

Logotype and minimum size

The logotype is the visible element that is represented the most out of all those that make up a brand image.

The following representation shows the minimum size that can be used in the original Eurapco logotypes. This is a guarantee of unity and high quality in all copies of the logotype.

These logotypes are for screen applications (powerpoint) and have a 72 dpi resolution. They have a RGB colour profile and a PNG format (transparent base).

LOGOTYPE

EURAPCO
— Creating value together —

EURAPCO

minimum

EURAPCO
— Creating value together —

35 mm.

EURAPCO

15 mm.

The typography for body copy is Lato in all its variations, it is easy to read on the screen as well as in printed versions. On the other hand, Montserrat will be used for titles and headings.

For internal use and electronic communications the typography used in MS Office, HTML and e-mails is Arial. This type is similar to Lato and Montserrat in appearance and legibility and can be found in any operating system by default.

Lato regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÁ
 abcdefghijklmñopqrstuvwxyzá
 1234567890!"#\$%&/()=?

Lato italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÁ
 abcdefghijklmñopqrstuvwxyzá
 1234567890!"#\$%&/()=?

Lato 700

ABCDEFGHIJKLMNOPQRSTUVWXYZÁ
 abcdefghijklmñopqrstuvwxyzá
 1234567890!"#\$%&/()=?

Lato 700 italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÁ
 abcdefghijklmñopqrstuvwxyzá
 1234567890!"#\$%&/()=?

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZÁ
 abcdefghijklmñopqrstuvwxyzá
 1234567890!"#\$%&/()=?

Montserrat 700

ABCDEFGHIJKLMNOPQRSTUVWXYZÁ
 abcdefghijklmñopqrstuvwxyzá
 1234567890!"#\$%&/()=?

Eurapco's corporate colours depicted in the following image

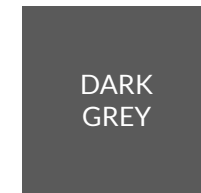
The colour ratio shows in what ratio you should use the primary and secondary colours.

PRIMARY PALETTE



DEEP
BLUE

R 0 - G 87 - B 144
#005790
C 100 - M 54 - Y 4 - K 19
PANTONE 301 C



DARK
GREY

R 0 - G 87 - B 144
#5a5a5a
C 45 - M 25 - Y 16 - K 59
PANTONE 431 C

SECONDARY PALETTE



VIVID
ORANGE

R 253 - G 73 - B 29
#fd491d
C 0 - M 80 - Y 100 - K 0
PANTONE 1665 C



LIGHT
BLUE

R 0 - G 166 - B 247
#00a6f7
C 83 - M 1 - Y 0 - K 0
PANTONE 2995 C



LIGHT
GRAY

R 0 - G 87 - B 144
#c6c6c6
C 10 - M 4 - Y 4 - K 14
PANTONE 428 C



FRESH
GREEN

R 149 - G 193 - B 31
#95c11f
C 59 - M 0 - Y 100 - K 0
PANTONE 376 C

COLOUR RATIO

