



**IWF 22**

**BRAND  
MANUAL**

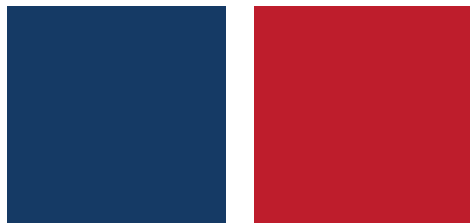


# IWF22 COLORS

Wherever possible please use the primary positive or negative logo.

**OUR BLUE: PANTON 294C / OUR RED: PANTON 200C**

Our institutional blue is Pantone 294C (CMYK 100-85-35-25)  
Our institutional red is Pantone 200C (CMYK 15-100-90-10)  
When it is not possible to use the primary logos in our institutional color, please use black and white version.  
**Do not use our logo in different colors.**



C 100 M85 Y 35 K 25  
PANTON 294C

C 15 M100 Y 90 K 10  
PANTON 200C



## NEGATIVE VERSION

If the positive version is not readable, please use the negative form with our institutional blue in background.  
You can choose between two versions of the logo in negative: all white or two colors. Choose the one that makes the logo more legible in the background



### COMPACT VERSION

We have created a compact version of the logo to be used in situations where it would be too long. Use it only as an alternative to the full version if it is not usable



### NEGATIVE COMPACT VERSION

The negative version of the compact logo should only be used where the positive logo cannot be read. You can choose between two versions of the logo in negative: all white or two colors. Choose the one that makes the logo more legible in the background.





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