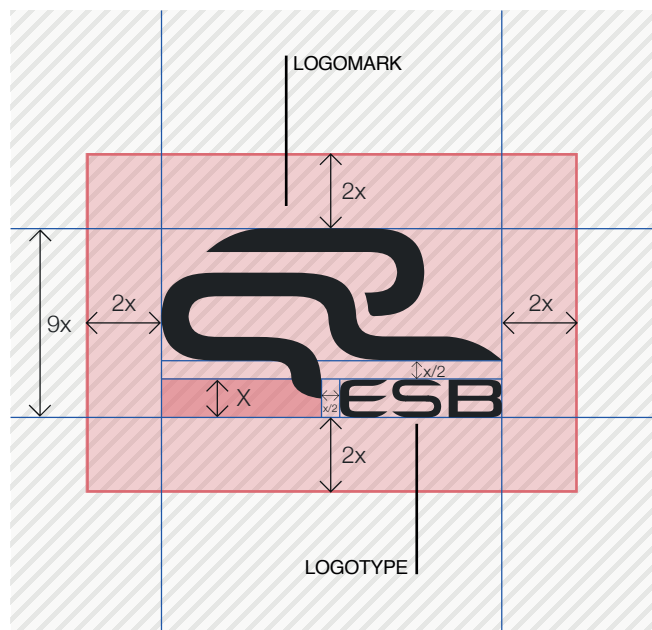


# ESB PRIMARY LOGO & IDENTITY GUIDELINES

## PRIMARY LOGO







Red indicates Clear Space. The green area must be kept free of other elements. Grey padding indicates Safe Zone. Blue indicates type and element alignment and boundaries.

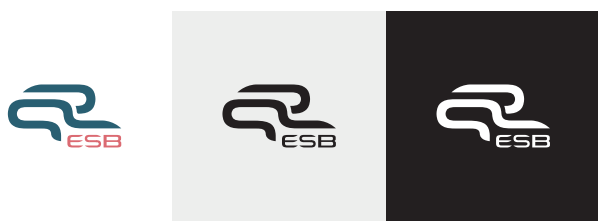


The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.)

## COLOUR SPECIFICATIONS

			
Pantone Solid Uncoated 710 U CMY K 0, 54, 49, 14 #dc6670 RGB 220, 102, 112	Pantone Solid Uncoated 3025 U CMYK 59, 18, 0, 55 #305f74 RGB 48, 95, 116	Pantone Black CMYK 0, 0, 0, 100 #000000 RGB 0, 0, 0	Pantone White CMYK 0, 0, 0, 0 #FFFFFF RGB 255, 255, 255

## Suggested Colour Splits



## FONT USED IN LOGOTYPE

NeuropoliticalRg-Regular (CUSTOMIZED)

1234567890 !@#\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 10mm  
10mm is the safest minimum size.



Website Favicon  
Usually saved as a .ico at 16px.



Social Profile Images  
Twitter, FaceBook, Flickr etc.



## DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOUR