

DEMISTO

JULY 2017

BRAND GUIDELINES

COLORS

PRIMARY



PANTONE® 375

LIME GREEN

RGB: 149 214 0

CMYK: 46 0 100 0

HEX: 97C93C



PANTONE® 426

DARK GREY

RGB: 55 56 61

CMYK: 72 65 57 51

HEX: 37383D



PANTONE® 427

LIGHT GREY

RGB: 209 211 211

CMYK: 17 12 13 0

HEX: D1D3D3

SECONDARY



PANTONE® 302

NAVY BLUE

RGB: 0 55 94

CMYK: 100 81 37 29

HEX: 00375E



PANTONE® 3125

TEAL

RGB: 0 171 190

CMYK: 76 10 24 0

HEX: 00ABBE

LOGOS

FULL LOGO

Primary Logo



Full Color Logo
"Demisto_Logo_Digital"

Secondary Logo



Black Logo
"Demisto_Logo_Digital_Black"



Reversed Logo
"Demisto_Logo_Digital_Reversed"



Reversed Logo
"Demisto_Logo_Digital_White"

LOGOS

ICON



Full Color Icon on White
"Demisto_Icon_Digital"



Reversed Icon on Grey
"Demisto_Icon_Digital_Grey"

FONTS

PRODUCT

Source Sans Pro

This is the typographic style of Source Sans Pro

Aa
 Regular

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	0	1	2	3	4	5	6	7
8	9								

Aa
 Bold

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	0	1	2	3	4	5	6	7
8	9								

The quick brown fox jumps over the lazy dog.

FONTS

WEB

Nunito Sans

This is the typographic style of Nunito Sans

Aa
Regular

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	0	1	2	3	4	5	6	7
8	9								

Aa
ExtraBold

A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z	a	b	c	d
e	f	g	h	i	j	k	l	m	n
o	p	q	r	s	t	u	v	w	x
y	z	0	1	2	3	4	5	6	7
8	9								

The quick brown fox jumps over the lazy dog.

FONTS

PRINT

Arial

This is the typographic style of Arial

Aa
Regular

A	B	C	D	E	F	G	H	I	J	
K	L	M	N	O	P	Q	R	S	T	
U	V	W	X	Y	Z	a	b	c	d	
e	f	g	h	i	j	k	l	m	n	o
p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9	

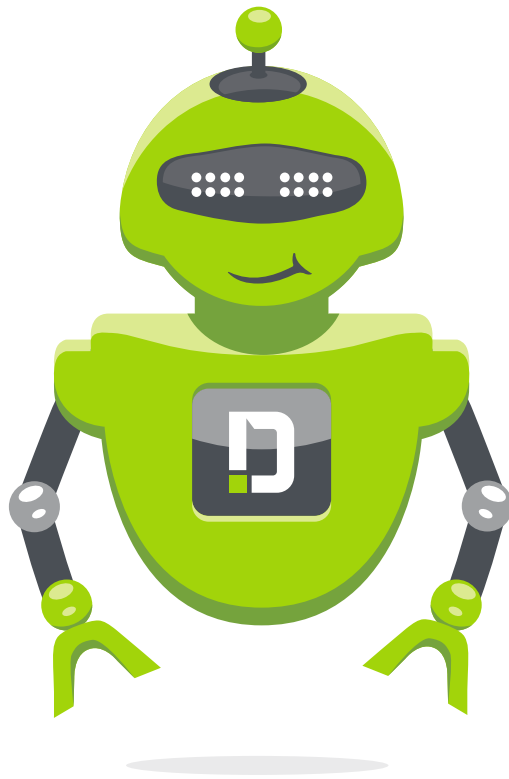
Aa
Bold

A	B	C	D	E	F	G	H	I	J	
K	L	M	N	O	P	Q	R	S	T	
U	V	W	X	Y	Z	a	b	c	d	
e	f	g	h	i	j	k	l	m	n	o
p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9	

The quick brown fox jumps over the lazy dog.

DBOT

CHARACTER



COLORS



PANTONE
372

CMYK: 19 0 56 0
RGB: 212 235 141
HEX: D4EB8D



PANTONE
375

CMYK: 46 0 100 0
RGB: 149 214 0
HEX: 95D600



PANTONE
7737

CMYK: 64 15 100 2
RGB: 108 164 57
HEX: 6CA439



PANTONE
422

CMYK: 39 32 32 0
RGB: 75 79 84
HEX: A0A1A2



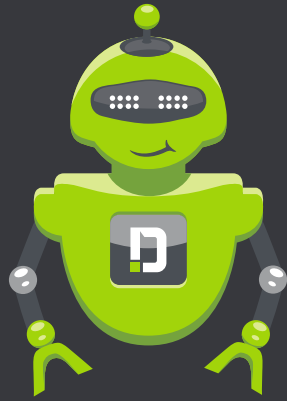
PANTONE
10

CMYK: 61 52 48 19
RGB: 100 101 105
HEX: 646569



PANTONE
7540

CMYK: 68 59 53 33
RGB: 75 79 84
HEX: 4B4F54



DEMISTO

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