



ESAGOV

1 a. Logotype
Book and pencil



COLOR VERSION

B/W VERSION

**1 b. Logotype +
Project name**



1. Logotype

This page shows the logotype divided into its component parts: the logotype and the logotype with the project name.

Although the manual sets out specific guidelines for the correct use of the logotype, there may be cases when it would be suitable to apply it in a not shown manner.

In this particular case, previously, it is necessary to ask for the approval.

2 a. Main logotype



 Border area

2 b. Colour Scale of the main logotype

C 22	R 152	C 0	R 218
M 90	G 52	M 53	G 141
Y 73	B 58	Y 80	B 70
K 14		K 0	
HEX #98343a		HEX #da8d46	

2. Border area, colors and minimum size

The multicolour logotype shown on this page is defined “main logotype”. The colour scale used is composed of the colors shown below.

This version, to be used as the main one, must always be applied on a white or gray color (max 10% K), keeping the border area, ie the minimum distance from other elements.

For the colors reproduction in CMYK, RGB, or PANTONE® is necessary to follow the specifications shown on this page.

Minimum size allowed of the main logotype can't be below 25 mm in length (x not less than 25 mm).

HEX
#98343a



3 a. Main logotype one color



3 b. Main logotype one color white



3 c. Main one color white on photographic background



3 e. Main logotype one color white



3 d. Main logotype one color black

3. One color and Black/White.

This page shows the main logotype one color in positive and negative version. The main logotype one color can be used on white or light colored backgrounds or on illustrations and photographic backgrounds on pale color. The main logotype one color white must be used on black or on dark backgrounds or illustrations and photographic backgrounds on dark color.

The versions must be taken where the use of multi-colored logotype is not possible. For example, for the absence of color in the elaborate or in the case where the whole graphic design requires the use of one color black or white in coherence with the other elements.



4 a. Do not alter the size and position of the book and pencil



4 c. Do not distort the logo in any way



4 e. Do not turn or tilt the logotype.



4 b. 4 f. Do not apply contours or effects to the logotype



4 d. Do not change the colors of the logotype.

4. Things not to do

To ensure correct and consistent application of the logotype in various layouts, or in web, and not to make mistakes in processing, we must observe some rules.

This page shows some incorrect and not allowed uses of the JOVITAL logo



ESAGOV