



**BRAND BOOK**

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## LOGO DESIGN

01

The rectangular Mundi logo does not have any other variations and should not under any circumstance be altered, distorted, masked or textured.



## EMBLEM

02

The Mundi emblem does not have any other variations and should not under any circumstance be altered, distorted, masked or textured.



## BRAND COLOR SCHEME

03



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2728 C

---

RGB 53 39 221

---

HEX 3527DD

---

CMYK 90 78 0 0



---

2738 C

---

RGB 35 29 169

---

HEX 231DA9

---

CMYK 99 88 0 0



---

7452 C

---

RGB 129 125 241

---

HEX 817DF1

---

CMYK 62 54 0 0



---

2726 C

---

RGB 83 82 186

---

HEX 5352BA

---

CMYK 80 71 0 0



---

2766 C

---

RGB 18 18 76

---

HEX 232323

---

CMYK 100 100 33 43



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11-0601 TPX

---

RGB 244 244 244

---

HEX F4F4F4

---

CMYK 5 4 4 0

## TYPOGRAPHY

Primary typography used in digital media for the Mundi brand is the Inter typeface. In general circumstances Inter Regular may be used for body paragraphs whilst Inter Bold for headings and subheadings. Inter Medium, Thin, Black and ExtraLight may be used accordingly.

Inter Regular

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVWYXZ  
abcçdefgğĥiijklmnoöprsştuüvwxyz  
1234567890.,; /\*'#\$%&()+, -=@{!^\_` -<=>©...

Inter Bold

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVWYXZ  
abcçdefgğĥiijklmnoöprsştuüvwxyz  
1234567890.,; /\*'#\$%&()+, -=@{!^\_` -<=>©...

Inter ExtraLight

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVWYXZ  
abcçdefgğĥiijklmnoöprsştuüvwxyz  
1234567890.,; /\*'#\$%&()+, -=@{!^\_` -<=>©...

Inter Black

ABCÇDEFGĞĦIIJKLMNOÖPRSŞTUÜVWYXZ  
abcçdefgğĥiijklmnoöprsştuüvwxyz  
1234567890.,; /\*'#\$%&()+, -=@{!^\_` -<=>©...