

**Grumsen**  
Development



## 01 Logo Concept.



## Origins

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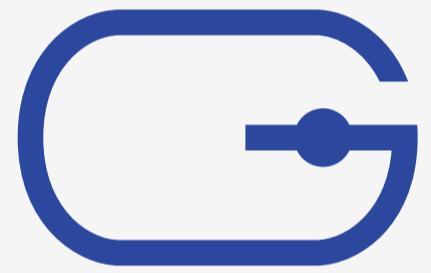
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## Spacing & Dimensions

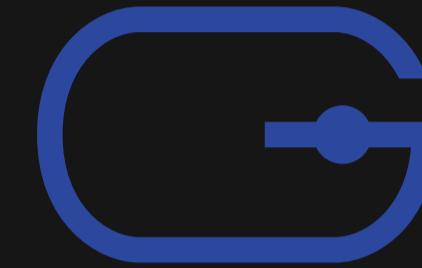
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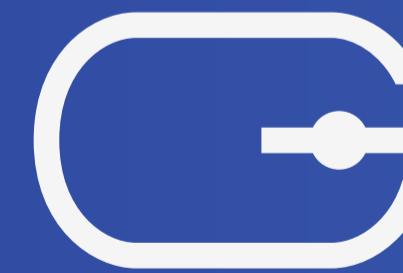
## 02 Logo Color Guidelines.



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## 03 Logo Usage.



## 04 Brand Color Palette.

**Mat Black**

#F5F5F5

RGB: 245 245 245

CMYK: 0% 0% 0% 4%

**White Smoke**

#161616

RGB: 22 22 22

CMYK: 0% 0% 0% 91%

**Indigo Blue**

#2C479E

RGB: 44 71 158

CMYK: 45% 34% 0% 38%

## 05 Typography.

Open Sans

Ag

Aa	Bb	Cc	Dd	Cc	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq
Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz
01	02	03	04	05	06	07	08	09