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 Academy 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

minimum

33 mm.

17 mm.

Typographies

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

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á
1 2 3 4 5 6 7 8 9 0 ! " # $ % & / ( ) = ?

Lato italic

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á
1 2 3 4 5 6 7 8 9 0 ! " # $ % & / ( ) = ?

Lato 700

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á
1 2 3 4 5 6 7 8 9 0 ! " # $ % & / ( ) = ?

Lato 700 italic

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á
1 2 3 4 5 6 7 8 9 0 ! " # $ % & / ( ) = ?

Montserrat

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á
1 2 3 4 5 6 7 8 9 0 ! " # $ % & / ( ) = ?

Montserrat 700

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á
1 2 3 4 5 6 7 8 9 0 ! " # $ % & / ( ) = ?

Colours

GRADIENT
BLUE

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

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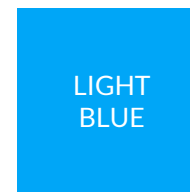C 83 - M 1 - Y 0 - K 0
PANTONE 2995 C

SPOT COLOR

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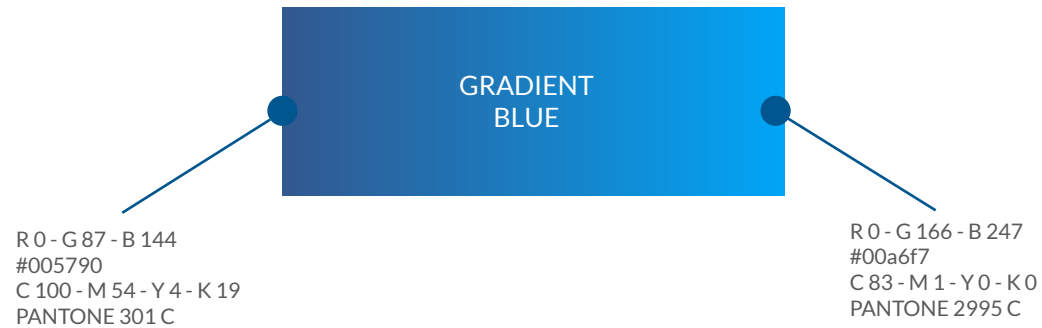
R 0 - G 87 - B 144
#005790
C 100 - M 54 - Y 4 - K 19
PANTONE 301 C

SECONDARY PALETTE

LIGHT
BLUE

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

Logo applications

Logotype monochrome

Glyph