

 bluecosmo[®]

BlueCosmo* | Logo and Colours

The BlueCosmo logo is comprised of two distinct Pantone colours: Pantone 2767 C and Pantone 298 C. These are the colours to be used in every application where two colours are available.



Full Colours

Full colours should be used in all print applications where full colour is available such as user guides and brochures.

● CMYK 100 78 0 54

● CMYK 69 7 0 0

RGB Colours

RGB colours should be used in all online applications where RGB colour is required such as websites, banner ads and PowerPoint presentations.

● RGB 0 48 69 #0B2F4E

● RGB 10 188 235 #0ABCEB

* When writing the brand name in any communication material to be sent out, use exactly "BlueCosmo" to maintain consistency with all other communication.

BlueCosmo Logo | One Colour and Reversed

The BlueCosmo logo can be used in one colour when two colours or full colour is not available. The recommended colour for one colour is Pantone 2767 C, Black or White.



You may also reverse the logo out of a photographic background, providing the logo is placed in an area dark or bright enough to support the logo without any portion of it becoming unreadable.



Minimum Logo Size

To ensure legibility for print, there is a minimum preferred width of 32 mm/1.26 in at which the logo may be reproduced.



Note: Please contact the Marketing Department for the correct BlueCosmo logo for reproduction below 32 mm or 80 px.