

AS STEEL

# Branding Book

**Brand Manual**  
& Color Guideline



## Logo construction and clear space



## Application on a background



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**The primary color system**

**The Logo color system**

**The secondary color system**

**Color**

## The primary color system SPOT & TRIGRAM

**PANTONE**  
**534 C**

**PANTONE**  
**534 C**

**PANTONE**  
**653 C**

**PANTONE**  
**653 C**

**CMYK**  
**99 82 35 27**

**CMYK**  
**99 82 35 27**

**CMYK**  
**85 59 19 4**

**CMYK**  
**85 59 19 4**

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**Corporate font**

**Main font**

**Secondary font**

**Font**

## Corporate font

# Muli

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Muli Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

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**Montserrat Bold**

**abcdefghijklmnopqrstvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

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*Muli Italic*

*abcdefghijklmnopqrstvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890?!\*+(.,)*

# Montserrat

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Montserrat Light

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

---

Montserrat Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

---

Montserrat Medium

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

---

**Montserrat Bold**

**abcdefghijklmnopqrstvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

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*Montserrat Italic*

*abcdefghijklmnopqrstvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890?!\*+(.,)*



Main font

Light

Regular

Medium

**Bold**

*Italic*

# Rubik

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## Rubik Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

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## Rubik Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

---

## Rubik Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

---

## Rubik Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

---

## *Rubik Italic*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

Secondary font

Light

Regular

Medium

**Bold**

*Italic*



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