



# **CORPORATE DESIGN**

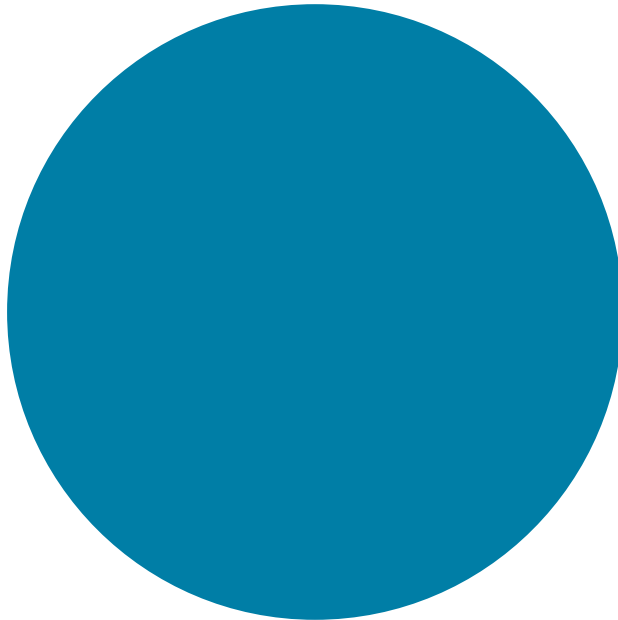
## **BASISELEMENTE**

Logo, Farben und Schrift

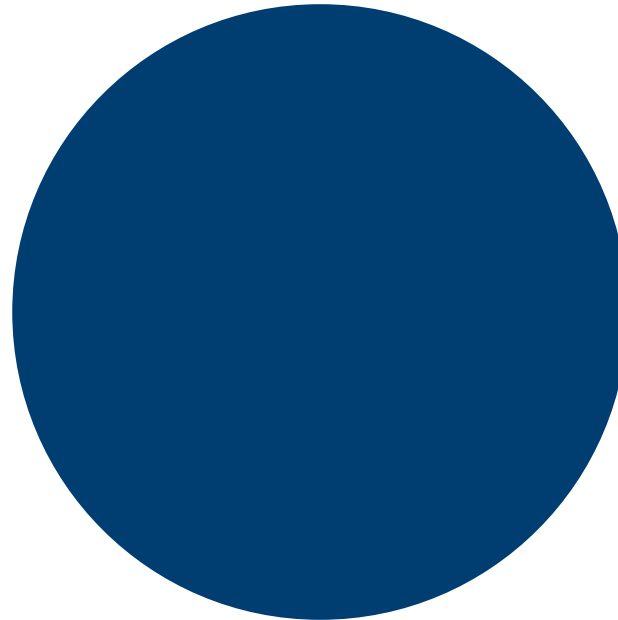
swimBIG Logo positiv

swim  
BIG

Pantone 633 C  
CMYK 100 5 9 30  
RGB 0 115 150  
HEX #007396



Pantone 7694 C  
CMYK 100 56 0 47  
RGB 166 106  
HEX #01426A



swimBIG Logo negativ

swimm  
BIG

**swimBIG** Logo Anwendungsbeispiele



swimBIG Logo Anwendungsbeispiele



**swimBIG** Logo Anwendungsbeispiele



Überschrift

**POPPINS BLACK**

Teasertext

**Poppins Bold**

Lauftext

Poppins Regular

*Poppins Regular Italic*