



EMPOWER YOUR AMBITION

LOGO GUIDELINES

VERSION 3.0

LOGO COLOURS



HERO 1A

PMS 281C

CMYK 100/65/0/60

RGB 24/42/74 (#182A4A)



HERO 2B

PMS 144C

CMYK 0/55/90/0

RGB 237/139/9 (#ED8B09)



LOGO YELLOW

PMS 129C

CMYK 0/20/80/0

RGB 243/206/68 (#F3CE44)



CavalorLogo_pms.ai
CavalorLogo_fc.ai
CavalorLogo_rgb.ai



CavalorLogo_tagline_pms.ai
CavalorLogo_tagline_fc.ai
CavalorLogo_tagline_rgb.ai



CavalorLogo_tagline_diap_pms.ai
CavalorLogo_tagline_diap_fc.ai
CavalorLogo_tagline_diap_rgb.ai

INCORRECT LOGO USAGE

NEVER DISTORT THE LOGO

Example: stretching



NEVER ADD TEXT OR DESIGN ELEMENTS TO THE LOGO



NEVER USE THE LOGO IN A SINGLE COLOR OTHER THAN B/W OR GRAYSCALE



NEVER CREATE A DROPSHADOW



NEVER APPLY FILTERS OR SPECIAL EFFECTS
Example: beveling



NEVER USE THE LOGO ON CONFLICTING BACKGROUNDS



FEI LOGO



OFFICIAL FEI NUTRITION PARTNER



OFFICIAL FEI
NUTRITION PARTNER

INCORRECT USE FEI LOGO

**NEVER PLACE THE LOGO
UNDERNEATH A PRODUCT**



**NEVER USE REFERRING TO
AN EVENT**



**NEVER ADJUST THE
STRUCTURE**

