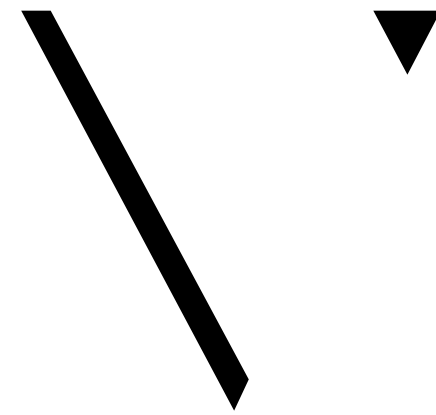


Ventresca

Brand Guidelines

VENTRESCA

VENTRESCA
LIGHTING DESIGNERS







VENTRESCA
LIGHTING DESIGNERS



VENTRESCA
LIGHTING DESIGNERS





“WHITE”

R 255
G 255
B 255
#FFFFFF

“LIGHT”

R 247
G 247
B 247
#F7F7F7

“WARM”

R 210
G 202
B 197
#D2CAC5

“COOL”

R 199
G 200
B 202
#C7C8CA

“MID”

R 129
G 126
B 125
#817E7D

“BLACK”

R 0
G 0
B 0
#000000



“WHITE”

C 0
M 0
Y 0
K 0

“LIGHT”

C 5
M 4
Y 5
K 1
PMS (Transparency Needed)

“WARM”

C 5
M 5
Y 9
K 10
PMS Warm Gray 2

“COOL”

C 28
M 19
Y 19
K 2
PMS 421 UP

“MID”

C 50
M 45
Y 52
K 10
PMS 405 UP

“BLACK”

C 0
M 0
Y 0
K 100

Neuzeit Grotesk / Light

Free for web with Adobe Typekit & available for use on all Adobe based software

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

VENTRESCA

THANKS!

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