



BRAND GUIDELINES

2019/2020

ESTIEM LG Aveiro Brand Guidelines

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1. Introduction

The ESTIEM Corporate Guidelines provide the artwork and design requirements that enable internal (both centrally and locally and external (with our external relations) designers to ensure a consistent visual identity across all ESTIEM Image. The guidelines apply mostly for printing and Web use.

In this case, this CGI also provides detailed information about the image of Local Group Aveiro. The main purpose is to ensure the standardisation of our association.

If you have any questions or need assistance developing materials, please contact **help.prc@estiem.org**.



2. Logo

Maintaining the integrity is an essential part of protecting the brand. The ESTIEM logo must be present on every form of ESTIEM communication. Locally, the LG logo must also be visible in every form of external and internal communication.

ESTIEM



2.1. Local Group logo

The LG logo format is unique and can't be represented in any other way.



2.2. Minimum Size

At small sizes, the logo's letterforms may become illegible. To avoid this risk, the recommended minimum size is:

L: 52,200 px
A: 52,800px



Note | Never alter the logo in a manner that affects its proportions. It should appear consistently and without change of its shape, as shown here.

2.3. Safety Margins

It must be assured that these margins are respected.



2.4. Background

The logo may not be perceptible in some backgrounds. In those cases, it should be used a white version of the LG logo.





3. Colour

The main color of ESTIEM is green, a neutral color. However, the LG logo can also be represented in black and white.

32 94 68

In some rare cases, exceptions can be allowed and the logo can assume other colors.

Note | *CMYK e RGB are different. CMYK is used for printing materials while the RGB is used for digital posts and documents.*

ESTIEM GREEN

RGB

32 94 68

CMYK

92 0 81 50

Web

#205e45

WHITE

RGB

250 250 250

CMYK

000 000 000 000

Web

#FFFFFF

BLACK

RGB

000 000 000

CMYK

000 000 000 100

Web

#000000



4. Typography

For Printings & Designs

- Open Sans Light
- *Open Sans Light Italic*
- Open Sans Regular
- *Open Sans Italic*
- Open Sans Semibold
- *Open Sans Semibold Italic*
- **Open Sans Bold**
- *Open Sans Bold Italic*
- **Open Sans Extrabold**
- *Open Sans Extrabold Italic*

- Hanzipen
- *Hanzipen*

For WEB

- Open Sans Regular
- *Open Sans Italic*
- **Open Sans Bold**
- *Open Sans Bold Italic*

For Documents

- ITC Charter
- *ITC Charter Italic*
- **ITC Charter Bold**
- *ITC Charter Bold Italic*
- **ITC Charter Black**
- *ITC Charter Black Italic*

- Open Sans Regular
- *Open Sans Italic*
- **Open Sans Bold**
- *Open Sans Bold Italic*



5. Events & Partnerships

Next you can see the logos of some of the most important events of ESTIEM:



The event logos should stand right next to the LG logo (left side) in the same proportions. When in photos, both logos have to be white.



The logo of our partners is placed in the bottom left of the pictures.





6. Design Recommendations

SOCIAL NETWORKS

Facebook Event

- Event poster 851 x 315 px
- Event Video: 820 x 425 px
- Photo: 180 x 180 px

Facebook Page:

- Poster 820 x 312 px
- Vídeo: 820 x 312 px
- Photo: 180 x 180 px

Instagram

- Avatar: 180 x 180 px
- Squared image: 1080 x 1080 px
- Vertical: 1080 x 1350 px
- Horizontal: 1080 x 566 px
- Story: 1080 x 1920 px

Physical

Booklets A5 horizontal;
Cards 85mm x 55mm;
Poster: A3
Rool-up: 85cm x200cm

ESTIEM PR email Lists

Help.prc@estiem.org: In case your local group or service is struggling on what should be the PR approach

FBevents@estiem.org: Whenever an event needs to be created

leader.prc@estiem.org: When contacting the PRC Leader

NOTE | For more detailed information about ESTIEM's image, the ESTIEM Corporate Image Guidelines available in the Portal must be consulted.

SAILING ACROSS EUROPE

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