endurcrete

New **En**vironmental friendly and **Dur**able con**Crete**, integrating industrial by-products and hybrid systems, for civil, industrial and offshore applications

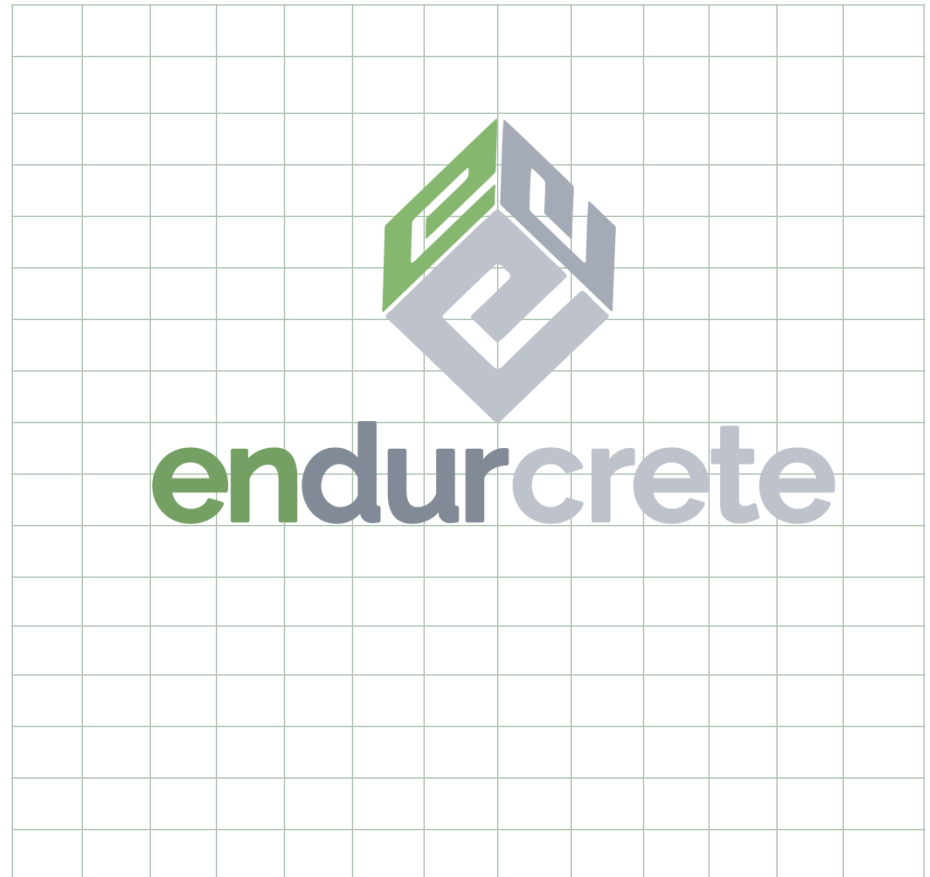# LOGO MANUAL

Created by: Fénix TNT s.r.o.

▪ **Master brand logo**

The logo consists of cube and initial letters of EnDurCrete project. The grey side representing concrete product and the green side ilustrates environmental aspects.

It contains:

- ▪ Logo name
- ▪ Logo sphere

LOGO MANUAL

▪ EnDurCrete color palette

The logo is composed of 3 colors: green, dark grey and light grey.

▪ EnDurCrete logo usage

- ▪ **Full color** - for the documents that requires all spectrums of colors (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.).

Full color

RGB: 117/160/99
CMYK: 27/0/38/37

RGB: 129/138/150
CMYK: 14/8/0/41

RGB: 189/194/203
CMYK: 7/4/0/20

Black and white

RGB: 112/112/112
CMYK: 0/0/0/56

RGB: 104/104/104
CMYK: 0/0/0/59

RGB: 148/148/148
CMYK: 0/0/0/42

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 "e".

• **Relation to other logos**

Keeping always a clear space, EnDurCrete 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, EnDurCrete logo should be positioned in vertical as well.

LOGO MANUAL

- **Typography**
  - EnDurCrete logo font is Proxima Nova Bold.
  - Text font used in PowerPoint presentation is Calibri/Calibri light in all its formats: regular, bold, italic.
  - Text font used in Word documents is Calibri 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)

▪ Applications

LOGO MANUAL

- **Errors to avoid**
  - Do not change color of the logo.
  - Do not distort any part of the logo.
  - Do not change the font and dimensions of the logo.
  - Do not add any effect that decrease legibility of the logo.

Examples:

Thank you for your attention.