



**EASTBOUND**  
— MECHANICAL —

**2019**  
—  
BRAND GUIDELINES



**EASTBOUND**  
— MECHANICAL —

LOGO (COLORS) 04

---

LOGO (CLEARSPACE) 05

---

COLORS 06

---

TYPEFACE 07

---

**CONTENTS** 03

---

## FULL COLOR LOGO

The primary full color logo should be used whenever possible, however must be used against a light background.



## BLUE & GREY LOGO

This logo should be used whenever full color logo is not possible.

When printing in color use this version. Light backgrounds only



## WHITE LOGO

To be placed on colored backgrounds, images, etc. when colored images is not appropriate.

When used as a watermark set Opacity to 20-35%



## BLACK LOGO

To be used when color logo is not appropriate.

When used as a watermark set Opacity to 20-35%



## TO FIT IN WITH CLEAR SPACE

To ensure the legibility we let the logo breathe by giving it some clear space.

The space required on all sides is roughly equivalent to the cap height of the logo type. The logo must always fit into the clear space area and can not be intervened by other graphical elements.

## MINIMUM SIZE OF LOGO

In print, the logo should never appear smaller than 1.25" (32mm) On screen, the total logo should be a minimum of 90 pixels wide.

There is no maximum size for the Eastbound Mechanical brand.



On screen: 90px  
Print: 1.25" (32mm)

HEX #5b5b5c  
RGB (91,91,92)  
CMYK (1,1,0,64)  
PMS (Cool Gray 11)

HEX #b2b2b2  
RGB (178,178,178)  
CMYK (0,0,0,30)  
PMS (401C)

HEX #e2e3e4  
RGB (226,227,228)  
CMYK (1,0,0,11)  
PMS (656C)

HEX #114678  
RGB (17,70,120)  
CMYK (86,42,0,53)  
PMS (654C)

HEX #1e3451  
RGB (30,52,81)  
CMYK (63,36,0,68)  
PMS (540C)

Grey Gradient  
created from listed  
grey above

Blue Gradient  
created from listed  
blue to the left

Eurostile Font is an inspired variant of its previous typeface, Microgramma. This elegant font was firstly designed in 1962 by Aldo Novarese. Eurostile is a geometric sans-serif typeface which is a well popular Italian foundry, Nebbiolo in Turin.

Having more than 7 styles and vast language support this font is perfect for making beautiful textual logos, banners, book covers, movies title. And even on the surface of the spacecraft. This font is one of the best and well-known typefaces of this century.

## **EUROSTILE EXTENDED BOLD**

**A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z**

## **EUROSTILE EXTENDED**

**A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z**

Download | [myfonts.com/fonts/urw/microgramma/](https://myfonts.com/fonts/urw/microgramma/)



## **CONTACT**

Eastbound Mechanical  
3195-B Airport Blvd (PO Box 8069)  
Wilson, NC 27896  
[office@eastboundmechanical.com](mailto:office@eastboundmechanical.com)  
252-299-0494