

DESIGN MANUAL

Nordic-Baltic Mobility Programme
for Culture, 2023

The logo

The logo consists of the logotype and the logomark in two versions. The logo uses a dark grey colour on a white or light background and white on a dark background.



HEX: #454547
RGB: 69-69-71
CMYK: 0-0-0-88



HEX: #ffffff
RGB: 255-255-255
CMYK: 0-0-0-0



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Respect distance

The distance between the logo and other communication and design elements is defined in relation to the logomark.

The logo is a single graphic entity and the ratio of logomark to logotype is always the same.

Typography

The typeface used for the logotype is Work Sans Semibold.

It is free to download on fonts.google.com.

