THE GRAPHIC IDENTITY GUIDELINES OF EPILOG L.T.D.

SUMMARY FOR THE MEDIA

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Colours

Primary and Secondary Colours

Colour is one of the most efficient elements ensuring the clear, consistent and sustainable presentation of Epilog's brand. Epilog's logo must never be reproduced in any other colour than the specified colour.

EPILOG ORANGE

PANTONE PMS 137 C / U
CMYK 0C, 50M, 100Y, 0K
RAL-K7 1028 Melonengelb
RGB 255, 153, 0
WEB #FF9900

Primary colours:

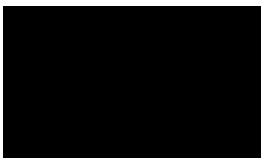
Mandatory for a two-colour logo on white background.

EPILOG GRAY

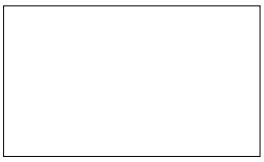
PANTONE PMS Cool Gray 9 C / U
CMYK 0C, 0M, 0Y, 50K
RAL-K7 7004 Signalgrau
RGB 153, 153, 153
WEB #999999

Primary colours:

Mandatory for a single-colour logo on white background.



PANTONE PMS Process Black C / U
CMYK 0C, 0M, 0Y, 100K
RAL-K7 9004 Signalschwarz
RGB 0, 0, 0
WEB #000000



CMYK 0C, 0M, 0Y, 0K
RAL-K7 90043 Signalweiß
RGB 255, 255, 255
WEB #FFFFFF

Secondary colours:

Mandatory for a two-colour logo in negative space on either a black or orange background.

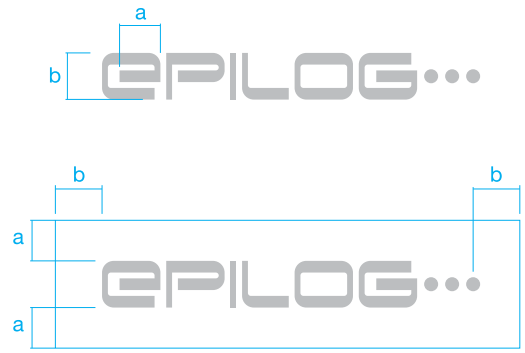
PANTONE PMS Cool Gray 11 C / U
CMYK 0C, 0M, 0Y, 65K
RAL-K7 7005 Mausgrau
RGB 102, 102, 102
WEB #666666

PANTONE PMS Cool Gray 6 C / U
CMYK 0C, 0M, 0Y, 30K
RAL-K7 7035 Lichtgrau
RGB 204, 204, 204
WEB #CCCCCC

Logo

Minimum clear space

The minimum clear space is the space around the logo within which no other graphic element is permitted to be used.
Never use a smaller space around the logo than specified.



In visual terms, the logo must never compete with other graphic elements.
Therefore, the minimum space has been specified: (a) height, and (b) width.
Space (a) equals the length of the middle horizontal line in the letter “E” (see illustration on the left).
Space (b) equals the height of the logo (see image).

When the logo is framed, the minimum space around the frame is determined by the distance of the letter “E” from the edge of the frame (see illustration on the left).

Logo

The minimum size of the Epilog logo

a

b

c

The minimum size in print

The minimum size should not be smaller than
18 mm in width (a).

The minimum size of the logo with the inscription should not be smaller than
25 mm in width (b).

The minimum size of the framed logo should not be smaller than
30 mm in width, with regard to the frame (c).

d

e

f

The minimum size in pixels

The minimum size of the logo should not be smaller than
75 pixels in width (d).

The minimum size of the logo with the inscription should not be smaller than
100 pixels in width (e).

The minimum size of the framed logo should not be smaller than
120 pixels in width, with regard to the frame (f).

The logo must always be large enough to be legible. By specifying the minimum size of the logo, Epilog ensures that even when the size is reduced the logo is always visible and legible.

The minimum size refers to the width of the inscription EPILOG together with the three dots; when the logo is framed, however, the minimum size refers to the frame width. Two minimum sizes are specified: for printing (in printed media) in mm, and for screen use (in electronic media) in pixels.

Logo

In primary colours

The logo is designed with two primary colours: Epilog Orange and Epilog Grey; and in a black and white version.
Please consult page 1 of the Style Guide.

A white background is the preferred option. A black or orange framed background is acceptable, but not recommended.

Always make sure that the Epilog logo is legible.

Basic black and white version

Logo

Permitted use

Colour logo on white background

Colour logo on orange background

Colour logo on black background

Single-colour logo on white background

Single-colour logo on black background

Logo

Prohibited use of Epilog logo

The logo must not be compressed, expanded or distorted in any other way.

The logo must not be rotated.

The logo must not be repeated.

The logo must not be used on a background other than that specified in the Guidelines.