



## LOGO USAGE GUIDELINES

By sharing this pocket brand guide, we would like to familiarize you with the ESPRM logo to ensure that is consistently applied throughout all electronic and printed material.

The new ESPRM logo is the primary asset for ESPRM and extremely valuable to our society. We count on your help in protecting it and ensuring that it is applied throughout all electronic and printed material.

Should you require further information or approval please contact us at: [info@esprm.net](mailto:info@esprm.net).

**ESPRM Central Office**  
 1st km Paianias-Markopoulou Avenue,  
 190 02 P.O. Box 126 Paiania GREECE  
 T. +30 210 3274570  
 F. +30 210 3311021  
 E. [info@esprm.net](mailto:info@esprm.net)

### The fonts



Arial Rounded MT Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

## Color requirements

The logo has been created as a 4-color logo. Although it is best to use the Pantone Matching System (PMS) to reproduce the logo, 4-color process on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

		
	CYAN	GRAY
PMS	Process Cyan	Cool Gray 9
CMYK	C 70	C 0
	M 0	M 0
	Y 5	Y 0
	K 0	K 50
RGB	R 0	R 131
	G 170	G 130
	B 221	B 129

When color (spot or CMYK) is not available, use the single version logo below (black on white preferred).

### Single Version logo



## Background Colors

To ensure its highest visual impact, the logo should be shown against a white background of in a 20% tint of the palette colors. A black background must never be used.

Avoid using the logo on a busy background or backgrounds with a similar color of the logo.

