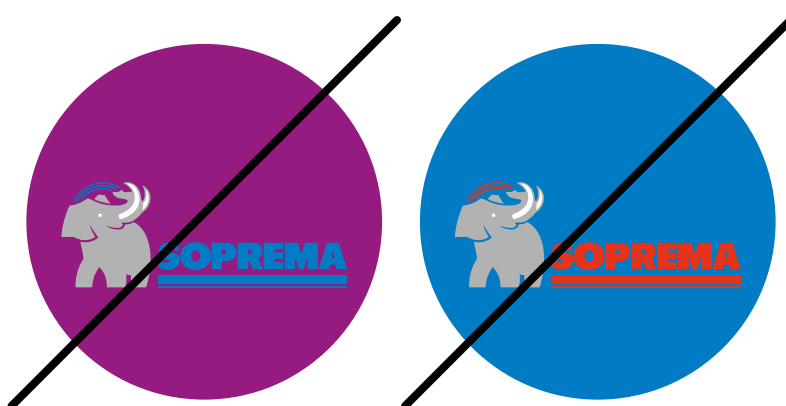




Positive on white background. On pictures, take care of the lisibility.



Negative on colored background or on pictures

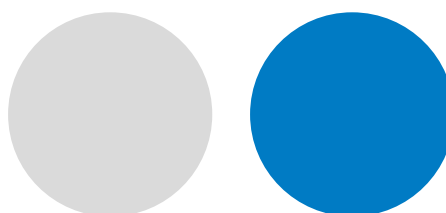


NO

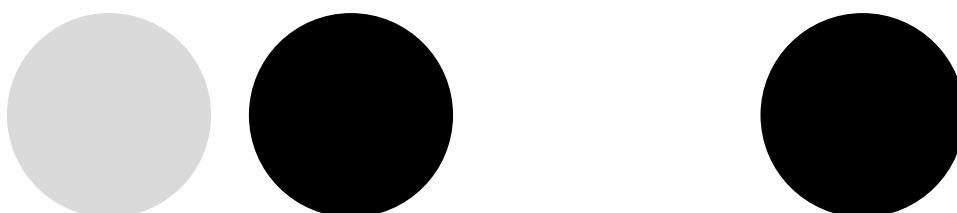
NO

Color for logo

Blue with soft grey.



CMYK	C	0	C	100
	M	0	M	35
	Y	0	Y	0
	B	40	B	0
RGB	R	240	R	0
	G	65	G	125
	B	40	B	195
PANTONE	CG5		3005	
HEXADECIMAL COLOR	b1b3b4		007cc3	

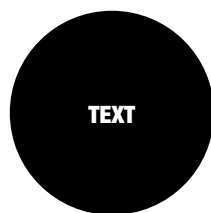


CMYK	C	0	C	0
	M	0	M	0
	Y	0	Y	0
	B	40	B	100
RGB	R	240	R	0
	G	65	G	0
	B	40	B	0
PANTONE	CG5		Black	
HEXADECIMAL COLOR	b1b3b4		000000	

CMYK	C	0	C	0
	M	0	M	0
	Y	0	Y	0
	B	100	B	100
RGB	R	0	R	0
	G	0	G	0
	B	0	B	0
PANTONE	CG5		Black	
HEXADECIMAL COLOR	b1b3b4		000000	

Color for SOPREMA universe

Colors can be used for text or technical part.



TEXT

Solid color



TECHNICAL PART

Solid color



BRAND COLOR

Solid color

CMYK	C	0	0	pages 12 & 13
	M	0	0	
	Y	0	0	
	B	100	20	
RGB	R	0	218	
	G	0	218	
	B	0	218	
PANTONE		Black	Cool Gray 2	
HEXADECIMAL COLOR		000000	dadada	

Typography

All types of Helvetica Neue Condensed and Italic Condensed.
The font ARIAL is the same font as Helvetica (the both have the same design).

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Black Condensed**
abcdefghijklmnopqrstuvwxyz
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Bold Condensed**
abcdefghijklmnopqrstuvwxyz
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Medium Condensed**
abcdefghijklmnopqrstuvwxyz
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Light Condensed**
abcdefghijklmnopqrstuvwxyz
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Thin Condensed**
abcdefghijklmnopqrstuvwxyz
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Ultra Light Condensed**
abcdefghijklmnopqrstuvwxyz
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Black Condensed**
abcdefghijklmnopqrstuvwxyz **Italic**
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Bold Condensed**
abcdefghijklmnopqrstuvwxyz **Italic**
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Medium**
abcdefghijklmnopqrstuvwxyz **Condensed**
0123456789 > ? ! , : @ & + **Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Light Condensed**
abcdefghijklmnopqrstuvwxyz **Italic**
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Thin Condensed**
abcdefghijklmnopqrstuvwxyz **Italic**
0123456789 > ? ! , : @ & +

ABCDEFGHIJKLMNOPQRSTUVWXYZ **Ultra Light Condensed**
abcdefghijklmnopqrstuvwxyz **Italic**
0123456789 > ? ! , : @ & +

TEXT → **SOPREMA in the text allways in Helvetica Neue Black Condensed and in capital.**
Product name in the text always in Helvetica Neue Bold Condensed.
Simple text allways in Helvetica Neue Light Condensed.