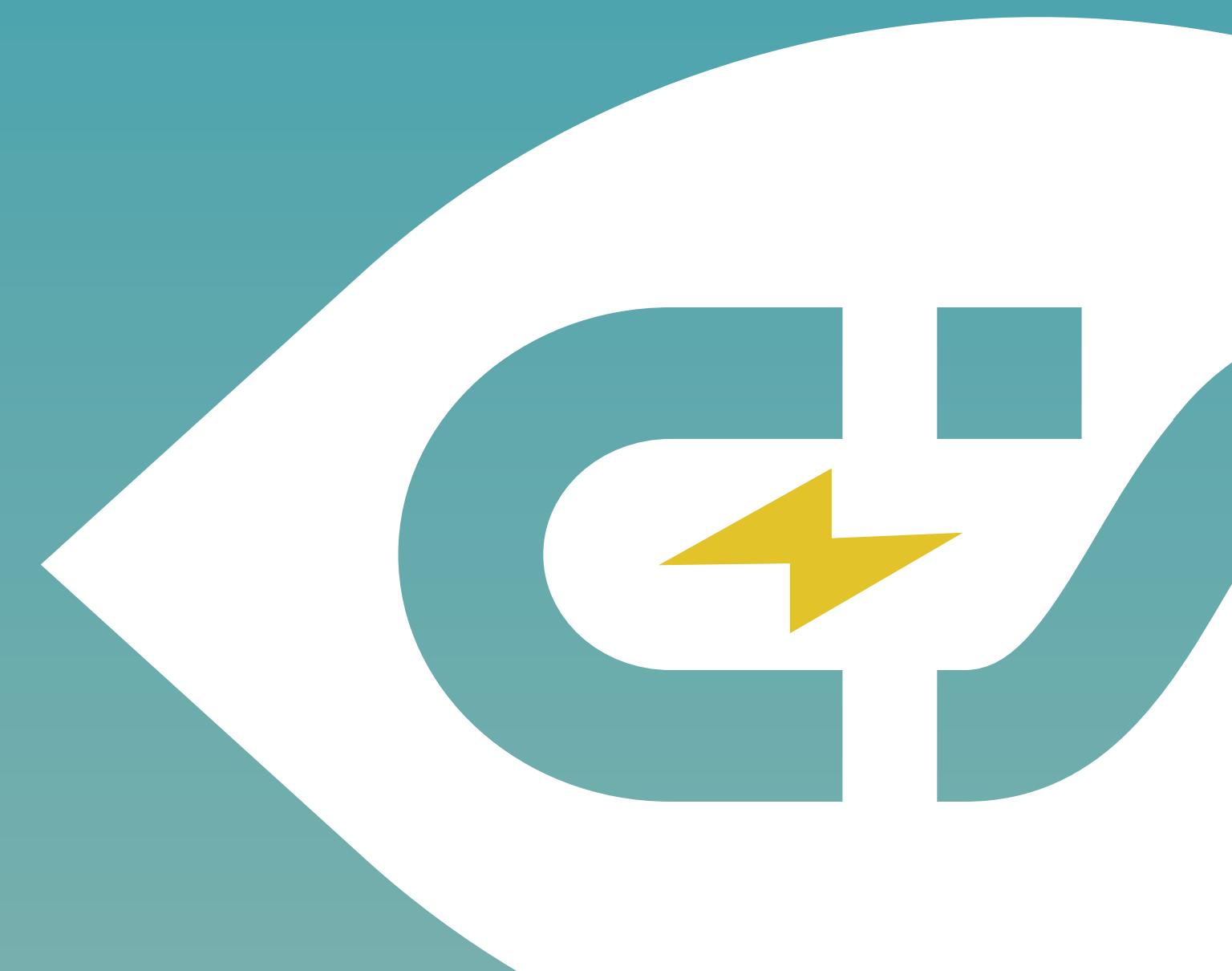




**PASSENGER**  
FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS

# GRAPHIC CHARTER.

JUNE 2021





PART 1

LOGOTYPE.

$$\text{U} + \infty + \psi = \text{CS}$$

MAGNET/ENERGY

INFINITE SUPPLY

SUSTAINABILITY

SUSTAINABLE  
AND EFFICIENT  
RE-FREE MAGNETS

— MAIN LOGO VERSION: BLUE BACKGROUND



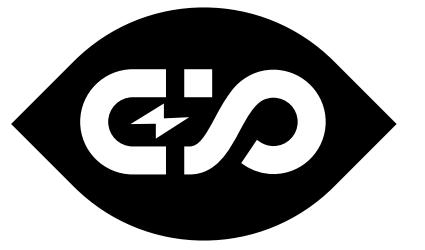
# PASSENGER

FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS

— SECONDARY LOGO VERSION: WHITE BACKGROUND



**PASSENGER**  
FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS



**PASSENGER**

FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS

— BLACK & WHITE VERSIONS



**PASSENGER**

FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS



## LOGO GUIDELINES

The logo must always keep:

- Its **linearity**
- Its **proportions**
- Its **disposition**

It is allowed to **isolate the elements**  
but forbidden to assemble them  
without **keeping the properties**  
original planned in the design.



