



## Brand Guidelines

# Brand guidelines

# ABOUT



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Brand guidelines

LOGO



PRIMARY LOGO



LOGO ON BLUE BACKGROUND



LOGO MONOCHROME



BLACK LOGO



LOGO ON BLACK BACKGROUND



Brand guidelines

# LOGO MISUSE



Do not stretch  
forms to fill space.



Do not put outline  
around the logo.



Do not rotate  
the logo.



Do not apply  
special effects.



## Brand guidelines

# LOGO USAGE



Please allow adequate spacing at all times. Use the lines as a guideline for the minimum clear space around the logo. The white space around the brand elements and throughout all layouts gives clarity to visual messaging.



COLOR PALETTE



Reflex Blue 2X



C:100 M:100 Y:15 K:17  
R:28 G:0 B:122

PMS 485 2X



C:13 M:100 Y:100 K:4  
R:204 G:12 B:0





# Eurostile

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Regular

Eurostile family includes unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc.

Bold

**Eurostile family includes unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc.**





# Brand guidelines

# GLOSSARY



## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality

## Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo or piece of art is lost - hence the term “lossless”. The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.



# Brand guidelines

# GLOSSARY



## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe.

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include a single design element that can be used in a larger design.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a universal standard, PDF file formats are often requested by printers.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing.





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insert address here

insertemail@insertemail.com

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