1 Logotype, minimum size and colours

The logo 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 e·join logo. This is a guarantee of unity and high quality in all copies of the logo.

This logo is for screen applications (powerpoint) and have a 72 dpi resolution. They have a RGB colour profile and a PNG format (transparent base).

e·join's corporate colours are detailed in the following image.

LOGOTYPE

e·join

minimum

e·join
15 mm.

COLOURS

DEEP BLUE

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

LIGHT BLUE

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

LOGOTYPE APLICATION