

# DORMER PRAMET

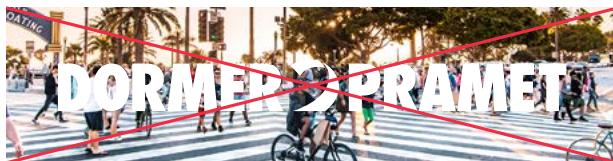
## LOGOS

Company logo

# DORMER PRAMET

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Product logos – typical using

 **DORMER**  **PRAMET**

 **DORMER**

 **PRAMET**

Version: ROW – July 2022

# VISUAL NAVIGATOR

Product logos – color versions

 **DORMER**

 **PRAMET**

Protection zone

|    |  |  |  |  |  |  |  |  |    |
|----|--|--|--|--|--|--|--|--|----|
| 1x |  |  |  |  |  |  |  |  | 1x |
|    |  |  |  |  |  |  |  |  | 1x |
|    |  |  |  |  |  |  |  |  | x  |
|    |  |  |  |  |  |  |  |  | 1x |

|    |  |  |  |  |  |    |  |  |    |
|----|--|--|--|--|--|----|--|--|----|
| 1x |  |  |  |  |  | 1x |  |  | 1x |
|    |  |  |  |  |  |    |  |  | x  |
|    |  |  |  |  |  |    |  |  | 1x |

|    |  |  |  |  |  |  |  |  |    |
|----|--|--|--|--|--|--|--|--|----|
| 1x |  |  |  |  |  |  |  |  | 1x |
|    |  |  |  |  |  |  |  |  | x  |
|    |  |  |  |  |  |  |  |  | 1x |

Simply Reliable (logo)

# SIMPLY RELIABLE

# SIMPLY RELIABLE

## TYPOGRAPHY

Company font – Calibri (bold/outline)

# ABCDEF...

*Note: Calibri outline is set-up manually. Transparent fill, black outline (thickness of outline in points: high of headline in points / 40).*

Calibri Regular

1234567890 / abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJK...

Calibri Bold

1234567890 / abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJK...

Calibri Bold Outlined (CAPITALS ONLY)

Other company fonts

As an exception, the default font used for Dormer Pramet production pages (only in tables) is “Myriad Pro Condensed” (PIM source), and in case of specification (ISO) “Myriad Pro Bold Condensed” (9 point size).

There is also an exception for Chinese characters, where “Arial Unicode MS” is the recommended font.

Graphic-based headlines (> 20 points)

# GET THE JOB DONE

Text-based headlines (< 20 points)

## EXAMPLE OF TEXT-BASED HEADLINE

## EXAMPLE OF TEXT-BASED HEADLINE WITH GREY BACKGROUND

Subheadlines

# HEADLINE IN CALIBRI

Subheadline style font Calibri regular

## COLORS

### Main colors

| CMYK            | CMYK                  | CMYK            | CMYK                       |
|-----------------|-----------------------|-----------------|----------------------------|
| RGB             | PANTONE               | RGB             | PANTONE                    |
| White           | Grey                  | Black           | DORMER PRAMET Orange Solid |
| CMYK 0-0-0-0    | CMYK 0-0-0-9          | CMYK 0-0-0-100  | CMYK 0-53-100-0            |
| RGB 255-255-255 | RGB 238-238-238       | RGB 0-0-0       | RGB 218-138-28             |
| —               | PANTONE Cool Gray 1 C | PANTONE Black C | PANTONE 1375 C             |
| RAL 9010        | RAL 9002              | RAL 9005        | RAL 2003                   |
| Hex #FFFFFF     | Hex #eeeeee           | Hex #000000     | Hex #F8902B                |

### Supplementary colors

| CMYK             | CMYK              |
|------------------|-------------------|
| RGB              | RGB               |
| PANTONE          | PANTONE           |
| DORMER Red Solid | PRAMET Blue Solid |
| CMYK 0-94-73-0   | CMYK 100-49-3-1   |
| RGB 198-43-59    | RGB 19-105-173    |
| PANTONE 186 C    | PANTONE 300 C     |
| RAL 3020         | RAL 5015          |
| Hex #c62b3b      | Hex #1369ad       |

### Gradient colors

| DORMER PRAMET Orange Gradient                           | DORMER PRAMET Grey Gradient                               |
|---------------------------------------------------------|-----------------------------------------------------------|
| CMYK (0-65-90-0 ... 0-44-100-0)                         | CMYK (0-0-0-9 ... 0-0-0-0)                                |
| RGB (211-114-48 ... 224-157-27) / Hex #d37230 – #F8902B | RGB (255-253-240 ... 255-255-255) / Hex #eeeeee – #FFFFFF |
| DORMER Red Gradient                                     | PRAMET Blue Gradient                                      |
| CMYK (0-94-73-30 ... 0-94-73-0)                         | CMYK (100-49-3-31 ... 100-49-3-1)                         |
| RGB (151-38-46 ... 198-43-59) / Hex #97262e – #c62b3b   | RGB (14-83-135 ... 19-105-173) / Hex #0e5387 – #1369ad    |

## DESIGN ELEMENTS

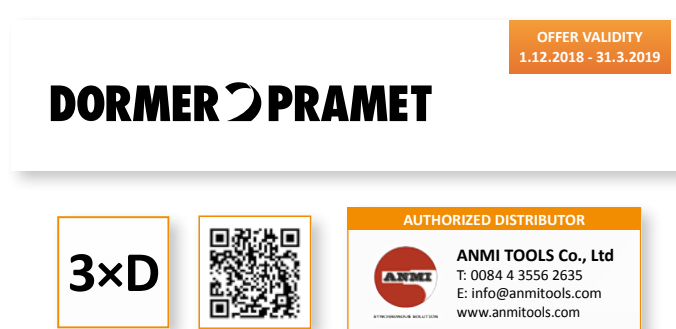
### Main colors



### Headline stripes



### Info highlighter



### Footer - full & mini



### Icons



## MARKETING IMAGERY



## STANDARD LAYOUT

