

# publir

publir

The new Publir logo is a bold, classic word mark. Overall the values projected by the logo are that of quality, professionalism, and trust.

### Corporate Colors

These colors should be used as the predominate color for all mediums.



**Pantone:** 357 C  
**CMYK:** C=80, M=0, Y=100, K=86  
**RGB:** R=0, G=99, B=37



**Pantone:** Process Black C 95%  
**CMYK:** C=0, M=0, Y=0, K=95  
**RGB:** R=51, G=49, B=51

### Accent Colors

These colors should be used secondary to compliment the logo.



**Pantone:** Cool Grey 8 C  
**CMYK:** C=0, M=1, Y=0, K=43  
**RGB:** R=161, G=161, B=164



White



Black

### Corporate Font

Baskerville Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**  
**abcdefghijklmnopqrstuvwxyz**

### Corporate Font II

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz

### Web Font II

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz

### Web Font II

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz

**Preferred Format**

Single Color:  
Process Black C 95%

publir

**Preferred Format Alt**

Single Color:  
357 C

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**Preferred Format Alt**

Single Color:  
Cool Grey 8 C

publir

**Monogram**

Single Color:  
Process Black C 95%

p

**Monogram Alt**

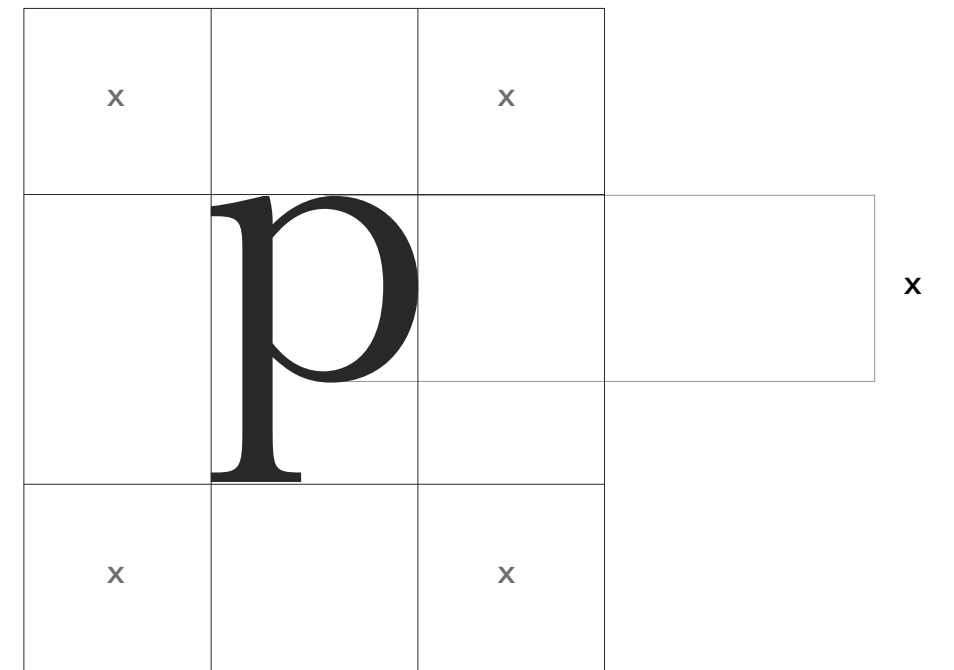
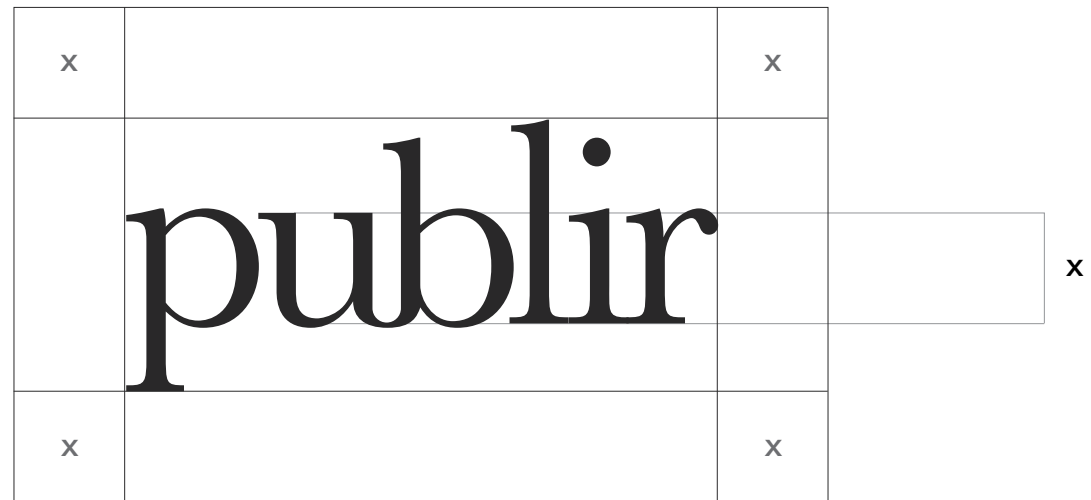
Single Color:  
357 C

