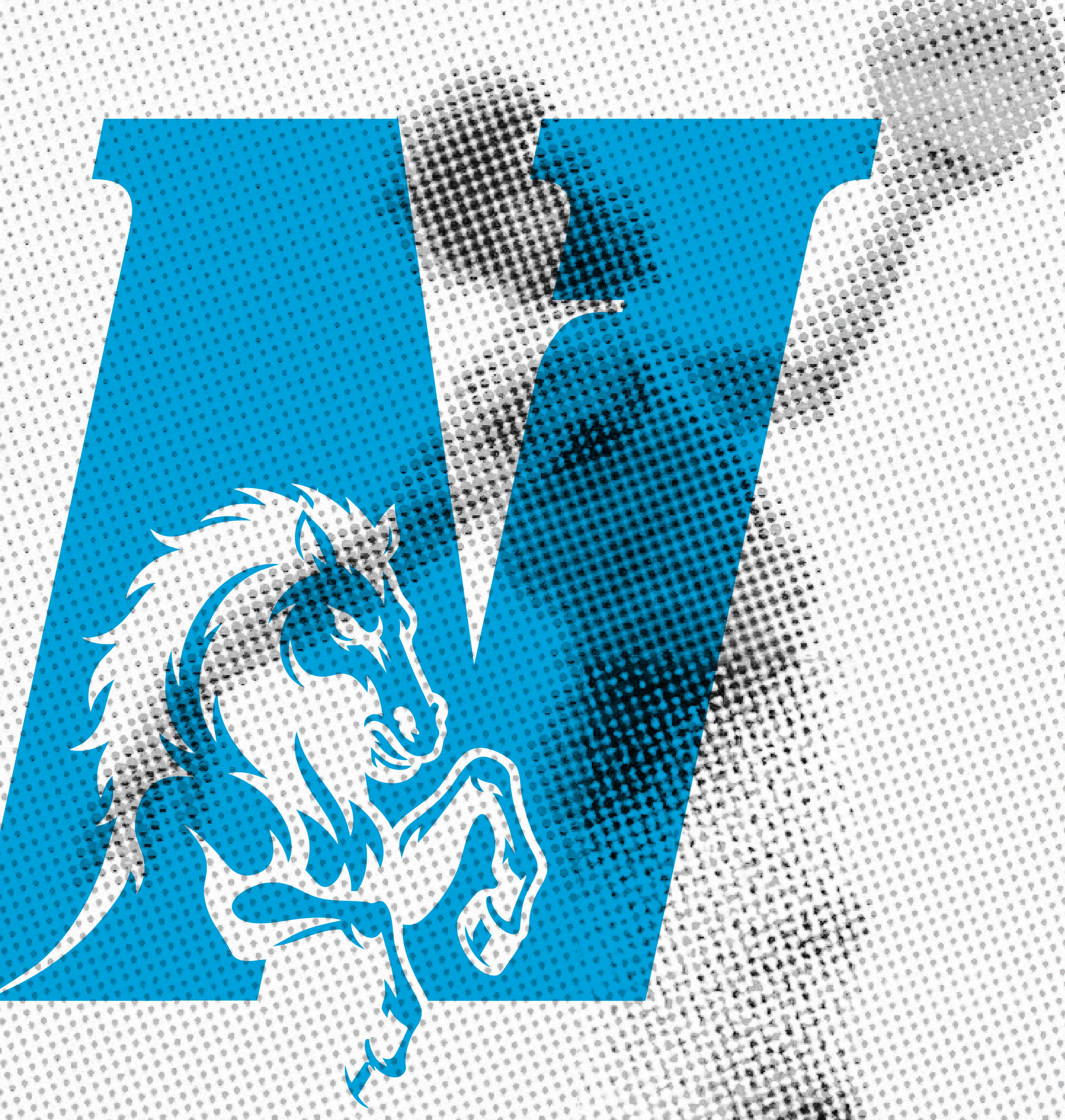




BRAND IDENTITY

26-27

PRIMARY IDENTITY

N+HORSE
PRIMARY IDENTITY

USED FONT ***_ATHYRKI SLANT***



N+HORSE
PRIMARY IDENTITY
FULL COLOR POSITIVE



N+HORSE
PRIMARY IDENTITY



N+HORSE
PRIMARY IDENTITY

FULL COLOR POSITIVE



FULL COLOR NEGATIVE



ONE COLOR POSITIVE



ONE COLOR NEGATIVE



N+HORSE
PRIMARY IDENTITY

ONE COLOR POSITIVE



ONE COLOR NEGATIVE



FULL COLO POSITIVE



ONE COLOR NEGATIVE



FULL COLOR POSITIVE



PRIMARY ID
FULL COLOR POSITIVE



PRIMARY ID
FULL COLOR POSITIVE



PRIMARY ID
FULL COLOR POSITIVE



PRIMARY ID
FULL COLOR POSITIVE



PRIMARY ID
ONE COLOR POSITIVE



PRIMARY ID
ONE COLOR NEGATIVE



PRIMARY ID
ONE COLOR POSITIVE



PRIMARY ID
ONE COLOR POSITIVE



PRIMARY ID
ONE COLOR NEGATIVE



PRIMARY ID
ONE COLOR POSITIVE



SECONDARY IDENTITY



NAPOLI

SECONDARY ID
FULL COLOR POSITIVE



NAPOLI

SECONDARY ID
FULL COLOR POSITIVE
+ OUTLINE



SECONDARY ID
FULL COLOR NEGATIVE



SECONDARY ID
FULL COLOR NEGATIVE
+ OUTLINE



SECONDARY ID
FULL COLOR POSITIVE
ON BLACK



NAPOLI

SECONDARY ID
FULL COLOR POSITIVE
ON BLACK
+ OUTLINE



SECONDARY ID
FULL COLOR POSITIVE
ON WHITE



SECONDARY ID
FULL COLOR POSITIVE
ON WHITE
+ OUTLINE



SECONDARY ID
SINGLE COLOR POSITIVE



SECONDARY ID
SINGLE COLOR NEGATIVE



SECONDARY ID
SINGLE COLOR NEGATIVE
ON BLACK



SECONDARY ID
SINGLE COLOR POSITIVE



SECONDARY ID
SINGLE COLOR NEGATIVE



SECONDARY ID ONLY SHIELD
FULL COLOR



SECONDARY ID

SINGLE COLOR POSITIVE
DARK BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
DARK BLUE
N + BALL



SINGLE COLOR POSITIVE
DARK BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
DARK BLUE
N + BALL



SECONDARY ID

SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL



SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL



SECONDARY ID

SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL



SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL



SECONDARY ID

SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL



SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR NEGATIVE
LIGHT BLUE
N + BALL



