

# PRIMARY LOGO & IDENTITY GUIDELINES

## Eblin Group

### PRIMARY LOGO

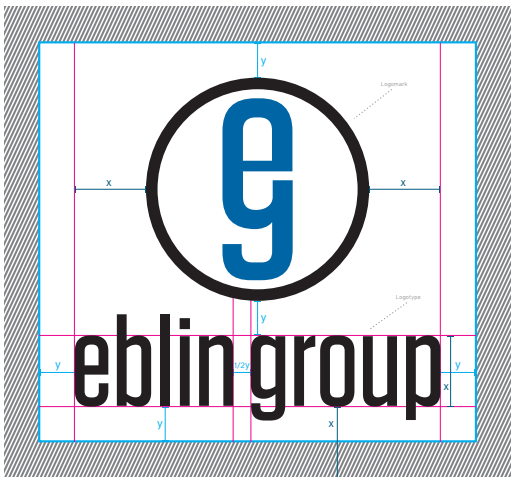


Blue indicates Clear Space. The blue area must be kept free of other elements.  
Magenta indicates type and element alignment and boundaries.  
Grey padding indicates Safe Zone.

The minimum required Clear Space is defined by the measurement 'Y' (equal to the 1/2 the height of the lowercase letters, known as the 'x-height'.)

### ALTERNATIVE LOGO VERSIONS

#### Secondary Logo Style



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

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

#### Minimum Logo Width



#### Social Profile Images



#### Website Favicon



#### Colors

PANTONE 301U  
C:100 M:45 Y:0 K:18  
#0065A4  
Eblin Group Logo Blue

PANTONE 547U  
C:100 M:80 Y:43 K:46  
#002A48  
Dark Blue for Backgrounds

PANTONE 109-8U  
C:82 M:40 Y:0 K:0  
#0084DD  
Accent Blue for Callouts

### FONTS USED IN BRANDING

Tungsten Medium (Logotype, Subject Headings)

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Tungsten Extra Light (Print Material, Subject Headings)

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Light (Print Material, Body Copy)

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Verlag Light (Any Life GPS related material)

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz