EUROMED POSTAL

لبريد الأورومتوسطي

BRAND GUIDELINES & IDENTITY STANDARDS

OCTOBER 2017

.01 INTRODUCTION

This identity manual provides a simple reference for the correct usage of the EUROMED POSTAL logo.
Exceptional usages that are not covered in this document should be analysed case by case and validated by those in charge of communication for EUROMED POSTAL.
Questions or queries relating to the instructions presented should be referred to the same entity.

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.02 LOGO

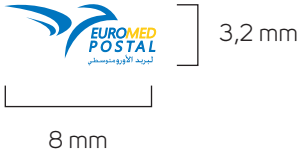
ELEMENTS PRESENT

The logo is composed of the words EUROMED POSTAL, in both the Latin and Arabic alphabets, as well as a stylised drawing of a bird.

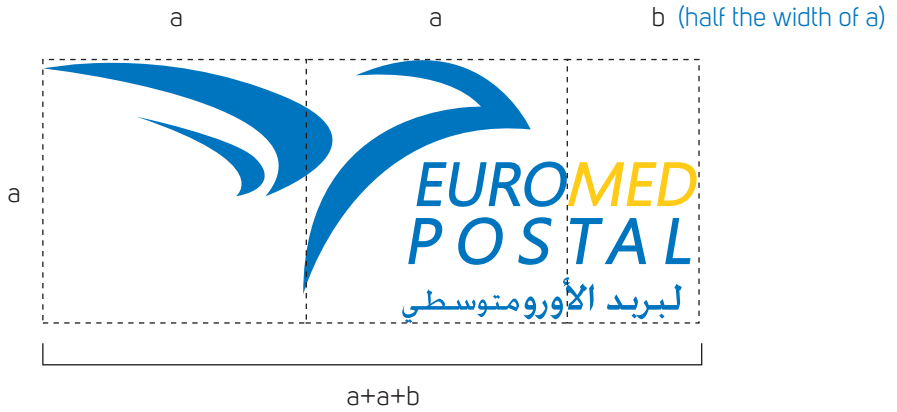


.03 SIZE
& PROPORTIONS

The logo has precise proportions that should be respected in order to preserve the harmony and visual balance that characterise it. The minimum size for the reproduction of the logo is 8 mm in length by 3.2 mm in height.



EXACT PROPORTIONS



INCORRECT PROPORTIONS





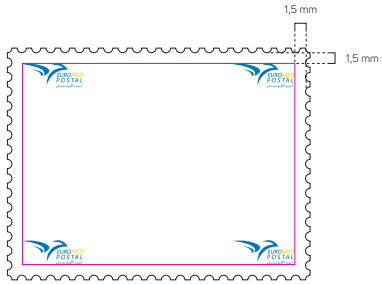
.04 PROTECTION AREA

The purpose of the logo's protection area is to define a space in which no other element can be present. This area is the same as the height of the letters of the word POSTAL. Violation of this space could compromise the legibility of the logo.

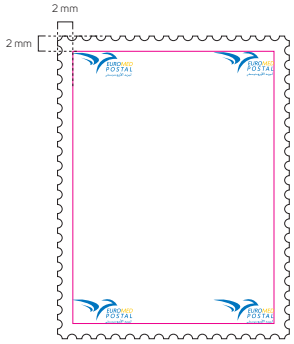
PROTECTION AREA FOR OTHER GRAPHIC ELEMENTS



PROTECTION AREA FOR CUTTING



optional positioning



optional positioning

.05 COLOURS

Reproductions of the logo should not be made unless they correspond to the colours set out in this manual.



RGB

R: 0
G: 117
B: 191

R: 255
G: 203
B: 27

CMYK

C: 100%
M: 47%
Y: 0%
K: 0%

C: 0%
M: 20%
Y: 96%
K: 0%

PANTONE®

3005 C

7548 C

.06 COLOURS

VERSION IN GRAYSCALE AND POSITIVE AND NEGATIVE MONOCHROME

If the chromatic integrity of the logo cannot be guaranteed, we recommend it be used in the positive or negative version.
In the case of black and white prints, the grayscale version, in which all the elements use 100% black excepting the word **MED** which uses only 40%, should be chosen.
In cases where one of the monochromatic versions of the logo is chosen, we recommended the use of whichever contrasts best with the background.

GRAYSCALE

MED with 40% of black



POSITIVE MONOCHROMATIC VERSION



NEGATIVE MONOCHROMATIC VERSION



.07 COLOURS

LOGO COLOUR ON BACKGROUND OF SOLID COLOUR

There is no fixed rule for choosing the version to be used on coloured backgrounds; it is down to the user's judgment.
As a general rule, on dark backgrounds, the negative version of the logo should be used and on light backgrounds, the original version, in order to guarantee the necessary contrast.
If so desired, on light backgrounds it is also possible to use the positive monochromatic version.



.08 COLOURS

APPEARANCE OF THE LOGO ON PHOTOGRAPHIC BACKGROUNDS

Whenever the logo is used on photographic backgrounds, illustrations or images with considerable visual information, the positive or negative version should be chosen.











