BOREAL LOGOS.

Please do not alter the elements and colors of each logo.
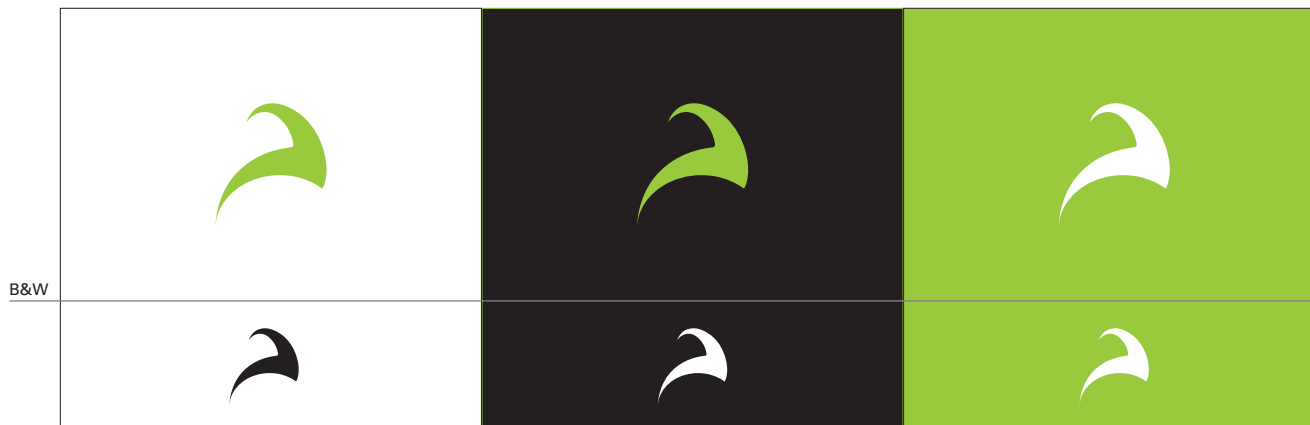
STANDARD LOGO - WHITE BACKGROUND (1)(2) **STANDARD LOGO - BLACK BACKGROUND** **STANDARD LOGO - GREEN BACKGROUND**

B&W

LOGOTYPE - WHITE BACKGROUND (3) **LOGOTYPE - BLACK BACKGROUND** **LOGOTYPE - GREEN BACKGROUND**

B&W

SYMBOL - WHITE BACKGROUND (4) **SYMBOL - BLACK BACKGROUND** **SYMBOL - GREEN BACKGROUND**

B&W

(1) The BOREAL logo consists of two elements, a "BOREAL" wordmark and a goat-icon. BOREAL is always spelled in all capital letters with the taller "A".

(2) In case the wordmark and icon appear together the icon must be coloured green and the wordmark is kept in a solid black or white.

(3) Should the wordmark appear alone, the taller "A" must be coloured green. If it is not possible to use green colour the logo has to be either all white or all black.

(4) The goat-icon has to be green when it is used alone or with the wordmark.

(5) If it is not possible to use the PMS 382 U only CMYK 45/0/100/0 for printing and RGB 172/196/52 for desktop publishing are to be used.

Use all the elements as shown - do not rearrange them.

LOGO COLORS

(6)

PANTONE 382 U
CMYK (45 | 0 | 99 | 0)
RGB (152 | 194 | 33)
#a4c139

Black
CMYK (0 | 0 | 0 | 100)
RGB (34 | 34 | 34)
#000000

TYPEFACES

Univers

ABCDEFGHIJKLMN-ÑOPQRSTUVWXYZ
abcdefghijklmnñop-qrstuvwxyz
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BOREAL
THE ART OF CLIMBING