

PHIDIAS

BRAND GUIDELINE

Brand Guidelines V.1.1

Responsible Agency:
Trust-IT Services

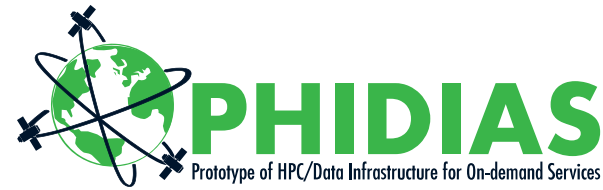
Creation date:
March 2020



01

PROJECT LOGO

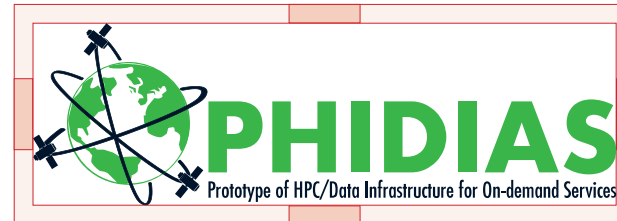
01. CORPORATE LOGO



RECOMMENDED FORMATS:

.eps | .ai | .png | jpg | .tiff

01.1 CLEARSPACE AND COMPUTATION



MONOCHROME BLACK VERSION



MONOCHROME WHITE VERSION



01.2 INCORRECT LOGO APPLICATIONS



02

COLOR SYSTEM

02.1 PRIMARY COLOR SYSTEM AND COLOR CODES



GREEN

RGB 58 170 53
HEX/HTML #6AA842
CMYK 75 0 100 0

BLACK

RGB 0 0 0
HEX/HTML #000000
CMYK 0 0 0 100

03

TYPO- GRAPHY

03.1 FONT

Aa. Futura

Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

MEDIUM CONDENSED

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

04

LOGO VARIANTS

04.1 PROJECT COMMITTEES LOGOS



05

BRAND USAGE

05.1 BRAND APPLICATION

