



COLOR

ORANGE PMS 151 (letter "h")

CMYK 0 c / 50 m / 90 y / 0 k
 RGB 247 r / 127 g / 0 b
 HTML # F77F00

LIGHT GRAY (letter "k")

TINT 30 % black
 RGB 180 r / 180 g / 180 b
 HTML # B4B4B4

BLUE PMS 307 (curve)

CMYK 100 c / 5 m / 0 y / 20 k
 RGB 0 r / 110 g / 170 b
 HTML # 006EAA

DARK GRAY (logotype "highline")

TINT 65 % black
 RGB 90 r / 90 g / 90 b
 HTML # 5A5A5A

TYPOGRAPHY

Base font *Phoenix Sans Italic*. Modified, lightened and refined from original.

GRAYSCALE

BLACK (logotype "highline")

TINT 100 % black
 RGB 0 r / 0 g / 0 b
 HTML # 000000

LIGHT GRAY (letter "k" and curve)

TINT 30 % black
 RGB 180 r / 180 g / 180 b
 HTML # B4B4B4



NEGATIVE

WHITE (logotype "highline")

TINT 100 % white
 RGB 255 r / 255 g / 255 b
 HTML # FFFFFFFF

50 % WHITE (letter "k" and curve)

TINT 50 % white
 RGB relative to background color
 HTML relative to background color