



PMC METAL

# BRANDING BOOK

Brand Manual  
& Color Guideline



 PMC METAL

Logo construction and clear space



Application on a background



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The primary color system  
The Logo color system  
The secondary color system

The primary color system just TRIGRAM

Dark Gray  
CMYK  
C 0 M 0 Y 0 K 95

RGB  
47 2 16

Light Gray  
CMYK  
C 0 M 0 Y 0 K 50

RGB  
40 39 39

Red  
CMYK  
C 0 M 93 Y 74 K 0

RGB  
355 82 90

# Color

Corporate font  
Secondary font

Main font

HELVETICA  
NEUE

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HELVETICA ULTRALIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

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HELVETICA LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

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**HELVETICA BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

Font

Secondary font

# Barlow

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Barlow Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

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Barlow Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

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Barlow Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

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Barlow Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

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*Barlow Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890?!\*+(.,)*

Light

Regular

Medium

Bold

*Italic*

 PMCMETAL

[www.pmcmetal.com.tr](http://www.pmcmetal.com.tr)