



EuroForm



Designmanual

v.4.00

Contents

Introduction	3
Guidelines	4
Formats	5
Logo presentation	5
EuroForm Logo	6
JetAdvice Logo	7
JetAdvice Logo for dark background	8
JetAdvice Logo for dark background mono	9
Do's	10
Dont's	11
Colors	12

Introduction

This is the designmanual of EuroForm. Here the graphic profil of EuroForm will be presented and logos affiliated to the company will be shown along with spot colors and principles of use.

The purpose of this guide is to ensure that the graphic profile is kept consistent.

A graphic profile provides structure and effective workflows on all levels in the developement of the EuroForm brand. It is also the agent to built EuroForm and the company products as brands and to create a unified corporate expression.

The designmanual is made for those who works with the graphic elements of EuroForm.

Guidelines

In addition to this document you can find directories in which all logo material are placed. The pupose with every file type will be explained in the following.

Filenaming

The files are named in the following way:
Logoname-colormode-type-size.format e.g.:

JetAdvice-rgba-tall-300x240.png

or

JetAdvice-rgba-tall-for-dark-bg-300x240.png

or

JetAdvice-rgba-tall-for-dark-nbg-mono-300x240.png

Type

There are two different types of logomaterial: tall and wide.
Examples of the types are shown here:



Colors

The logo material is saved in three different colorcombinations in RGBa:

Nomal: Brand colors

For dark background: Brand color icon + white text

For dark background mono: White icon + white text

Formats

The logos are saved in .eps, .png and .svg.
If you need another size than provided please request it.

Logo presentation

All EuroForm logos will be presented in the following pages.



Normal:



EuroForm



Normal:



Jet Advice



For dark background:



JetAdvice



For dark background mono:



JetAdvice



Do's

Safe area

For the logo to be visually well defined it should always be positioned with a minimum space around it called the safe area.

As a guide, the minimum safe area is governed by the lowercase 'e' height.

Examples are shown here.



...and don'ts

DO NOT alter the digital master artwork files in any way, for example, change the typefaces



DO NOT use any logo on a background of similar color



DO NOT alter the digital master artwork files in any way, for example, change the color



DO NOT alter the digital master artwork files in any way, for example, stretching the logo out of proportions





C	23%	R	166
M	100%	G	0
Y	87%	B	42
K	18%		

HEX: A6002A



C	0%	R	255
M	60%	G	130
Y	100%	B	19
K	0%		

HEX: FF8213



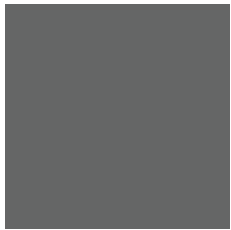
C	78%	R	25
M	32%	G	143
Y	0%	B	206
K	0%		

HEX: 198FCE



C	0%	R	255
M	87%	G	51
Y	89%	B	19
K	0%		

HEX: FF3313



C	60%	R	102
M	51%	G	102
Y	51%	B	102
K	20%		

HEX: 666666



C	71%	R	145
M	84%	G	26
Y	0%	B	210
K	0%		

HEX: 911AD2