



# Brand Guidelines







# The Logo

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The brandmark displays the ESO Surveyors name, displayed with an imagery of a target.

The ESO logo has 2 variations; mainly used for light and dark backgrounds.









# Brand Colours

ESO's main brand colours consist of 3 colours that can be picked from the brand's logo.

## Primary Colours

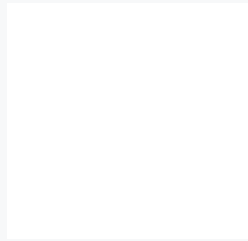
ESO's primary colours can be found on the ESO logo itself. This group of colours mainly consists of 3 colours; black, white and red.



CMYK 0-97-97-0  
RGB 205-46-43  
HEX / WEBSAFE  
#CD2E2B



CMYK 100-100-  
100-100 RGB 0-  
0-0 HEX /  
WEBSAFE  
#000000



CMYK 0-0-0-0  
RGB 255-255-255  
HEX / WEBSAFE  
#FFFFFF

## Accent Colours

For some instances, accent colours are required to add certain depth to marketing deliverables. However, these must be used sparingly.



CMYK 2-1-1-0  
RGB 246-246-246  
HEX / WEBSAFE  
#F6F6F6



CMYK 73-67-66-  
82 RGB 26-26-26  
HEX / WEBSAFE  
#1A1A1A



CMYK 0-80-91-0  
RGB 211-91-53  
HEX / WEBSAFE  
#D35B35

# Car Signage

## Car Stickers

ESO branded signage is available to print for service vehicles. Vehicle stickers are usually situated on both sides of the vehicle; one on the passenger door and the other on the driver's side. The last sticker is placed on the bumper/rear of the vehicle, as seen on the examples. If you need any assistance in printing, please reach out to someone from Marketing.





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