

YUSEN TERMINALS

# Brand Guidelines



# COLORS

## Primary Colors

**Navy Blue**

PANTONE 7463 C

CMYK 100 81 43 44  
RGB 0 43 73  
HEX 002B49

**Red**

PANTONE 485 C

CMYK 6 98 100 1  
RGB 225 37 27  
HEX E1251B

**Black**

PANTONE Black C

CMYK 100 100 100  
RGB 0 0 0  
HEX 000000

**White**

PANTONE 000C

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF

## Secondary Colors

*(to be used sparingly, as accents only)*

PANTONE  
2227 C

CMYK 61 4 21 0  
RGB 89 190 202  
HEX 59BECA

PANTONE  
012C

CMYK 2 12 100 0  
RGB 254 215 0  
HEX FED700

PANTONE  
Cool Gray 7 C

CMYK 43 35 34 1  
RGB 152 153 155  
HEX 98999B

# TYPEFACE

*Primary Typeface*

**Calibri**  
**Calibri**  
*Calibri*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Logo Typeface*

**Utopia**

# LOGO ARTWORK

## STANDARD



**YUSEN TERMINALS**



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## STACKED



**YUSEN  
TERMINALS**



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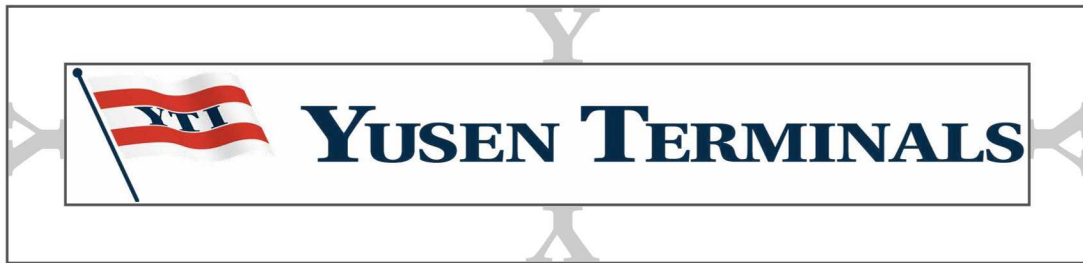
## FLAG ONLY



# LOGO VARIATIONS

## MINIMUM SPACING

Leave a minimum amount of space around the logo so it can breathe.



## DON'T

Having too many variations of your company's logo can confuse the public and take value away from the strength of the brand.

Rotate



Change the color



Stretch or shrink



Modify the layout

