LOGO

The best way to display Pegaso logo is over a white, or very soft background.
Logo colours

Those are our brand logo colours. They must be used carefully to avoid disappearance of our logo.

*COLOUR PALETTE*

RGB 113, 201, 206
CMYK 53, 1, 20, 0
HEX #73c9ce

RGB 139, 205, 168
CMYK 46, 0, 43, 0
HEX #8dcca9

RGB 63, 161, 136
CMYK 74, 15, 56, 1
HEX #42a189

RGB 148, 158, 166
CMYK 44, 31, 28, 0
HEX #959fa6

RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #ffffff
LOGO VARIANTS

1. Standard Logo
2. Logo with payoff
3. Just wings
4. Horizontal logo

For the minimal allowed logo dimensions see MINIMAL MEASURES section.
MINIMAL MEASURES

1. Logo with payoff
   never use it with an height less than 20mm

2. Standard logo
   never use it with an height less than 10mm

3. Just wings logo
   never use it with an height less than 5mm

4. Horizontal logo
   never use it with an height less than 5mm. This variant should be used ONLY in spaces very small and thin like over pencils or bracelets to keep readability.
SPACING

Minimal space between other elements
Pegaso logo must always present a margin around. To define this margin width measure P height and use its double to define margin spacing.

Logo with binding
In case of positioning Pegaso logo over dark images or backgrounds, Pegaso logo must be bound by a wrapper. To define binding width use P dimension. Binding wrapper must always be of a soft colour.
1. Logo in a grey scale
2. Coloured Logo over a white
3. Coloured Logo over soft blue
4. Coloured Logo over soft green
5. Coloured Logo over soft grey
1. Place logo over a picture without white background
2. Place logo over a black or dark background
3. Place logo over a too much saturated background
4. Coloured logo over soft green
5. Change logo colours
LOGO OVER IMAGE

Logo positioning over squared images.
LOGO OVER IMAGE

Logo positioning over horizontal images.
LOGO OVER IMAGE

Logo positioning over vertical images.
Exo ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
1234567890!?.,'"

Exo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
1234567890!?.,'"

Exo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
1234567890!?.,'"
**Futura Std ExtraBold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”

**Futura Std Medium**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”

**Futura Std Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ’ ”

**TYPOGRAPHY**

**Futura Std Family**

ExtraBold version is used for all titles.

Medium version is indicated for subtitles or words to be put in evidence.

Light version is used for body text.
IMAGES

Photography:
- must show a real and natural environment
- must contain teenagers
IMAGES

Picture examples