Pact4Skills
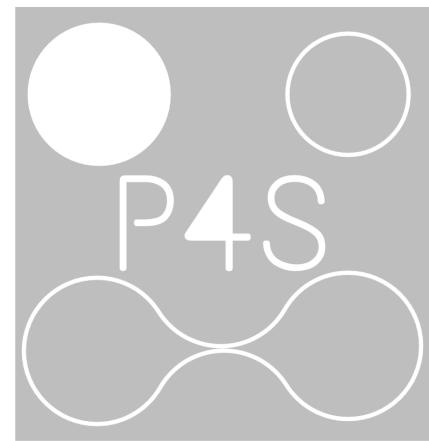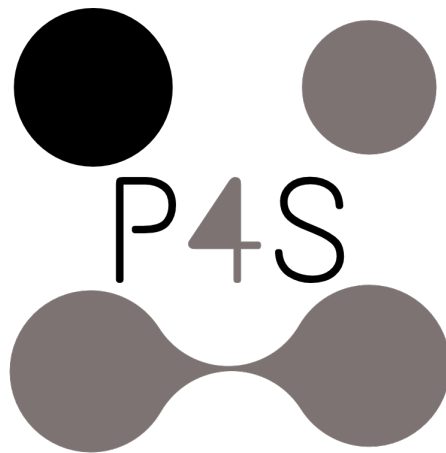
P4S

logo

The main colour for the logo is orange, but in certain situations a white and black logo can also be used.

font family

headings	**montserrat alternates**
subheadings	montserrat alternates
body	montserrat alternates

brand
colors

The colours have been built from the hues of different video games. The balanced colour combinations reflect the purity of the game's emotional human landscape.

The logo's shape creates the illusion of a Play Station video console number 4.

It also plays with the concept Orange is the new Black. White and grey colours have been left out to create an accessible brand for everyone.

#FF8C00 **RGB** **255-140-0** **CMYK** **0-45-100-0**	**#000000** **RGB** **0-0-0** **CMYK** **0-0-0-100**	**#FF8C00** **RGB** **128-128-128** **CMYK** **0-0-0-50**	**#FF8C00** **RGB** **106-13-173** **CMYK** **26-63-0-32**

ORANGE is the primary colour for the brand and also the main colour for the logo.

BLACK is the second brand colour and it should be used on the side with the orange.

GREY is the fill colour that should be used in big visual elements on the background.

BRIGHT PURPLE can be used in the body text and in other things that need to be seen clearly.

brand elements

The brand elements consist of an abbreviation of the name "PACT4SKILLS!".

The visual components can be used as light backgrounds or side elements. The colours that can be used are orange, black and light grey.

The font for the logo is Montserrat Alternates