# Logo Manual
## SEPTEMBER 2016, FENIX



„Development of innovative lightweight and highly insulating energy efficient components and associated enabling materials for cost-effective retrofitting and new construction of curtain wall facades"

# Logo Manual

## Master brand logo

The logo represents construction of curtain wall facades together with initial letter of EENSULATE project. It contains:

- Logo name
- Logo sphere

# Logo Manual

**Full color**

**Black&White version**

## EENSULATE colour palette

The logo is composed of many shades of blue on the inside, ranging from dark blue to light blue.

## EENSULATE logo usage

- Full colour - for the documents that requires all spectrums of colours (printed material, web, Microsoft Office tools, etc.).

- Black and white - for the documents that only use black and white spectrum (faxes, black and white printers, etc.).

RGB: 9/65/103
HEX: #094167
CMYK: 0.9126/0.3689/0/0.5961

78 %

RGB: 71/129/166
HEX: #4781A6
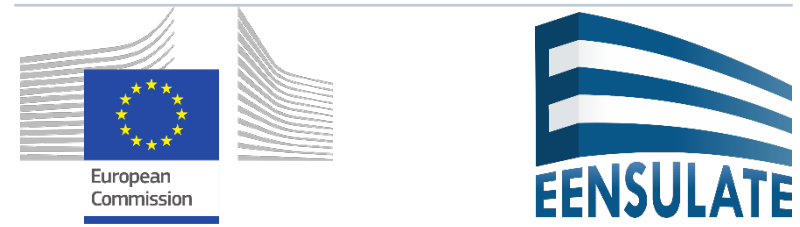CMYK: 0.5723/0.2229/0/0.3490

58 %

# Logo Manual

## Logo clear zone

Each version of the logo must be positioned in its own clear space away from design elements such as text and images. This will allow maximum standout of the logo. The clear zone for each signature is calculated by using one of the letters H.

## Relation to other logos

Keeping always a clear space, EENSULATE logo should be used at the same height than the rest of the logos. In case the majority of the logos are in a vertical format, EENSULATE logo should be positioned in vertical as well.

# Logo Manual

## Typography

- EENSULATE logo font is -.
- Text font used in PowerPoint presentation is Calibri/Calibri light in all its formats: regular, bold, italic.
- Text font used in Word documents is Arial in all its formats: regular, bold, italic.

## Files formats

- Magazines, newspapers – EPS (CMYK)
- Microsoft office tools (Power point, word, excel) – JPG (RGB), PNG (RGB)
- Website, banners, newsletters, social media - JPG (RGB), PNG (RGB)
- Posters, billboards, signage (big format) – EPS (CMYK)

Note that the PNG file is lighter than the JPG file.

# Logo Manual

## Applications

# Logo Manual

## Errors to avoid

- Do not distort any part of the logo.
- Do not change the font of the logo.
- Do not add any effect that decrease legibility of the logo.



correct        wrong        wrong        wrong