



CORPORATE IDENTITY GUIDELINES

COLORS

	pms	cmyk	rgb	web
	302C	C80 M35 Y0 K50	R0 G81 B123	# 00517B
	124C	C6 M32 Y100 K0	R238 G177 B17	# EEB111
	279C	C60 M30 Y0 K0	R101 G154 B210	# 659AD2
	172C	C0 M68 Y89 K0	R243 G116 B50	# F37432

PMS: Pantone Matching System, a standardized color reproduction system

CMYK: Full Color printing code

RGB & WEB: Digital color code

TYPOGRAPHY

Titles & subtitles

CRIMSON TEXT

Regular - **SemiBold** - **Bold** & *Italic* - *SemiBold Italic* - **Bold Italic**

Download open source font [here](#).

Paragraphs

LATO

Light - *Light Italic* - Regular - *Regular Italic* - **Bold** - **Bold Italic** - **Black** - **Black Italic**

Download open source font [here](#).



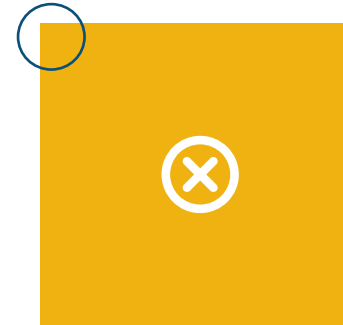
Preferred

SHAPES

Circles are the preferred shapes to use. When this is not possible (for example a rectangular shape behind a text), the corners need to be rounded with a minimum of 2 pt.



Correct



Wrong

LINES

We use lines as our main graphic elements. Lines are functional: they connect, highlight, indicate hyperlinks, illustrate. Lines can be used in all shapes and sizes, as long as they are functional, are used in the correct Liber Colour scheme, and have rounded edges.



Underline strokes (for example to highlight a text, or as a hyperlink) need to be as thick as the letter l. The distance between the text and low point of the stroke is 50% of the capital height.

