water
treatment
services

CORPORATE STYLE GUIDE

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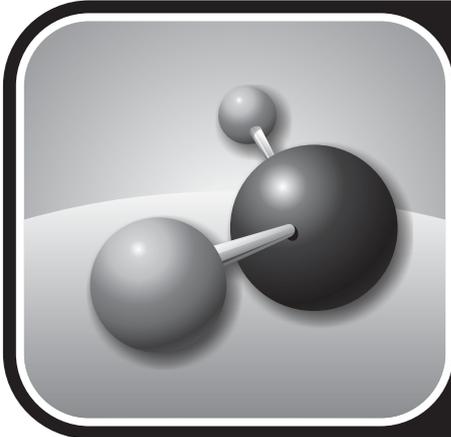
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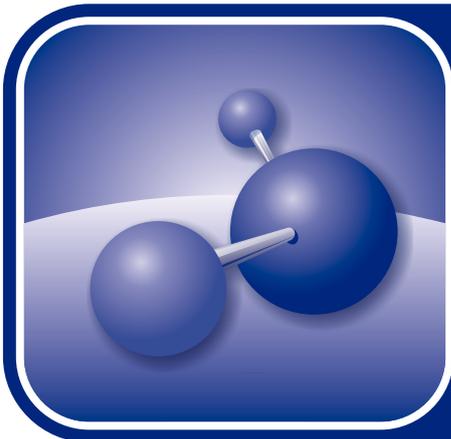
water treatment services

CMYK COLOUR VALUES

C:100, M:85, Y:5, K:20

C:0, M:0, Y:0, K:50

C:100, M:0, Y:0, K:0

PMS COLOUR VALUES

PMS 280

50% BLACK

100% CYAN

RGB COLOUR VALUES

R:0, G:39, B:118

R:153, G:153, B:153

R:0, G:173, B:239

VINYL COLOUR VALUES

3M SAPPHIRE BLUE

3M MEDIUM GRAY

3M OLYMPIC BLUE

COLOURS

PROFESSIONAL GRAPHIC DESIGN FONTS

The official font for professional graphic design is the Myriad Pro family of fonts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@?!-+=

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@?!-+=

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

STANDARD WINDOWS FONT FOR OFFICE USE

The official font for use by Water treatment Services staff is the Verdana family of fonts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) @ ? ! - + =

TYPOGRAPHY