

SHORT BOOK OF VISUAL IDENTIFICATION



The Company Logo
Logo usage
Colour palette
Typography

The Company Logo

Product dimensions

To ensure legibility the logo should be surrounded by a minimum white space equal to the character size of the initial letter "E"

Logo size

While there is no specified minimum display size for the logo, the designer should ensure the logo will be discernible and legible in all instances

Some dos



Some don't's



Logo usage

Usage on white background



Usage on dark and colour background



Colour palette

Product dimensions

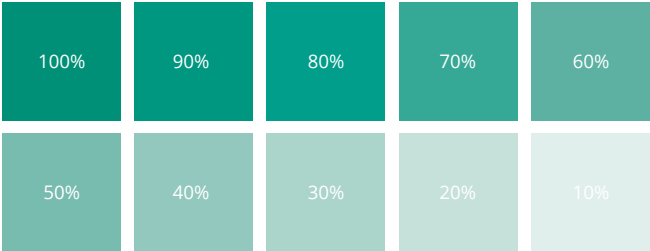
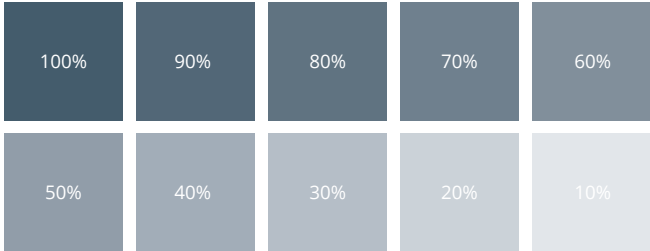
To give our brand distinction we have specified two corporate colours, these are **Pantone 569 U** and **Pantone 7546 U**. These colours should be used throughout all colour communications. Where spot colours cannot be used the CMYK breakdown detailed here should be employed.

Pantone 7546 U

C 55	R 81
M 30	G 100
Y 20	B 115
K 50	

Pantone 569 U

C 94	R 0
M 0	G 136
Y 60	B 112
K 20	



Typography

Primary Typeface: Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Secondary Typeface: Montserrat

(use in social media, posts, headers - italic allowed)

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz £\$&@