



Brand identity Style guides

Design

Logo & Brand Identity Guidelines

Client

Ministry of energy commerce and industry

Date

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Designers

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logomark



**ΥΠΟΥΡΓΕΙΟ ΕΝΕΡΓΕΙΑΣ
ΕΜΠΟΡΙΟΥ ΚΑΙ ΒΙΟΜΗΧΑΝΙΑΣ**

Primary Logomark



**ΥΠΟΥΡΓΕΙΟ ΕΝΕΡΓΕΙΑΣ
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Clear space

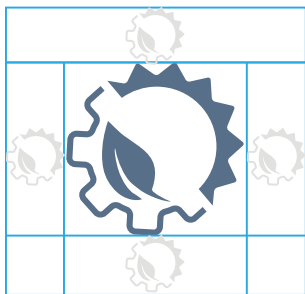
Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 1/3 height of logomark on each side (example 1).

Measure the clear space for primary logomark by 50% of the height and width of the emblem (example 2). When using only the emblem, the space around should be 1/3 of the size of the emblem. (example 3).

(example 1)



(example 3)



(example 2)



(example 3)



Logo variation

Random logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or color logo.

For light-image backgrounds
Use the logo with the black logotype.

For dark-image backgrounds
Use the logo with the white logotype.



Full color



Full color with background



One color



One color : Reverse





background





Colors



CMYK 70 50 30 10
RGB 88 111 137
HEX #586F89
PANTONE 5405 C



90 75 40 30
42 62 92
#2A3E5C
PANTONE 648 C



CMYK 8 5 6 0
RGB 232 233 232
HEX E8E9E8
PANTONE COOL GREY 1C



36 20 22 0
166 183 187
A6B7BB
PANTONE 7542 C



CMYK 70 60 60 56
RGB 52 56 56
HEX 343838
PANTONE 447 C



16 40 100 0
216 157 41
D79A2B
PANTONE 7563 C



The Typeface Family

Only one font styles are used for the logo, typeface family: ARIAL BLACK

When to Use:

ARIAL BLACK is the primary font used for the logotype/logo wording.

Arial (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Black)

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν Ξ Ο
Π Ρ Σ Τ Υ Φ Χ Ψ Ω

α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ
τ υ φ χ ψ ω
1234567890



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Arial Black.



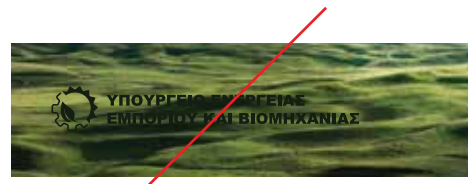
Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: photo background

When using image background please make sure the logo is clear with no obstacles in the background.





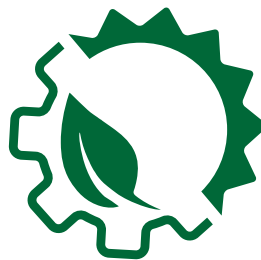
Support Causes

Awareness for breast cancer
Pink ribbon example



**ΥΠΟΥΡΓΕΙΟ ΕΝΕΡΓΕΙΑΣ
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World Environment Day 5 June
Change the logo color example



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Logo size & Legibility

Minimum size online



Minimum size offline





Web banner example

Unique formats

For unique formats that are narrow (e.g. digital Web banners or trade show signage) you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.



Promotional Large Website Banner Template (1200 x 400)



Promotional Wide Skyscraper Banner Template (160 x 600)



Promotional Medium Rectangle Banner Template (300 x 250)

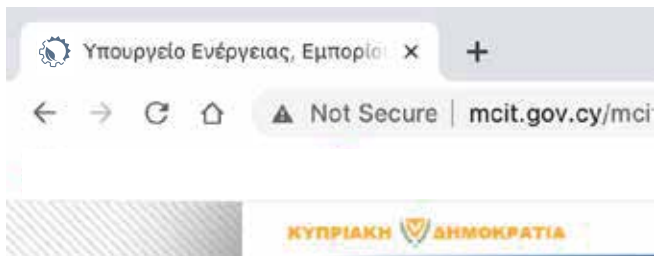


Promotional Leaderboard Banner Template (728 x 90)



Favicon logo

Use in the browser tab
for the website.



Application icon

Use on the application

