



**UNITED
EVANGELICAL
MISSION**

Quick Guide

Questions? Please write us: communication-fundraising@vemission.org

LOGO



LOGO COLOURS



UEM CYAN
CMYK 100 | 0 | 0 | 0
RGB
PMS Process Cyan C
HKS 47 K
RAL 5012 (lichtblau)



UEM BLUE
CMYK 100 | 35 | 0 | 20
RGB
PMS 3015 C
HKS 47 K
RAL 5017 (verkehrsblau)



BLACK
CMYK 0 | 0 | 0 | 100
RGB
PMS Process Black C
HKS 97 K
RAL 9017 (verkehrsschwarz)



UEM VIOLET
CMYK 60 | 100 | 0 | 40
RGB
PMS 260 C
HKS 34 K
RAL 7004 (purpurviolett)

LOGO SYSTEM



TYPOGRAPHY

Noto Serif Regular
Noto Serif Italic

Noto Sans SemiCondensed Bold
Noto Sans SemiCondensed Bold Italic

Noto Sans SemiCondensed
Noto Sans SemiCondensed Italic

Noto SemiCondensed Light
Noto SemiCondensed Light Italic

Kalam Bold
Kalam Regular