



Brand manual

# Logo

The logo is the most basic element of our visual identity. It is our signature and our image to consumers. It is the element that will become increasingly charged over time with our values and beliefs. It is the stable reference point throughout the range of our communication strategies.

For all these reasons it is vitally important that the logo is applied diligently in all its applications, based on the information and instructions in this brochure. If a special application has not been anticipated by this brochure, you must contact the EUROCERT marketing department for further instructions.



# Exclusive zone

An exclusive zone is defined in order to protect the visual clarity and integrity of the logo. It is forbidden for any aesthetic, linear, or colour element other than the ones that comprise the corporate logo to intrude within this zone.



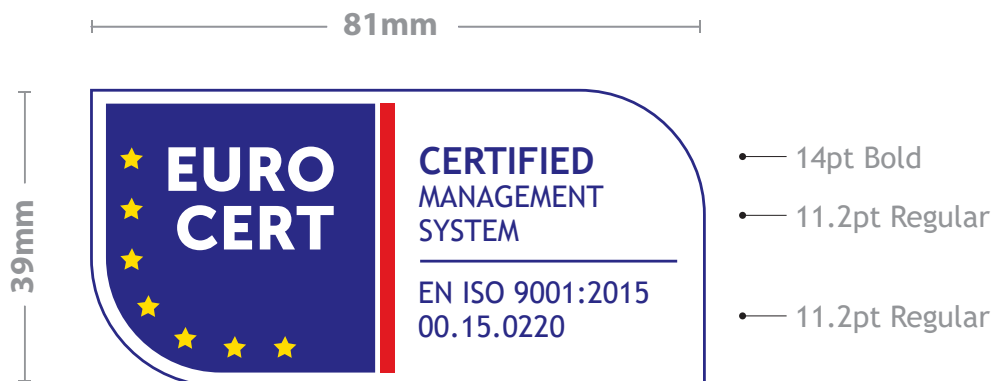
# Minimum size

Our corporate logo must always maintain its clarity and readability. It must never be excessively reduced in size. It must not be used smaller than 24mm.



# Typography

For live text we must use Trebuchet MS Bold and Trebuchet MS Regular in different sizes. Below are some examples in three sizes.

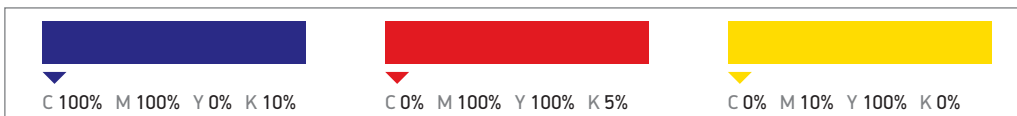


# Basic corporate colours

Colour is the basic element of our corporate image and the image consumers have formed about the brand. Our aim is for consumers to identify these colours with EUROCERT without necessarily seeing the wording. This can only happen if the colours are applied to all applications based on the percentages and codes noted, in order for the brand to present a uniform colour identity.



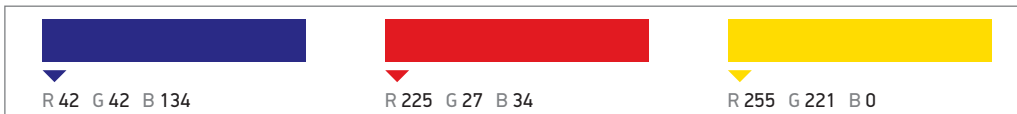
## CMYK



## PANTONE



## RGB



## HEX

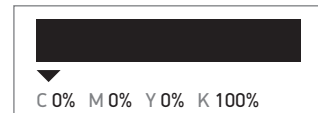


# Negative and b/w application

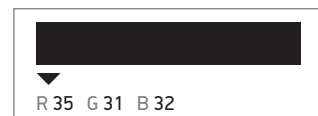
In cases in which the colour application of the logo is not possible, black and white application can be used.



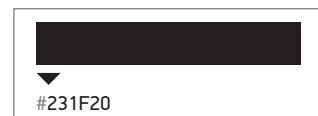
## BLACK



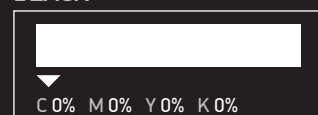
## RGB



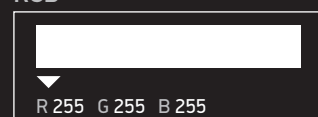
## HEX



## BLACK



## RGB



## HEX



# Dark colour background

In cases where the background is dark, the logo is applied with a white background in its shape.



# Misuses

In order for the EUROCERT logo to be used correctly in all possible applications, the instructions contained in this manual must be followed carefully. To offer a better understanding of the rules and to avoid of certain inappropriate uses, below are some examples of misuse.



DO NOT ALTER OUR BRAND COLOR



DO NOT ALTER THE ANGLE OF THE LOGO



DO NOT ALTER THE POSITION OF THE LETTERING



DO NOT ALTER THE FONTS OF THE LOGO



DO NOT SKEW OR ATTEMPT TO MAKE THE LOGO 3-DIMENSIONAL IN ANY WAY

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