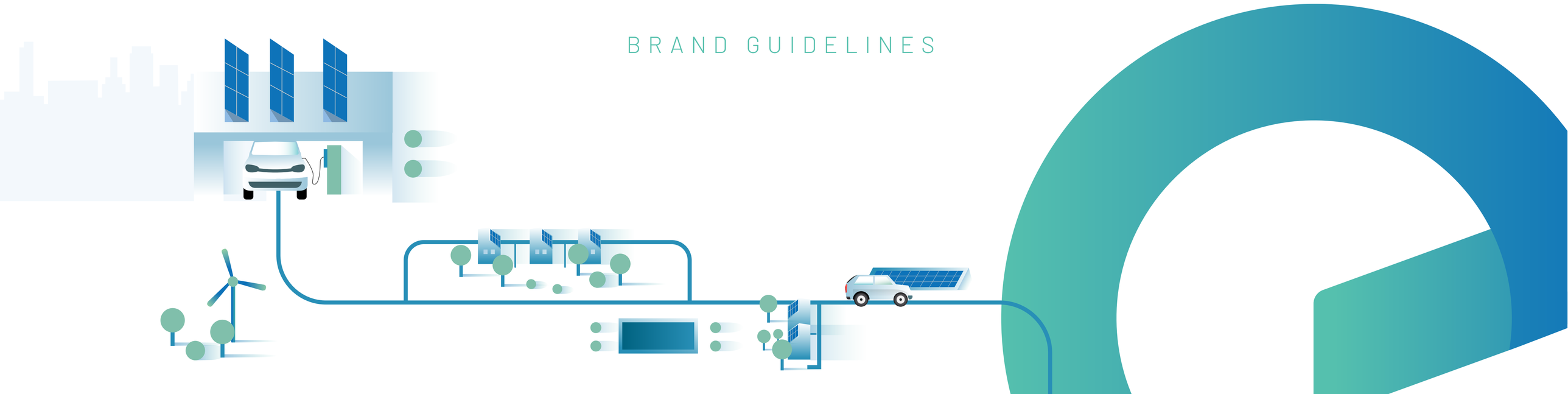
ev4eu

BRAND GUIDELINES



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CONCEPT

Our logo it's the combination of the initials of the project and as well an image that reflects the positioning and idea of the project.

LOGO VERSIONS

This margin is designed to protect the logo to always be readable on the various formats.

VERTICAL

HORIZONTAL

LOGO COLORS

This margin is designed to protect the logo to always be readable on the various formats.

GREEN

- SUSTAINABILITY
- ENVIRONMENT
- EFFICIENCY

BLUE

- EUROPE
- PLANET
- FRESH

GRADIENT

- FUTURISTIC
- MODERN
- EVOLUTION

COLORS

MAIN COLORS

RGB - FOR WEB
R88
G193
B174

CMYK - FOR PRINT
C62%
M0%
Y39%
K0%

#58C1AE

RGB - FOR WEB
R14
G115
B185

CMYK - FOR PRINT
C87%
M51%
Y1%
K0%

#0E73B9

DERIVATIONS

RGB:R204 G211 B80
CMYK:C24% M5% Y85% K0%
#CCD350

RGB:R94 G186 B233
CMYK:C57% M10% Y0% K0%
#5EBAE9

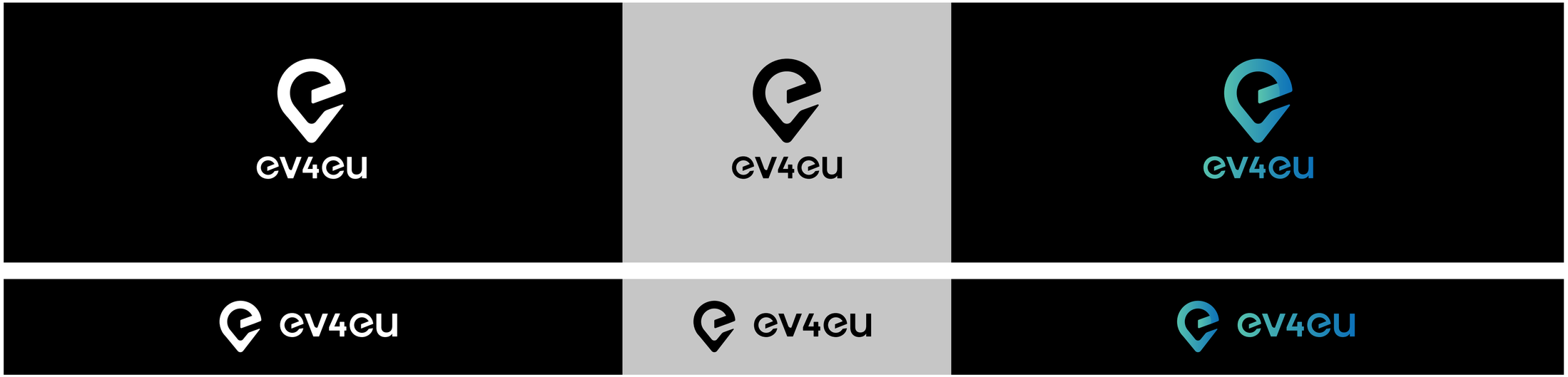
SECUNDARY COLORS

RGB:R227 G127 B51
CMYK:C8% M60% Y92% K0%
#E37F33

RGB:R234 G207 B94
CMYK:C9% M14% Y76% K0%
#EACF5E

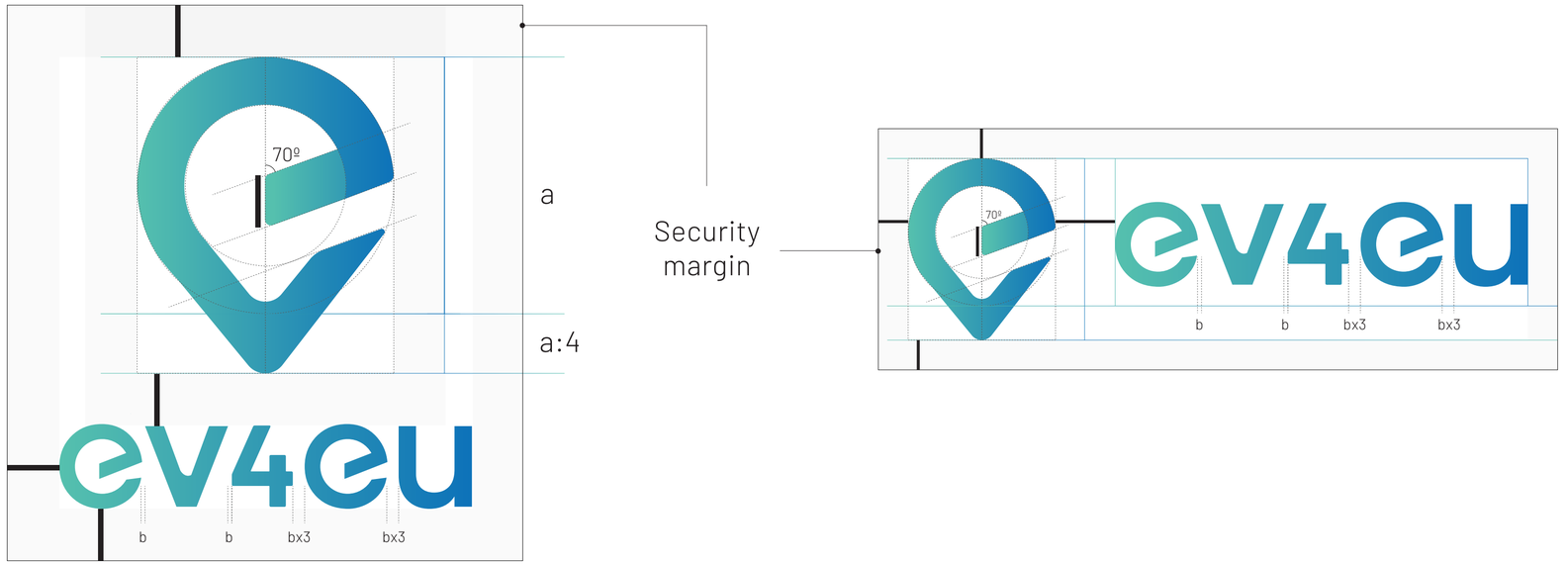
RGB:R234 G232 B213
CMYK:C8% M5% Y17% K0%
#EAE8D5

BACKGROUNDS



STRUCTURE

This margin is designed to protect the logo to always be readable on the various formats.



DIMENSIONS

This is the smallest dimension that the logo can be

VERTICAL

SMALLEST SIZE

ICON

Bellow 3 cm we use only the icon

HORIZONTAL

ICON

Bellow 1 cm we use only the icon

DON'TS

Don't distort the logo in any way

Don't outline the logo

Don't change the letter spacing

Don't change the gradient

Don't substitute "e" for the icon

Don't add drop shadow

TYPOGRAPHY

Our main font is Barlow for text and titles.

