



Hardness Testers | Härteprüfer | Durometri

CISAM - ERNST s.r.l.

LOGOS | COLOUR PALETTES

STYLE GUIDE

CORPORATE IMAGE USAGE

1.0 BRAND LOGO



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The ernst Brand logo is used on advertising, promotions and exhibitions, it identifies the CISAM-ERNST products and is the represented Brand by our distributors worldwide.

Ernst is the brand of our patents and the family name of the founder of the company.

You can download the following resources:

- the [.jpg file here](#).
- the [.png \(transparent background\) file here](#).

CORPORATE IMAGE USAGE

1.1 COMPANY LOGO

The Cisam-Ernst company logo is used as logo for institutional material representing the company.

It identifies the CISAM-ERNST company as the manufacturer of brand Ernst products.

Cisam is the name of the italian establishment which historically produced Ernst patents and commercialized them in Italy, Germany, France and USA.

The logo for CISAM - ERNST s.r.l. is displayed within a rectangular border. The text "CISAM - ERNST s.r.l." is written in a bold, dark blue, sans-serif font.

You can download the following resources:

- [the .jpg file here.](#)
- [the .png \[transparent background\] file here.](#)

CORPORATE IMAGE USAGE

2.0 COLOUR PALETTES

 **1.**
#34344A
C=80 M=75 Y=46 K=43
R=52 G=52 B=74

 **2.**
#4B5974
C=76 M=63 Y=36 K=16
R=75 G=89 B=116

 **3.**
#8D99A6
C=48 M=34 Y=27 K=0
R=141 G=153 B=166

 **4.**
#FBBD12
C=2 M=27 Y=100 K=0
R=251 G=189 B=18

1. Backgrounds - Base colour for graphics
2. Brand logo e colour and gear detail; Company logo font
3. Brand logo rnst colour and measuring principle illustration; Company logo stroke
4. Contrast colour for highlights [e.g. website call to action]