## **VERSION WITHOUT BASELINE**

There is a version without the baseline for cases where the logo is too small for it to be readable.

– EXAMPLES OF PROHIBITTED VARIATIONS



– PERMITTED COLOR COMBINATIONS: FULL LOGO



– PERMITTED COMBINATIONS ON A PHOTOGRAPHIC BACKGROUND



**Sufficient contrast** is important for the logo to stand out correctly in an image.





## LOGO PROTECTION

The logo should always keep a protection zone around it, when inserting on any support.

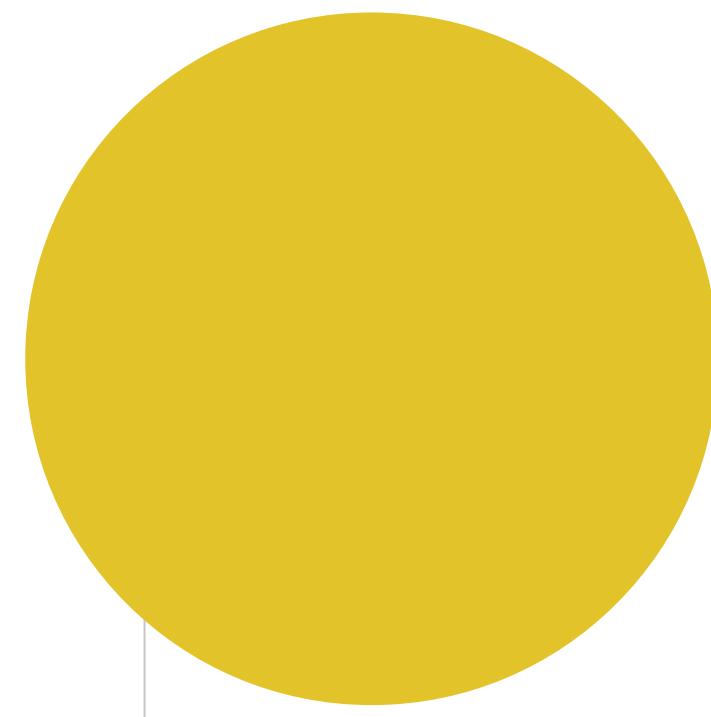
This protection zone corresponds to the **height & the width of the symbol**.



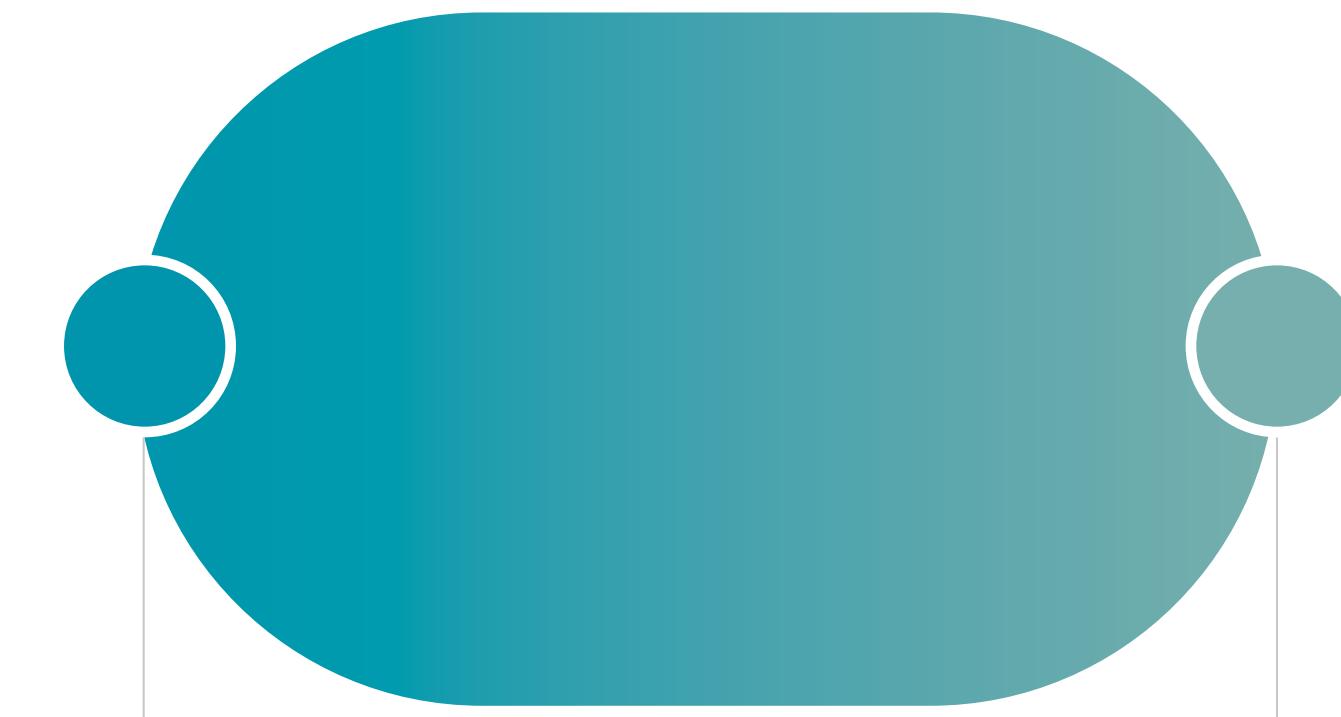
**PASSENGER**  
FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS

