



**The Weldas® Images, Brandnames/Trademarks and logos in this marketing toolkit may only be used as conforming to the rules and guidelines in this toolkit.**

For further information or any questions about this marketing toolkit, please contact [marketingeurope@weldas.com](mailto:marketingeurope@weldas.com)

*Extern marketing toolkit No. 0415*

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### **Notes:**

#### **Product description:**

*Use as shown on our website [www.weldas.com](http://www.weldas.com)*

#### **Product information:**

*Can also be found on our website [www.weldas-ce.com](http://www.weldas-ce.com)*

#### **Permission:**

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## 1 Weldas® Company Colors

### **-Yellow:**

Pantone Process Yellow

For fullcolor printing: C0 M0 Y100 K0

For onscreen purpose: R250 G225 B0 (HTML: FAE100)

### **-Light blue for the Weldas® logo and brands:**

Pantone Process Cyan

For fullcolor printing: C100 M0 Y0 K0

For onscreen purpose: R0 G159 B223 (HTML: 009FDF)

### **-Dark blue:**

PMS 294

For fullcolor printing: C100 M69 Y7 K30

For onscreen purpose: R0 G47 B108 (HTML: 002F6C)

## 2 Weldas® Image Photo

Don't adjust the Weldas® Image Photo, use as supplied by our marketing department.

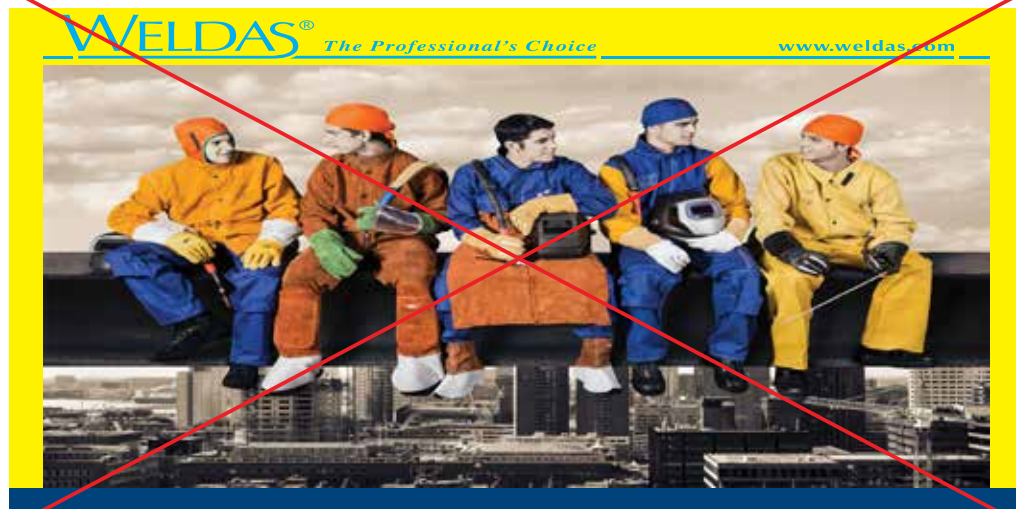


Weldas® Logo and Brands:  
Pantone Process Cyan  
(see page 3).

Upper, right and left  
Yellow borders:  
Pantone Process Yellow  
(see page 3).

Lower Dark blue border:  
PMS 294 (see page 3).

Image or logo must not be stretched:



### 3 Weldas® Logo

There are three versions of the Weldas® Logos, these can be viewed below and may only be used as supplied by our marketing department.

Color of our logo is Pantone Process Cyan (see page 3).

#### ► The Weldas® Logo



WELDAS®

#### ► The Weldas® Logo with the slogan "The Professional's Choice"



WELDAS® *The Professional's Choice*

#### ► The Weldas® Logo with the slogan "The Professional's Choice" and "www.weldas.com"

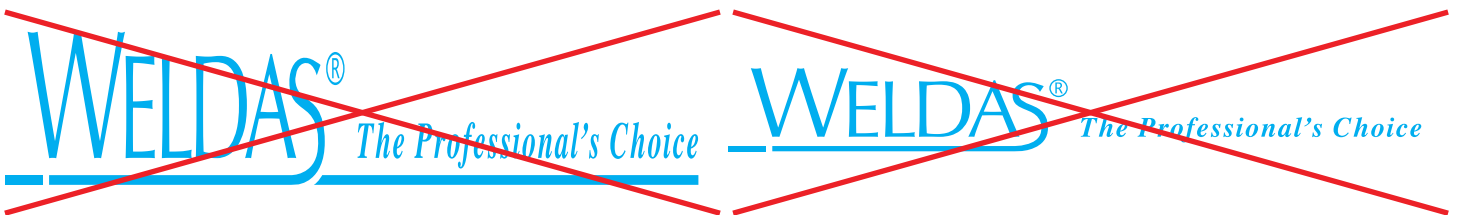


WELDAS® *The Professional's Choice* [www.weldas.com](http://www.weldas.com)

Only white or black color may be used for the logo when background color does not offer a good contrast.



Logo must not be stretched and underline stripe must not be deleted:



## 4 Weldas® Brandnames/Trademarks

Don't adjust the Weldas® Brandnames/Trademarks, use as supplied by our marketing department.

Color of our brandnames/trademarks is Pantone Process Cyan (see page 3), black border and a white background.

*Brandname/Trademark images:*



Brandname/trademark must not be stretched:

