

WATSON

Brand Guideline

Brand

WATSON



Color Palette



CMYK: 0 • 50 • 100 • 70
RGB: 117 • 80 • 32
HEX: 755020
PANTONE 1405 cp



CMYK: 100 • 0 • 0 • 0
RGB: 0 • 158 • 203
HEX: 009ECB
PANTONE 639 cp



CMYK: 50 • 0 • 100 • 0
RGB: 137 • 189 • 46
HEX: 89BD2E
PANTONE 3561 cp

Payoff 1



Payoff 2



Tipography

WATSON



**Brother 1816
Black**

**ABCDEFGHIJK
LMNOPQRST
UVWXYZ**

C O S T A C T I O N

**Brother 1816
Bold**

**ABCDEFGHIJK
LMNOPQRST
UVWXYZ**

WATER ISOTOPES IN THE CRITICAL ZONE

**Futura Std
Medium**

**ABCDEFGHIJK
LMNOPQRST
UVWXYZ**

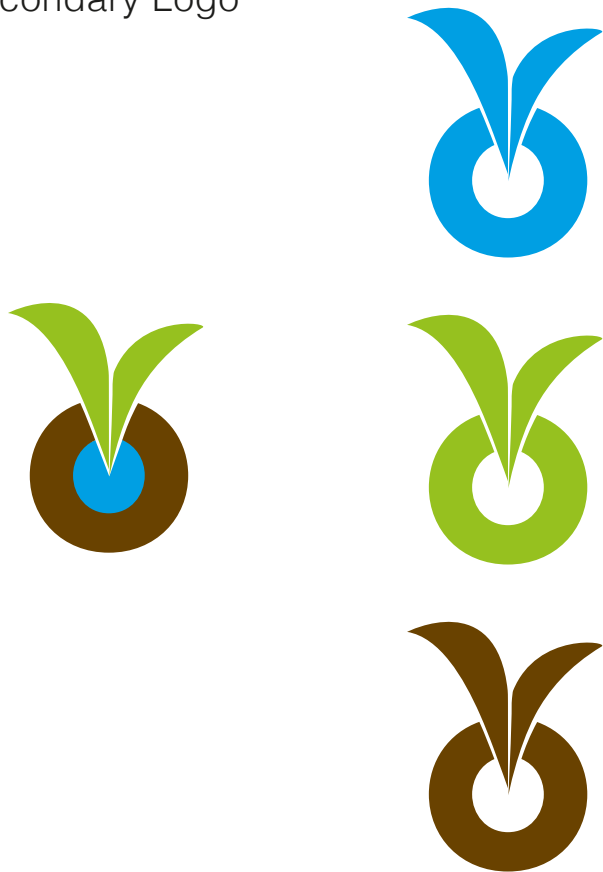
Logo Clearspace



Secondary logo

Size

Secondary Logo



Minimum size