PART 2

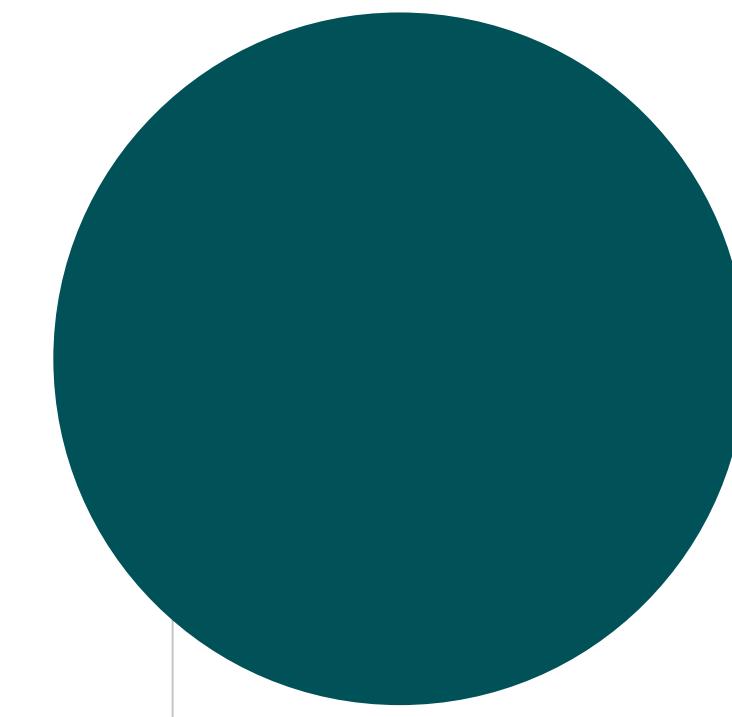
COLOURS.



