



Final design brand presentation

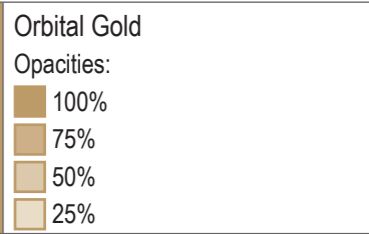
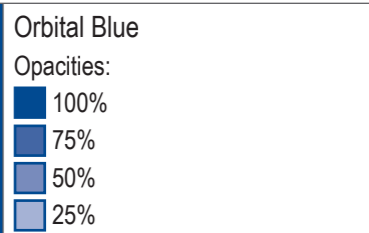
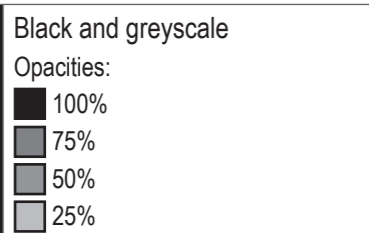
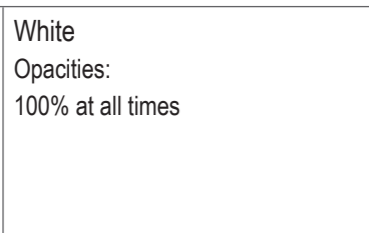
by

Bewitched Ltd

October 2009

ORBITAL Sales Management - Brand colours

Primary brand colours:

	<p>Orbital Gold</p> <p>Opacities:</p> <ul style="list-style-type: none"> 100% 75% 50% 25% 	<p>RGB colour values:</p> <p>R = 188 G = 155 B = 106</p>	<p>CMYK colour values:</p> <p>C = 0 M = 20 Y = 50 K = 30</p>	<p>Web safe HEX value: bc9b6a</p> <p>Pantone paint colour: 874 C</p>
	<p>Orbital Blue</p> <p>Opacities:</p> <ul style="list-style-type: none"> 100% 75% 50% 25% 	<p>RGB colour values:</p> <p>R = 0 G = 75 B = 145</p>	<p>CMYK colour values:</p> <p>C = 100 M = 71 Y = 0 K = 18</p>	<p>Web safe HEX value: 004b91</p> <p>Pantone paint colour: 662 C</p>
	<p>Black and greyscale</p> <p>Opacities:</p> <ul style="list-style-type: none"> 100% 75% 50% 25% 	<p>RGB colour values:</p> <p>R = 3 G = 3 B = 3</p>	<p>CMYK colour values:</p> <p>C = 0 M = 0 Y = 0 K = 100</p>	<p>Web safe HEX value: 000000</p> <p>Pantone paint colour: Hexachrome Black C</p>
	<p>White</p> <p>Opacities: 100% at all times</p>	<p>RGB colour values:</p> <p>R = 255 G = 255 B = 255</p>	<p>CMYK colour values:</p> <p>C = 0 M = 0 Y = 0 K = 0</p>	<p>Web safe HEX value: ffffff</p>

ORBITAL Sales Management - Fonts

Logo and title font:

ORBITAL Zurich EX BT
orbital

Highlight font:

ORBITAL Neuropol
orbital

Body and sub-title font:

ORBITAL Arial
orbital

ORBITAL Sales Management - Logo design

Orbital International Sales Management:



Primary logo
 In brand colours on solid colour, white or clear background
 (Usage: Everywhere possible - online, print, advertising and merchandising etc)

Greyscale logo A
 For use on solid white or clear background
 (Usage: Black and white advertising, merchandise, embroidery templates etc)

Greyscale logo B
 For use on solid black background
 (Usage: Black and white advertising, merchandise, embroidery templates etc)

Orbital International Sales - Online & Media:



ORBITAL Sales Management - Stationery design



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