SECONDARY ID

SINGLE COLOR POSITIVE
DARK BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
DARK BLUE
N + BALL



SINGLE COLOR POSITIVE
DARK BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
DARK BLUE
N + BALL



SECONDARY ID

SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL



SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL +NAPOLI



SINGLE COLOR POSITIVE
LIGHT BLUE
N + BALL



OTHERS

OTHERS
FULL COLOR
SHIELD+BALL+HORSE



FULL COLOR



ONE COLOR



ONE COLOR



ONE COLOR



OTHERS
FULL COLOR
SHIELD+BALL+N



FULL COLOR
SHIELD+BALL+N



ONE COLOR
SHIELD+BALL+N



ONE COLOR
SHIELD+BALL+N



ONE COLOR
SHIELD+BALL+N



OTHERS
FULL COLOR
SHIELD+BALL+NAPOLI



FULL COLOR
SHIELD+BALL+NAPOLI



ONE COLOR
SHIELD+BALL+NAPOLI



ONE COLOR
SHIELD+BALL+NAPOLI



ONE COLOR
SHIELD+BALL+NAPOLI



OTHERS
FULL COLOR
BALL+HORSE



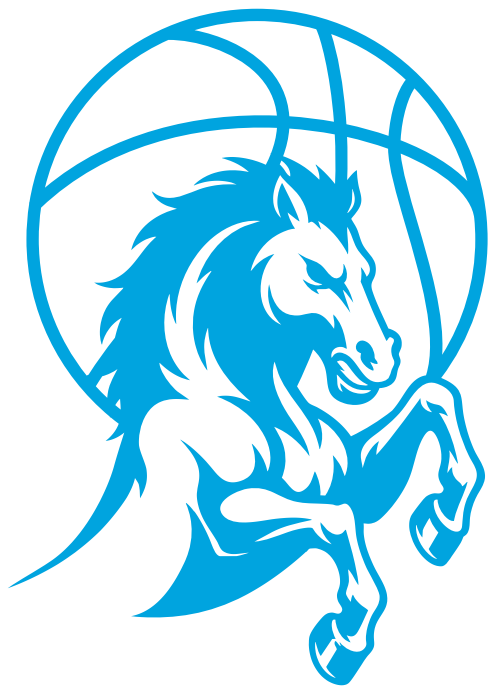
FULL COLOR
BALL+HORSE



ONE COLOR
BALL+HORSE



ONE COLOR
BALL+HORSE



ONE COLOR
BALL+HORSE



OTHERS
FULL COLOR
BALL+NAPOLI



FULL COLOR
BALL+NAPOLI



ONE COLOR
BALL+NAPOLI



ONE COLOR
BALL+NAPOLI



ONE COLOR
BALL+NAPOLI



COLOR CHART

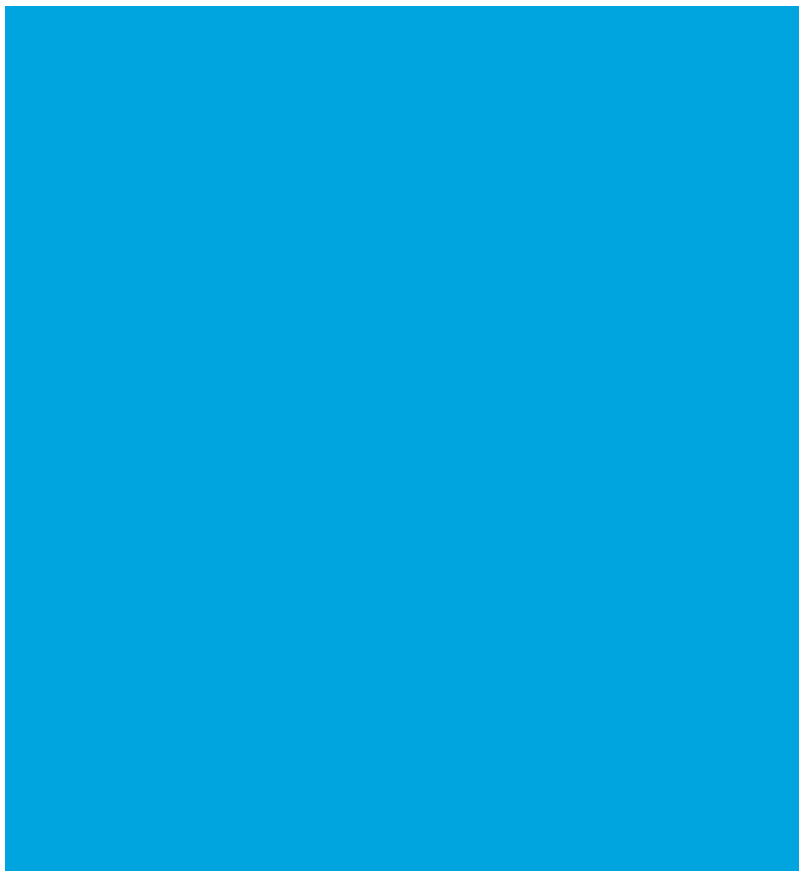
CORPORATE IDENTITY



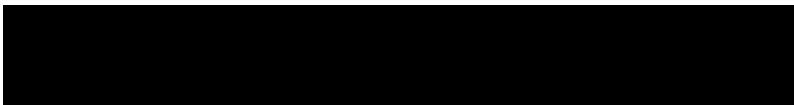
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H 224° / S 60% / B 25 %
R 25 / G 35 / B 64
19223e



