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## 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

The logo consists of the lowercase letters 'e', 'j', 'o', 'i', and 'n' in a sans-serif font. The 'e' and 'j' are dark blue, while the 'o', 'i', and 'n' are light blue. A small light blue dot is positioned between the 'e' and 'j'.

### minimum

A smaller version of the e-join logo, showing the 'e' and 'j' in dark blue and the 'o', 'i', and 'n' in light blue, with a small light blue dot between 'e' and 'j'.

15 mm.

### COLOURS

A dark blue circular color swatch.

DEEP  
BLUE

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

A light blue circular color swatch.

LIGHT  
BLUE

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

LOGOTYPE APPLICATION

e·join

e·join

e·join

e·join