

**BRANDBOOK**  
**EUROSEA** 2019

**EuroSea**

# PURPOSE

This graphic guide discusses and clarifies all aspects of EuroSea logo. This includes clear guidelines on how to use the logo, typography and various graphic elements. The success and retention of the new branding requires the cooperation of all parties involved who have the opportunity to influence and / or develop this identity. Understanding and following the guidelines in this graphic guide will undoubtedly lead to the establishment of a strong, coherent identity.

For questions and or remarks, do not hesitate to contact us:

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# 1. LOGO

## 1.1 SHAPE & COLOR USE



CMYK C87 M87 Y0 K0  
RGB R72 G57 B142



CMYK C8M4 Y75 K0  
RGB R243 G228 B122



CMYK C0 M26 Y42 K0  
RGB R251 G202 B157



CMYK C79 M60 Y30 K39  
RGB R62 G110 B180



CMYK C56 M1 Y21 K0  
RGB R135 G196 B205



CMYK C6 M100 Y52 K0  
RGB R220 G5 B79

The use of the above color references of the logo is mandatory.  
This depends on the medium in which the logo is used or the carrier on which it is produced.

# 1.1 SHAPE & COLOR USE



# 1.1 SHAPE & COLOR USE

The logo for EuroSea is displayed in a bold, black, sans-serif font. The word "Euro" is on the left, followed by a circular icon containing a stylized white wave, and the word "Sea" is on the right. The letters "E", "S", and "a" have a white wave-like cutout at the bottom.

## 1.1 SHAPE & COLOR USE

**EuroSea**

## 1.1 SHAPE & COLOR USE



When using the logo on a colored background (outside the colors of the branding) we opt to place the logo completely in white



# 1.1 SHAPE & COLOR USE



## 1.1 SHAPE & COLOR USE



The logo may neither be broadened nor narrowed.  
The ratio with the height always remains proportional.

# 1.1 SHAPE & COLOR USE



The logo may not be presented in any other colors

## 1.2 FONTS

<b>SOLEIL REGULAR</b>	1234567890,;.:!''\$%&/()?* ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<b>SOLEIL SEMIBOLD</b>	1234567890,;.:!''\$%&/()?* ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<b>SOLEIL BOLD</b>	1234567890,;.:!''\$%&/()?* ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<b>SOLEIL EXTRA BOLD</b>	1234567890,;.:!''\$%&/()?* ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Soleil is used for the identity of EuroSea. All off-as online communication is formatted in a version (from regular to extra bold) of this font.



