

PHILIPS

Wordmark:

- Pantone 300
- CMYK: C100, M44, Y0, K0
- RGB: R11, G94, B215
- HTML: 0B5ED7
- RAL 5015

LET YOUR EARS DECIDE

Standard configuration

You must use the slogan identity in the standard configuration with the wordmark as shown.

Typeface

Use the following typeface specifications for the slogan identity configuration:

The word "LET YOUR EARS DECIDE" :

- **Helvetica Neue - 95 Black**

The word "DECIDE" :

- CMYK: C100, M44, Y0, K0

Color

Use the following color specifications for the wordmark and brand promise configuration:

The word "LET YOUR EARS" :

- 50% of black

The word "DECIDE" :

- CMYK: C100, M44, Y0, K0