

# Brand Standards

## Logos

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IQOS Logo

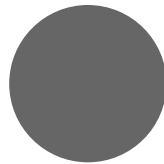


SPF Logo

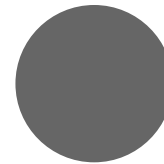
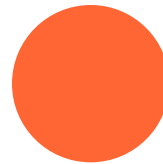


## Logo Colors

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PMS	DS 294-1 U	Cool Gray 9 M
CMYK	46/1/99/0	47/39/40/3
RGB	152/199/62	140/140/140
HEX	Logo Color	8C8C8C



PMS	DS 74-2 U	Cool Gray 9 M
CMYK	7/85/92/1	47/39/40/3
RGB	223/77/48	140/140/140
HEX	DF4D30	8C8C8C

## Fonts

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Logo Font

**Eurostile Bold**  
Eurostile Regular

Web Font

**Lato Bold**  
Lato Regular  
Lato Light  
*Lato Italic*

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