



**Romanian Diversity
Chamber of Commerce**

Brand Guidelines

This document is a guide to the brand communication style for the **Romanian Diversity Chamber of Commerce.**

It explains what our brand stands for and how the creative elements fit together in our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.

OUR LOGO

The logo is the most visible element of our identity. It is a guarantee of quality in all that we do and as such should be treated with care.

The full colour version should always be used in the first instance, however a greyscale version is also available.

The logo should always be applied in full. The '**DIVERSITY**' statement should never be used without the words '**Romanian Diversity Chamber of Commerce**'.



**Romanian Diversity
Chamber of Commerce**

LOGO Full Colour



**Romanian Diversity
Chamber of Commerce**

LOGO Greyscale

Our Typeface

Our typeface is Arimo, please use Ariel as a secondary font where it is not available, ie. PowerPoint and Word.

The regular weight should be used for body copy. Bold used primarily for headlines or to highlight text.

Arimo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678 | !;?&%()

Arimo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678 | !;?&%()

EXCLUSION ZONES

Please observe the exclusion zone around our logo to optimise and reinforce its visual impact.

The zone relates to the negative space that uses the height of the letter 'R' from Romanian. Wherever possible allow more space, especially when positioning the logo close to the edge of a page or trim area.

MINIMUM SIZE

The minimum size for the logo is based on the height. It should be no less than 20mm high.



Our Colours

Our corporate colours convey a sense of vibrancy and energy and diversity.

Corporate colours in all templates and promotional literature are not to be changed.

Colour tints are also acceptable from the corporate palette.



CMYK 50/86/0/0
RGB 170/44/167
HEX A A 2CA7



CMYK 100/0/0/0
RGB 0/159/227
HEX 009FE3



CMYK 0/84/2/0
RGB 246/68/146
HEX F64492



CMYK 2/17/89/0
RGB 252/209/35
HEX FCD123



CMYK 0/69/96/0
RGB 244/105/12
HEX F4690C



CMYK 80/3/100/0
RGB 16 /16 3 / 57
HEX 10A339