



TRYTON

B U S I N E S S H O U S E





COLOR VARIATIONS

TRYTON

B U S I N E S S H O U S E



G R E E N C A L E

TRYTON

B U S I N E S S H O U S E



C O L O R U R

TRYTON

B U S I N E S S H O U S E



B L A C K & W H I T E



COLOR VARIATIONS

TRYTON
BUSINESS HOUSE



BLACK & WHITE

 PANTONE BLACK C

C:0%
M:0% R:29%
Y:0% G:29%
K:100% R:27%

TRYTON
BUSINESS HOUSE



GREYSCALE

 PANTONE BLACK C

C:0%
M:0% R:29%
Y:0% G:29%
K:100% R:27%

 PANTONE BLACK C - 40%

C:0%
M:0% R:178%
Y:0% G:178%
K:40% R:178%

TRYTON
BUSINESS HOUSE



COLOUR

 PANTONE 548 C

C:100%
M:64% R:0%
Y:50% G:59%
K:43% R:76%

 PANTONE 454 C

C:20%
M:18% R:206%
Y:36% G:197%
K:0% R:166%



COLOR VARIATIONS ON DIFFERENT BACKGROUNDS RULE



100%



80%



50%



20%



0%



CYAN



MAGENTA



YELLOW



BLUE



GREEN



BLACK C



PANTONE 548 C



PANTONE 454 C



CLEAR SPACE





MINIMUM SIZE RULE



40 m m



100 m m



< 20 m m
minimum size without
"BUSINESS HOUSE"



TRYTON

B U S I N E S S H O U S E



TRYTON LOGO AND LOGOTYPE GUIDELINES

TRYTON
BUSINESS HOUSE

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