

CORPORATE **DESIGN** MANUAL

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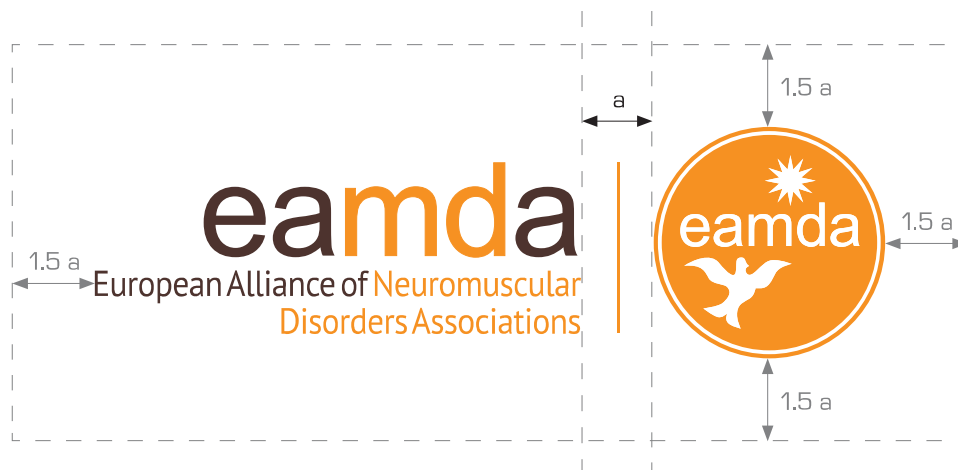
PRINTED MATTER

- Stationery paper
- Envelope
 - AM
 - C5
- Business card
- Folders

LOGOTYPE

EAMDA | CORPORATE DESIGN MANUAL | LOGOTYPE
LOGOTYPE AND INVIOABILITY

EAMDA logo comprises a precise arrangement of the sign and the inscription.
The sign without the logo may appear alone or in a raster only as a decorative element.
The distance between the inscription and the sign (dimension a) is the basic unit for determining the inviolability zone height and width.
The inscription shall be written in PT Sans typeface.



The sign shall always appear in combination with the logo in the determined ratios that may in no case be deviated from. Therefore the logo shall always be reproduced from the original templates and never composed anew. It may also appear in combination with the company address.

The address shall be written in PT Sans Narrow font.



Linhartova 1 | SI-1000 Ljubljana | Slovenia | www.eamda.eu



EAMDA | CORPORATE DESIGN MANUAL | LOGOTYPE
POSITIVE & NEGATIVE

The sign and the logo shall always appear in the positive in the typical prescribed colours determined according to Pantone chart and in process colours. No deviations from the prescribed colours are allowed. Minimum deviations may appear due to material nature (e.g. matte or glossy paper) and shall only be permitted if the prescribed colours are used.

The sign and the logo may exceptionally appear in the negative.

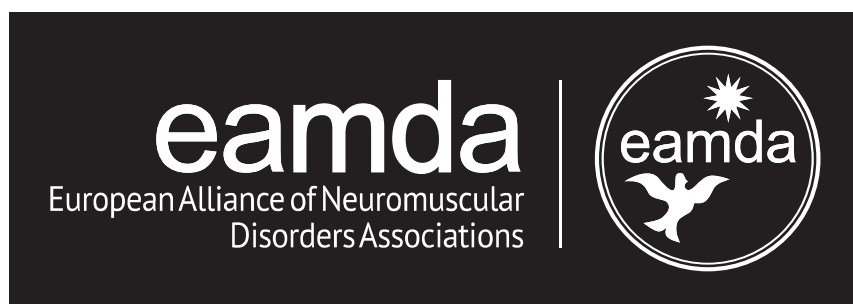
Colour version of the logo:



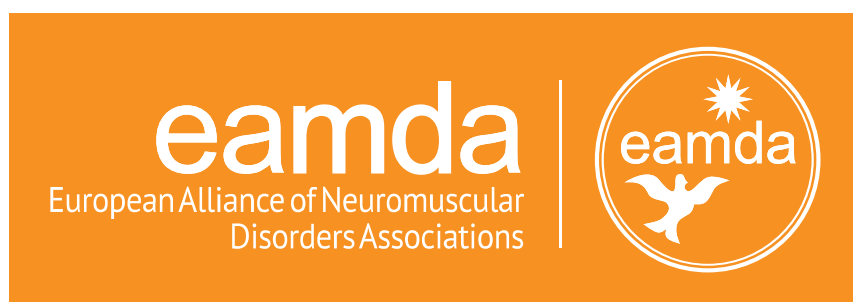
Black-and white version of the logo:



Logo in the negative:



Logo in the negative:



EAMDA | CORPORATE DESIGN MANUAL | LOGOTYPE REDUCTION & ENLARGEMENT

The sign and the logo may be randomly enlarged by stretching them in even proportions. When reducing the size of the sign and the logo their readability and visibility must be maintained. The minimum size shall be 45 mm for digital print application and 55 mm for offset print application.