BARLOW

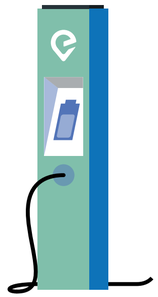
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # $ % & / | \ ( ) [ ]

		Italic
Thin	A B C 1 9	*A B C 1 9*
Extra light	A B C 1 9	*A B C 1 9*
Light	A B C 1 9	*A B C 1 9*
Regular	A B C 1 9	*A B C 1 9*
Medium	**A B C 1 9**	***A B C 1 9***
Semi Bold	**A B C 1 9**	***A B C 1 9***
Bold	**A B C 1 9**	***A B C 1 9***
Extra Bold	**A B C 1 9**	***A B C 1 9***
Black	**A B C 1 9**	***A B C 1 9***

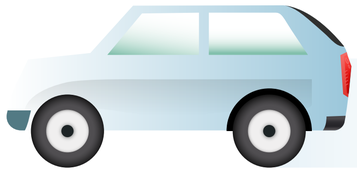
GRAPHIC ELEMENTS

Some graphic elements that we use in the project .

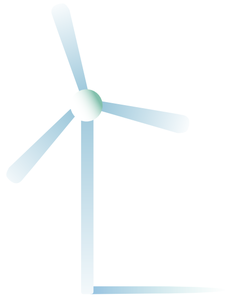
CHARGER



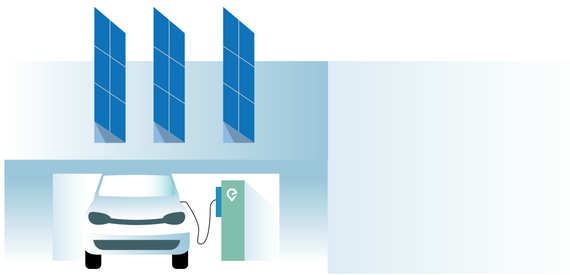
CAR



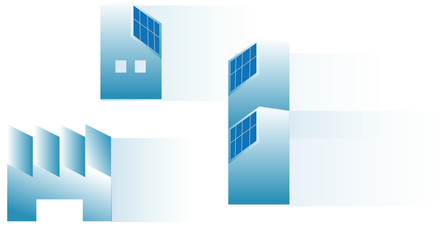
WIND POWER



GARAGE



HOUSES

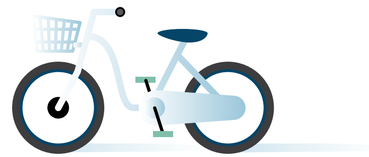


SOLAR PANELS

TREES

BENCH

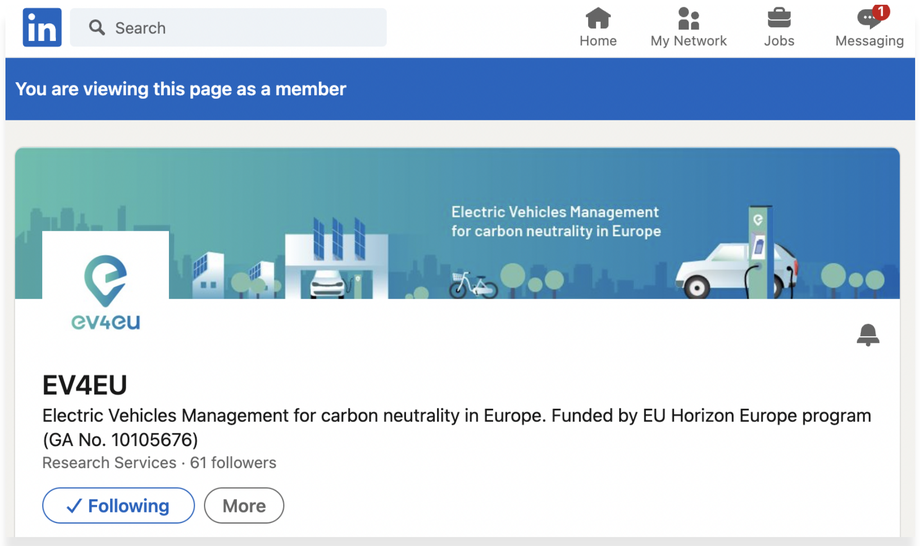
BICYCLE



BRANDING EXAMPLES

ROLL-UP

SOCIAL BANNERS



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