



Logo manual

Visual Communication Guidelines

Primary logo



Single colour – black



Single colour – blue



Inverse logo on dark background



Single colour – white





The height of the letter E of the logotype determines the logo's protection zone.
No objects can be placed within the clearspace.

Primary colours

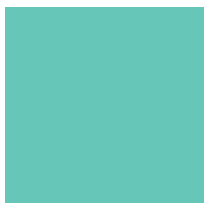


CMYK: 100/100/30/22

RGB: 38/34/97

Pantone: P 103-16 C

HEX: #262161



CMYK: 58/0/34/0

RGB: 102/198/183

Pantone: P 127-16 C

HEX: #66c6b7

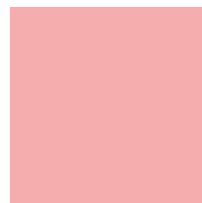
Secondary colours



CMYK: 25/69/16/0

RGB: 191/107/150

HEX: #bf6b96



CMYK: 1/38/21/0

RGB: 255/179/174

HEX: #66c6b7

Logo typography

Sanchez

available via an open source license as a part of Google Fonts library

Regular:

ABCČĆDĎEFGHIJKLM
NOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqr
sštuvwxyzž1234567890
!?(%)[#{@}/&\“””*
<-+=>®©\$€£:;,.

Communication typography

Exo 2

available via an open source license as a part of Google Fonts library

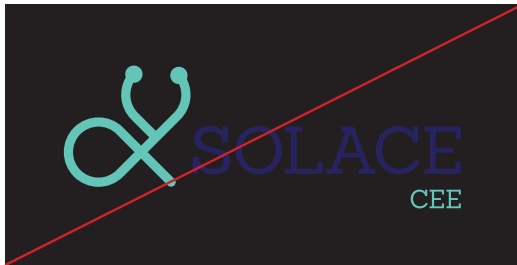
Usage: all print and online communication

Regular:

AÁBCČDĎEFGHIÍJKLĹLMN
ŇOÓÔPRSŠTŤUÚVWXYZŽ
aábcčďd'efghiíjklĺľmnňoó
ôprsštťuúvwxyzž123456
7890!?(%)[#{@}/&“””*
<-+=>®©\$€£:;,.

Bold:

**AÁBCČDĎEFGHIÍJKLĹLMN
ŇOÓÔPRSŠTŤUÚVWXYZŽ
aábcčďd'efghiíjklĺľmnňoó
ôprsštťuúvwxyzž123456
7890!?(%)[#{@}/&“””*
<-+=>®©\$€£:;,.**



Don't use primary logo on dark background



Blue colour of the logo can be replaced with white on dark background



Don't use logo on dark coloured images



Logo can be used on lighter coloured images



Don't use any effects, shadows or overlays to the logo



Don't squash, stretch or warp the logo



Don't rotate the logo or use at an irregular angle