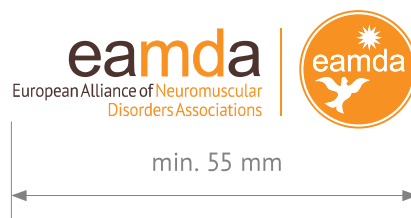
The sign and the logo shall be proportionally reduced or enlarged.



The sign and the logo may be randomly enlarged in even proportions.



The smallest permitted size:
- offset print 55 mm width
- digital print 45 mm width



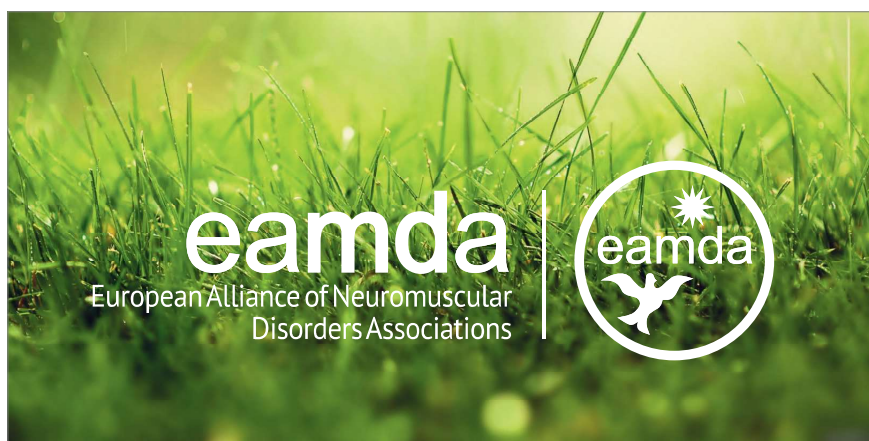
EAMDA | CORPORATE DESIGN MANUAL | LOGOTYPE
APPLYING ON COLOURED BACKGROUND

The inappropriate choice of colours prevents the visible and distinct recognition of the sign and the logo. Therefore the difference and contrast between background colour and sign/logo colour should be taken into account.



EAMDA | CORPORATE DESIGN MANUAL | LOGOTYPE
APPLYING ON COLOURED BACKGROUND - IMAGES

It is up to the designer to decide how to apply the sign and the logo on coloured images, but as a rule they shall be applied in primary colours on the brighter background and in the negative (i.e. in white) on the darker background.



COLOURS

EAMDA principal colours are orange and dark brown. For coated paper: orange Pantone 144 C and dark brown Pantone 476 C. For non-coated paper: orange Pantone 130 U and dark brown Pantone 4625 U. It shall be used for single-colour and multi-colour printing. For black and white printing 100% black colour shall be used. The colours to be used for office printed matter (business cards, letters, envelopes etc.) and other presentational material (flags, boards, advertisement signs, inscriptions on vehicles etc.) shall be determined according to Pantone chart. For printed matter (advertisements, catalogues etc.) where it is not possible to print using the prescribed colour, the CMYK colour range shall be used.

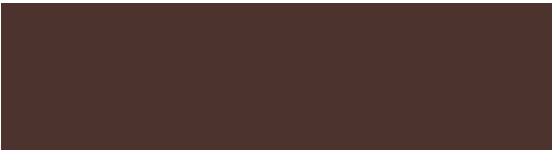
Primary colours **COATED PAPER:**

PANTONE 144 C



Cyan 0, Magenta 57%, Yellow 100%, Black 0%

PANTONE 476 C



Cyan 47%, Magenta 68%, Yellow 74%, Black 55%

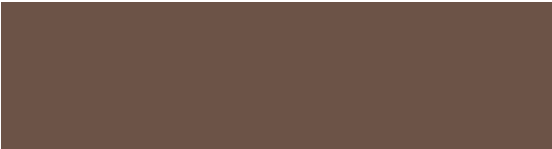
Primary colours **NON-COATED PAPER:**

PANTONE 130 U

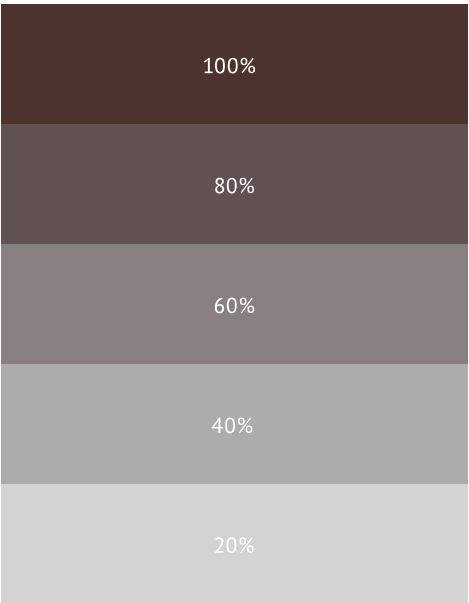
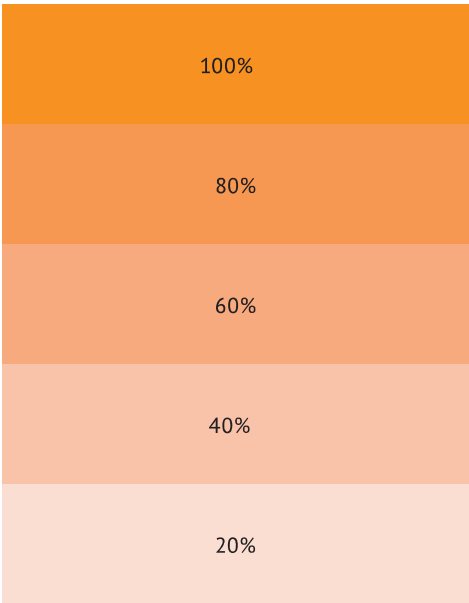


Cyan 0%, Magenta 45%, Yellow 96%, Black 0%

PANTONE 4625 U



Cyan 45%, Magenta 58%, Yellow 71%, Black 31%



TYPEFACE

EAMDA | CORPORATE DESIGN MANUAL | TYPEFACE
PRIMARY TYPEFACE

In order to achieve uniformity the primary typeface family shall be used in any application of the logo in office materials, promotional materials and advertising.
The prescribed primary typeface shall be PT Sans.

abcčdefghijklmnoprsštuvzž
ABCČDEFGHIJKLMNOPRSŠTUVZŽ
1234567890 PT Sans Regular

abcčdefghijklmnoprsštuvzž
ABCČDEFGHIJKLMNOPRSŠTUVZŽ
1234567890 PT Sans Italic

abcčdefghijklmnoprsštuvzž
ABCČDEFGHIJKLMNOPRSŠTUVZŽ
1234567890 PT Sans Bold

abcčdefghijklmnoprsštuvzž
ABCČDEFGHIJKLMNOPRSŠTUVZŽ
1234567890 PT Sans Bold Italic

abcčdefghijklmnoprsštuvzž
ABCČDEFGHIJKLMNOPRSŠTUVZŽ
1234567890 PT Sans Narrow Regular

abcčdefghijklmnoprsštuvzž
ABCČDEFGHIJKLMNOPRSŠTUVZŽ
1234567890 PT Sans Narrow Bold

EAMDA | CORPORATE DESIGN MANUAL | TYPEFACE
SECONDARY TYPEFACE

In order to achieve uniformity of texts, the secondary typeface shall be used in office materials, promotion materials, advertising, EAMDA's magazines and newspapers etc.
The prescribed secondary typeface shall be Myriad Pro.

abcčdefghijklmnoprsštuvžž
ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
1234567890

Myriad Pro Regular

abcčdefghijklmnoprsštuvžž
ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
1234567890

Myriad Pro Italic

abccdefghijklmnoprsštuvžž
ABCCDEFGHIJKLMNOPRSŠTUVŽŽ
1234567890

Myriad Pro Bold

abcčdefghijklmnoprsštuvžž
ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
1234567890

Myriad Pro Bold Italic

abcčdefghijklmnoprsštuvžž
ABCČDEFGHIJKLMNOPRSŠTUVŽŽ
1234567890

Myriad Pro Condensed

abccdefghijklmnoprsštuvžž
ABCCDEFGHIJKLMNOPRSŠTUVŽŽ
1234567890

Myriad Pro Condensed Italic