

VISUAL IDENTITY QUICK REFERENCE

CONSISTENCY IS CRUCIAL.

NEVER RE-CREATE, MANIPULATE OR DISTORT ANY LOGO, COLOUR OR FONT FOR ANY REASON.

ALWAYS USE LOGOS, COLOURS AND FONTS EXACTLY AS THEY APPEAR HERE TO MAINTAIN A PROFESSIONAL QUALITY APPEARANCE.

PRIMARY COLOURS

AHUJA BLUE PANTONE 287 C:93 M:78 Y:6 K:0 R:39 G:62 B:130 HEX: 273e82	80%
	60%
	40%

AHUJA RED PANTONE 180 C:10 M:90 Y:85 K:0 R:128 G:37 B:29 HEX: da251d	80%
	60%
	40%

SECONDARY COLOURS

AHUJA SILVER PANTONE Cool Gray 6 C:0 M:0 Y:0 K:30 R:170 G:169 B:169 HEX: aaa9a9	80%	AHUJA ORANGE PANTONE 715 C:0 M:45 Y:85 K:0 R:247 G:150 B:70 HEX: f79646	80%	AHUJA GREEN PANTONE 7489 C:32 M:9 Y:81 K:0 R:155 G:187 B:89 HEX: 9bbb59	80%
	60%		60%		60%
	40%		40%		40%

ACCENT COLOURS

AHUJA YELLOW PANTONE 7406 C:0 M:17 Y:100 K:0 R:255 G:203 B:0 HEX: ffc000	80%	AHUJA AQUA PANTONE 632 C:60 M:5 Y:15 K:0 R:75 G:172 B:198 HEX: 4bacc6	80%
	60%		60%
	40%		40%

PRIMARY DISTINCTIVE FONT

Ubuntu 16pt 12pt 10pt

PRINT & MULTIMEDIA FONTS

Calibri 16pt 12pt 10pt

Corbel 18pt 14pt 12pt

ONSCREEN & PLAIN TEXT FONTS

Arial 14pt 11pt 9pt

Verdana 14pt 11pt 9pt

ONLY USE THE ABOVE MENTIONED FONTS AND FONT SIZES.

FIRST SIZE FOR HEADINGS, SECOND FOR NORMAL TEXT AND THIRD SIZE FOR SMALL PRINT.