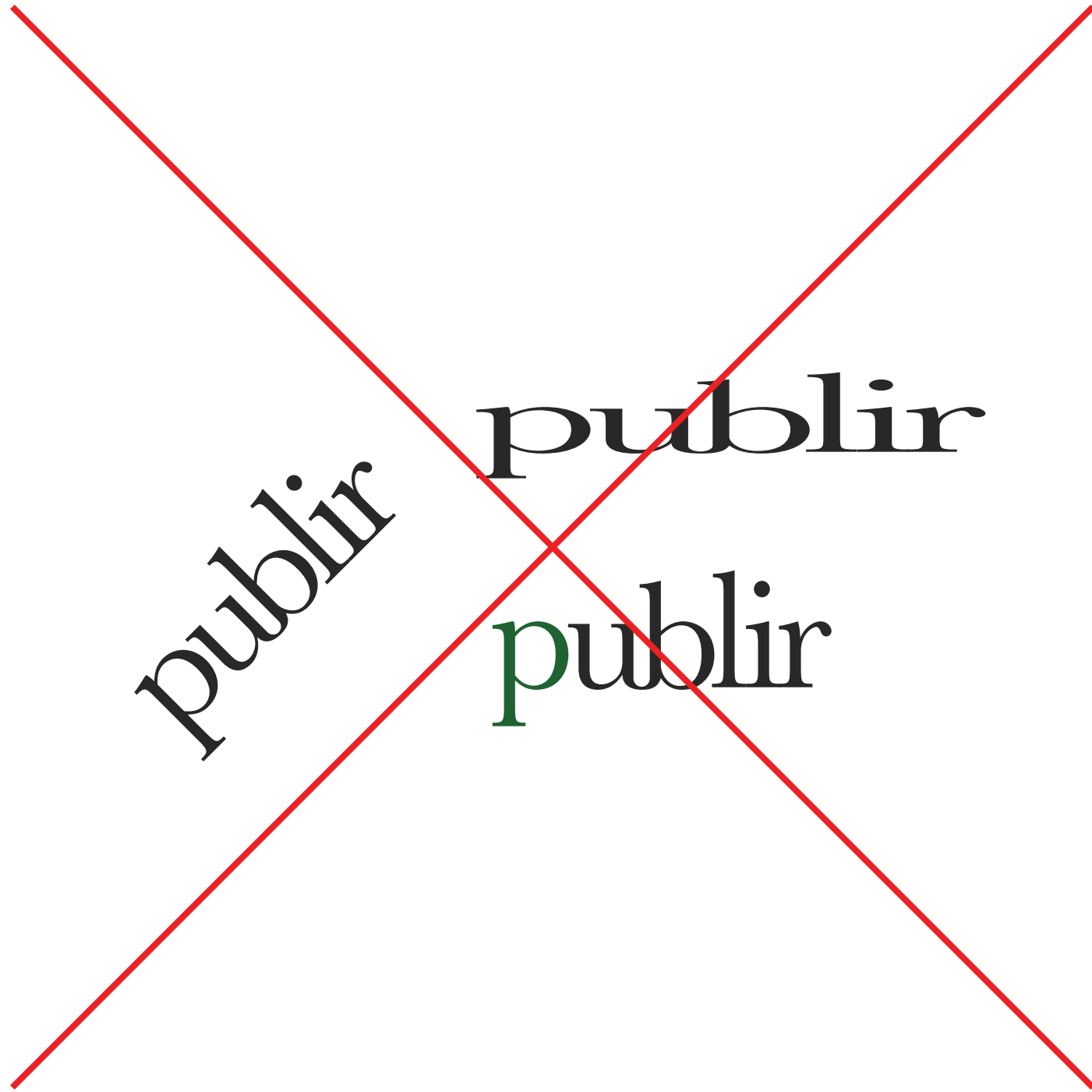
p

**Monogram Alt**

Single Color:  
Cool Grey 8 C

p





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