



## BRAND STYLE GUIDE

April 2012

INNOVATIVE GEOINFORMATION SOLUTIONS

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## Exclusion zone

The exclusion zone is a defined area set around the logo that must remain completely empty at all times. In order to preserve the logo's impact, no text, image, illustration, photo or any other distracting element is allowed within the exclusion zone. This will help the logo to be easily recognised and remembered.



## Minimum size

In order to ensure that the logo can be easily read, the size of the logo should not be reduced under the minimum sizes below:

### Version with bilingual tagline



37 mm

### Standard version



19 mm

## Official colours

The Effigis colours have been carefully selected. They have to be thoroughly respected so that they can contribute to the brand awareness.

In order to facilitate the respect of the Effigis logo colours depending on the media or printing process, the official colour references are indicated below..

### Pantone® References (PMS)



PANTONE® 426 C



PANTONE® 1795 C

### CMYK References\*

Four-colour process



C= 0   M= 0   J= 0   N= 100



C= 0   M= 94   J= 100   N= 0

### RGB References

On-screen and Internet publication



R= 40   V= 40   B= 40



R= 255   V= 51   B= 51

### Web Safe RGB References

Web colours



# 282828



# FF3333

\* Since paper types (coated or non-coated) have different ink absorption rates, the print-out colours may vary depending on the paper that is being used.

For this reason, we strongly recommend that tests be conducted before any print job in order to avoid colour discrepancies..

## Dos



# Don'ts



## Typofaces – Corporate communications tools

Effigis has selected Helvetica Neue Std as its font family.

As a consequence, Helvetica Neue Std must be used for the conception and production of every communications and marketing tool, such as stationery, corporate brochure and literature, ads, etc..

# AaBbCc123

Principal character font  
**Helvetica Neue LT Std**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%!@#\*<>/+ -)

### Effigis Geo Solutions

Helvetica Neue LT Std Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec scelerisque dui eget velit vestibulum ac dapibus lorem iaculis. Nulla eget eleifend nisi. Ut fringilla lorem vitae urna condimentum mattis sollicitudin a dui. Sed tempor eleifend augue, at varius justo bibendum sit amet.

### Effigis Geo Solutions

Helvetica Neue LT Std Roman

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### Effigis Geo Solutions

Helvetica Neue LT Std Bold

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### Effigis Geo Solutions

Helvetica Neue LT Std Black

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec scelerisque dui eget velit vestibulum ac dapibus lorem iaculis. Nulla eget eleifend nisi. Ut fringilla lorem vitae urna condimentum mattis sollicitudin a dui. Sed tempor eleifend augue, at varius justo bibendum sit amet.**



