

equancy

Logotypes
and brand architecture

Expressing brand
in material

Material design
guidelines

Material icons

Material design guidelines

LOGOTYPE

main logotype
colours
minimum size
minimum clearspace area
monochrome black version
monochrome white version

SUBSIDIARIES

STATIONARY

PRESENTATION

OTHERS

1| equancy main logotype

The equancy logotype is composed of two specific elements:

- the equancy letters, in grey
- the symbol, in rubine

! Distortion of the logotype is stricly prohibited for proportions, drawing and colours

Download equancy logotype for your day-to-day use

equancy

2| colours

Due to printing or screen constrains, it exist several version of the equancy logotype

Print version / Pantone version

- PANTONE Rubine Red
- PANTONE Cool Gray 9

Print version / CMYK version

- Rubine C0 M100 Y0 K0
- Grey C00 M00 Y00 K70

Download PMS equancy logotype
(illustrator format)

Download CMYK equancy logotype
(illustrator format)

Screen version / RGB version

- Rubine R0 G0 B0
- Grey R0 G0 B0

Screen version / Web version

- Rubine #D90054
- Grey #77777A

Download RGB equancy logotype
(jpg/png format)

Download Web equancy logotype
(png format)

3| minimum size

In order to preserve the legibility of the equancy logotype, one minimum size has been defined:
18mm / 52pixels width.



4| minimum clearspace area

In order to protect the integrity of the equancy logotype, a minimum clear area has been established.
The height of the minimum clear area is based on the height of the symbol lign from the logotype.
Please see next how to construct this specific zone.



monochrome black version

The one-colour black version of the equancy logotype should only be used in case of technical or budget restrictions, or if the logotype needs to be reproduced on a specific material (glass, fabric, etc...).

equancy

Download black version (illustrator format)

monochrome white version

The white version of the equancy logotype should only be used on rubine plain colour or black background. The minimum clearspace should be respected.



Download white version (illustrator format)

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1| equancy&co main logotype

The equancy&co logotype is composed of two specific elements:

- the equancy letters, in grey
- the symbol, in rubine

! Distortion of the logotype is stricly prohibited for proportions, drawing and colours

Download equancy&co logotype for your day-to-day use

equancy&co

2| colours

Due to printing or screen constrains, it exist several version of the equancy&co logotype

Print version / Pantone version

- PANTONE Rubine Red
- PANTONE Cool Gray 9

Print version / CMYK version

- Rubine C0 M100 Y0 K0
- Grey C00 M00 Y00 K70

Download PMS equancy&co logotype
(illustrator format)

Download CMYK equancy&co logotype
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3| minimum size

In order to preserve the legibility of the equancy logotype, one minimum size has been defined:
18mm / 52pixels width.



4| minimum clearspace area

In order to protect the integrity of the equancy&co logotype, a minimum clear area has been established. The height of the minimum clear area is based on the height of the symbol lign from the logo-type. Please see next how to construct this specific zone.



monochrome black version

The one-colour black version of the equancy&co logotype should only be used in case of technical or budget restrictions, or if the logotype needs to be reproduced on a specific material (glass, fabric, etc...).



Download black version (illustrator format)

monochrome white version

The white version of the equancy&co logotype should only be used on rubine plain colour or black background. The minimum clearspace should be respected.



Download white version (illustrator format)

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1| equancy stationary

Please see below the equancy stationary, composed of letterhead, compliment card and business card. Each document must be printing in Pantone colours,

■ PANTONE Rubine Red and

■ PANTONE Cool Gray 9



2| equancy stationary