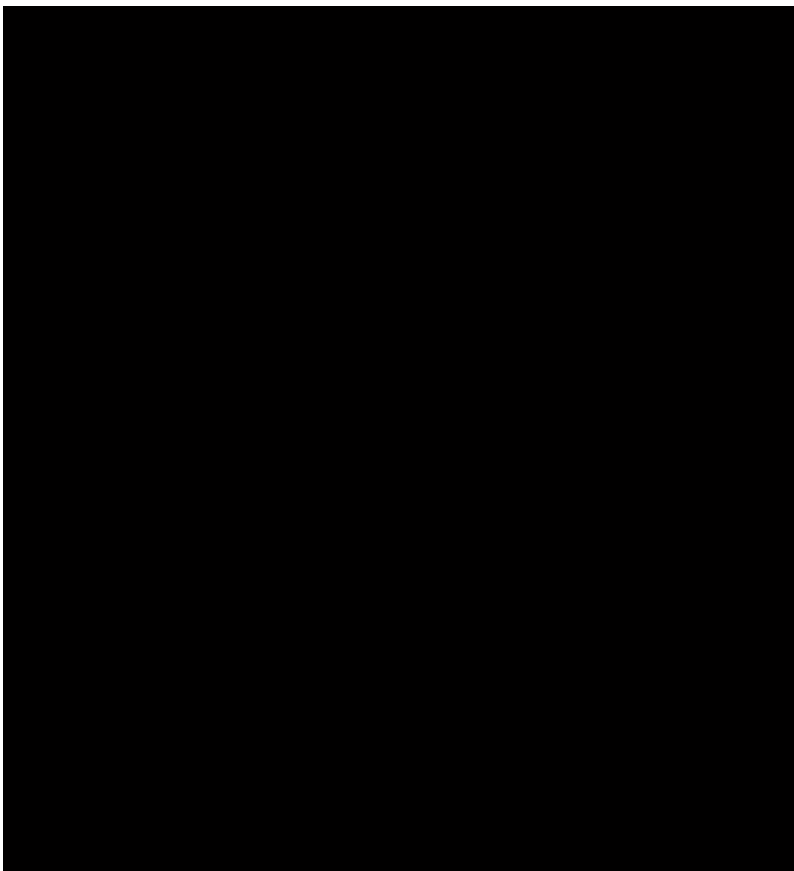
C 76 / M 15 / Y 0 / K 0
H 194° / S 100% / B 87 %
R 0 / G 164 / B 223
00a4df



C 0 / M 0 / Y 0 / K 0
H 224° / S 0% / B 100 %
R 255 / G 255 / B 255
ffffff



C 80 / M 80 / Y 80 / K 100
H 0° / S 100% / B 0 %
R 2 / G 0 / B 0
020000



OFFICIAL FONT

ATHYRKI SLANT

***ABCDEFGHIJKLMNOP
QRSTUVWXYZÈÉÇÒÀ
abcdefghijklmno
pqrstuvwxyzèéçòà***

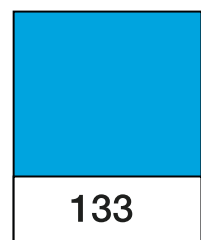
ATHYRKI REGULAR

**ABCDEFGHIJKLMNOP
QRSTUVWXYZÈÉÇÒÀ
abcdefghijklmno
pqrstuvwxyzèéçòà**

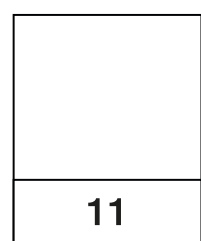


NAPOLI

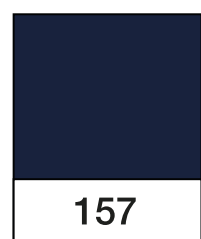




133



11



157







NAPOLI