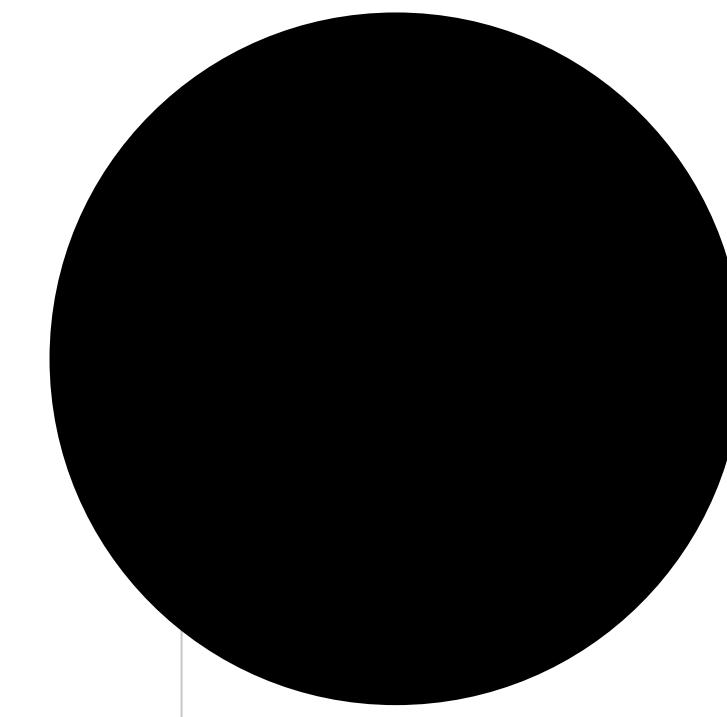
R 226  
G 195  
B 41  
  
C 15  
M 20  
Y 90  
K 0  
  
#e2c329



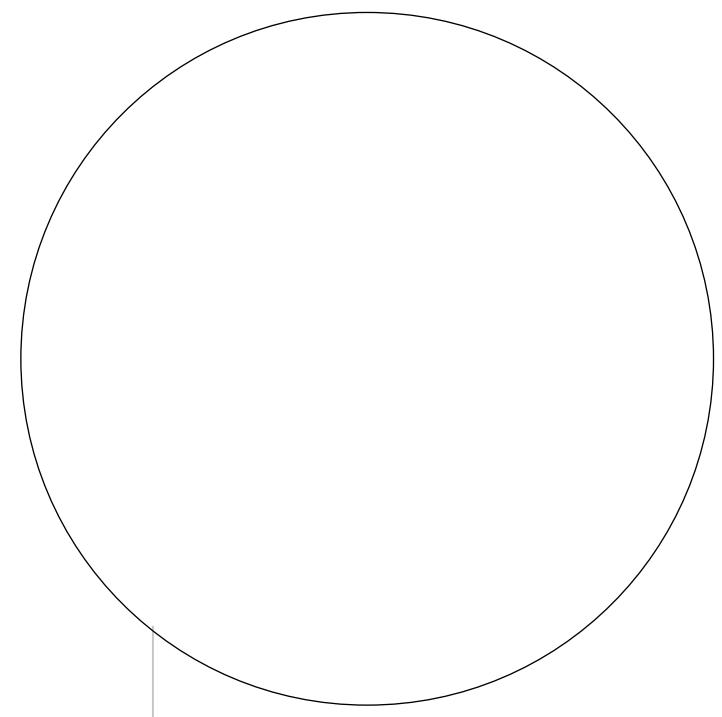
R 0  
G 150  
B 173  
  
C 80  
M 0  
Y 20  
K 20  
  
#0096ad



R 118  
G 175  
B 173  
  
C 50  
M 0  
Y 25  
K 20  
  
#76afad



R 1  
G 81  
B 89  
  
C 90  
M 44  
Y 48  
K 41  
  
#015159



R 0  
G 0  
B 0  
  
C 0  
M 0  
Y 0  
K 100  
  
#000000

R 255  
G 255  
B 255  
  
C 0  
M 0  
Y 0  
K 0  
  
#ffffff



**PASSENGER**  
FOR SUSTAINABLE AND EFFICIENT RE-FREE MAGNETS

PART 3

# TYPOGRAPHY.

## TYPOGRAPHIES

The typographies associated with PASSENGER are **Organetto SemiExt** for the titles, and **Lato** for the current text.

Lato can be replaced by **Helvetica** (on Mac) or **Arial** (on PC) on Microsoft Office or equivalent, and Organetto can be replaced by **Arial Black** (on PC + Mac).

ORGANETTO HAIR SEMIEXT

ORGANETTO THIN SEMIEXT

ORGANETTO ULTRALIGHT SEMIEXT

ORGANETTO LIGHT SEMIEXT

ORGANETTO REGULAR SEMIEXT

**ORGANETTO BOLD SEMIEXT**

**ORGANETTO ULTRABOLD SEMIEXT**

TITLES

Lato Thin  
*Lato Thin Italic*  
Lato Light  
*Lato Light Italic*  
Lato Regular  
*Lato Regular*  
Lato Medium  
*Lato Medium Italic*  
Lato SemiBold  
*Lato SemiBold Italic*  
Lato Bold  
*Lato Bold Italic*  
Lato Heavy  
*Lato Heavy Italic*  
Lato Black  
*Lato Black Italic*

CURRENT TEXT

**THIS IS  
A TITLE**

ORGANETTO BOLD SEMIEXT

**THIS IS A SUBTITLE**

ORGANETTO BOLD SEMIEXT

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

LATO REGULAR

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

*“Utenim adminim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.*

*“Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*

LATO REGULAR – LONG TEXTS

**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**  
**0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +**

ARIAL BLACK

PC + MAC

---

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL REGULAR

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL ITALIC

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL BOLD

PC

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

HELVETICA REGULAR

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

HELVETICA ITALIC

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  
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

HELVETICA BOLD

MAC



PART 4

# PROTOTYPES.







THE TIME  
HAS COME  
FOR MAGNETS  
TO BE  
SUSTAINABLE,  
EFFICIENT  
AND RE-FREE.  
[READ MORE](#)





**THIS CHARTER WAS MADE BY**  
**[www.benjung.com](http://www.benjung.com)**