

# STYLE SHEET

## Identity



ORIGINAL  
Stacked on blue

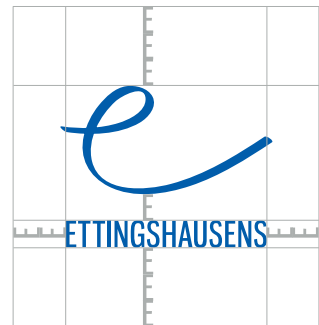


ORIGINAL  
Stacked on white



ORIGINAL  
Landscape on white

## Usage



### THE ARTWORK

The Ettingshausens logo is comprised of a cursive "E" (mark) and the Ettingshausens lettering (logotype)

The logotype is custom set and should never be replaced by a different font or type.

The mark and logotype may be used as separate identifiers but it is preferable for both to be used together whenever possible.

### COLOUR AND SIZE

The Colour of the logo should only ever appear in the Ettingshausens Blue or White.

The dimensions of the artwork have been selected accordingly and should never be altered. Examples of improper usage below.

### CLEAR SPACE

To protect the integrity of the Ettingshausens brand it is important for assisting graphical elements, or other company logos not be in direct contact with the Ettingshausens artwork.

Demonstrated above is the minimum amount of white space required around the artwork at any time.

Width (Left and Right) = E x 2  
Height (Top and Bottom) = E x 3

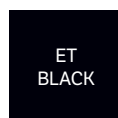
## Identity Colour Palette



**PMS** 286C  
**CMYK** 100 / 66 / 0 / 2  
**RGB** 0 / 93 / 170



**PMS** -  
**CMYK** 0 / 0 / 0 / 0  
**RGB** 0 / 0 / 0



**PMS** Black 6C  
**CMYK** 100 / 79 / 44 / 93  
**RGB** 16 / 24 / 32



**PMS** 421C  
**CMYK** 13 / 8 / 11 / 26  
**RGB** 178 / 180 / 178

When colour is an option the following colours must be used.

## Secondary Colour palette

# STYLE SHEET

## Logo Typeface

ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
XYZ  
abcdefghijklmn  
opqrstuvwxyz

GNUOLANE - Regular



Only to be used in re-creation of the logo.

## Headline Typeface

ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
XYZ  
abcdefghijklmn  
opqrstuvwxyz

DIN - Medium



Should be used as the heading / title font in ads and print material. Title information should always appear in caps.

## Secondary Typeface

ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
XYZ  
abcdefghijklmn  
opqrstuvwxyz

DIN - Reglar



To be used for all secondary copy on print material. No smaller than 7pt and in proper sentence format.