

# GUIDELINES

DADA autoMOBILI-D Guidelines 08.23.16



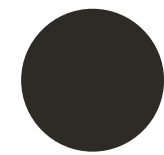
# autoMOBILI-D logo & color palette

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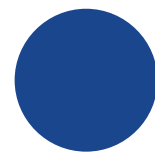
## PANTONE



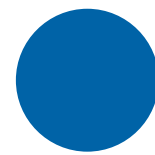
PMS BLACK



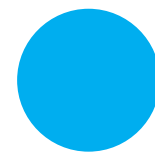
PMS Cool  
Grey 1



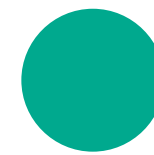
PMS 286



PMS 300



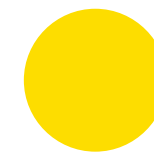
PMS Process  
Cyan



PMS 3268



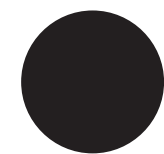
PMS 368



PMS Yellow

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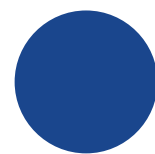
## CMYK



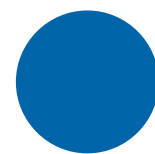
C 0  
M 0  
Y 0  
K 100



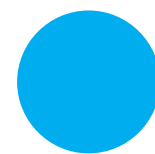
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M 0  
Y 0  
K 10



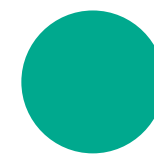
C 100  
M 84  
Y 11  
K 3



C 100  
M 62  
Y 7  
K 0



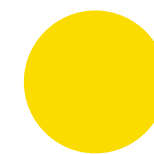
C 100  
M 0  
Y 0  
K 0



C 89  
M 03  
Y 58  
K 0



C 58  
M 2  
Y 100  
K 0



C 3  
M 9  
Y 100  
K 0

# autoMOBILI-D logo colors

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autöMOBILI D  
N A I A S D E T R O I T

KlavikaRegular-Plain KlavikaRegular-Plain KlavikaRegular-Plain

Klavika Bold Bold OSF Klavika Bold Bold OSF KlavikaRegular-Plain