

COLORS



PANTONE
534 C



R: 25
G: 55
B: 100

#193764



C: 100
M: 70
Y: 0
K: 50



PANTONE
1787 C



R: 255
G: 55
B: 80

#FF3750



C: 0
M: 90
Y: 60
K: 0



the 'small size' version of the logo has got a thicker outline, so that it won't get smuged or blurred in small scale

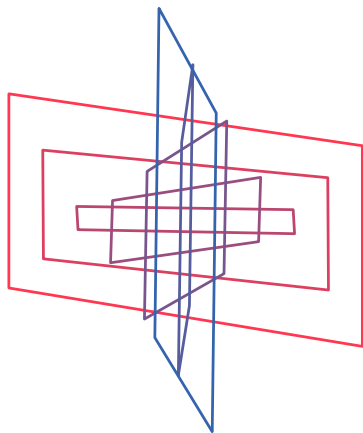


black & white,
inverted black & white logo

FONTS & ELEMENTS

EMAP

HOW TO APPLY



The logo is based upon **Acrom ExtraBold** – a geometric grotesque font.

Thus we advise to use either **Acrom** or similar geometric grotesques such as: **Gotham, Brandon** etc.

A free alternative: **Montserrat**

Please, consider using ALL CAPS for titles.

In web-design we suggest utilizing the logo main colour (#193764) for text and **secondary colour (#FF3750)** for **emphasizing** and rules.

In offset print consider using two corresponding pantone inks.

For motion graphics and print illustrations we suggest to use thin outlines, square forms and reciprocal form and color transitions between them.

Thank you!