



BRAND SPECIFICATIONS & GUIDELINES



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## Using the KOUVIDIS Corporate Logo

The KOUVIDIS logo is the foremost representation of our brand; it is a visual summation of who we are.

To maintain its strength and integrity, please use it consistently and appropriately according to these guidelines.

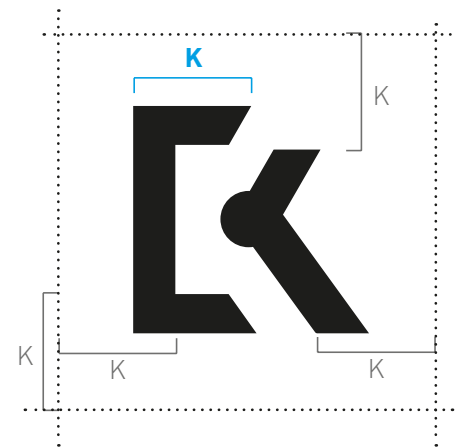
We put together the following information that will help you to use the KOUVIDIS logo correctly.

# Clear space

To preserve the visual impact and integrity of the logo, always maintain adequate space around it.

The symbol should be surrounded by clear space min. equal to **K** width as shown below.

The KOUVIDIS brand should be surrounded by clear space min. equal to **x** height of the S letter (**x** = the S height in the illustrations on the next page).



Safe clear space



Safe clear space

## Color usage of the KOUVIDIS logo

The color of the symbol as for the logo is blue. The use of the logo as symbol with any color other than the KOUVIDIS blue is not permitted. See the following paletes you can use:



CMYK 100 75 8 35

RGB 56 112

FOR WEB # 003870



**PANTONE®**  
294 C



## Sizes

To prevent illegibility or the loss of its formal impact, we set a minimum size of reproduction of the brand which is 28mm / width.

(registration mark is not included in the measurement).

For any resizing needed, the logo should be scaled proportionally.

The above size concerns any printed material.

For web the minimum recommended size is 85 pixels / width.

**KOUVIDIS**

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minimum print size 28mm

**KOUVIDIS**

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minimum web size 80 px

## Formats

The logo is available in EPS, PDF, JPG, PNG and TIFF formats.

JPG format is for electronic media only on white background.

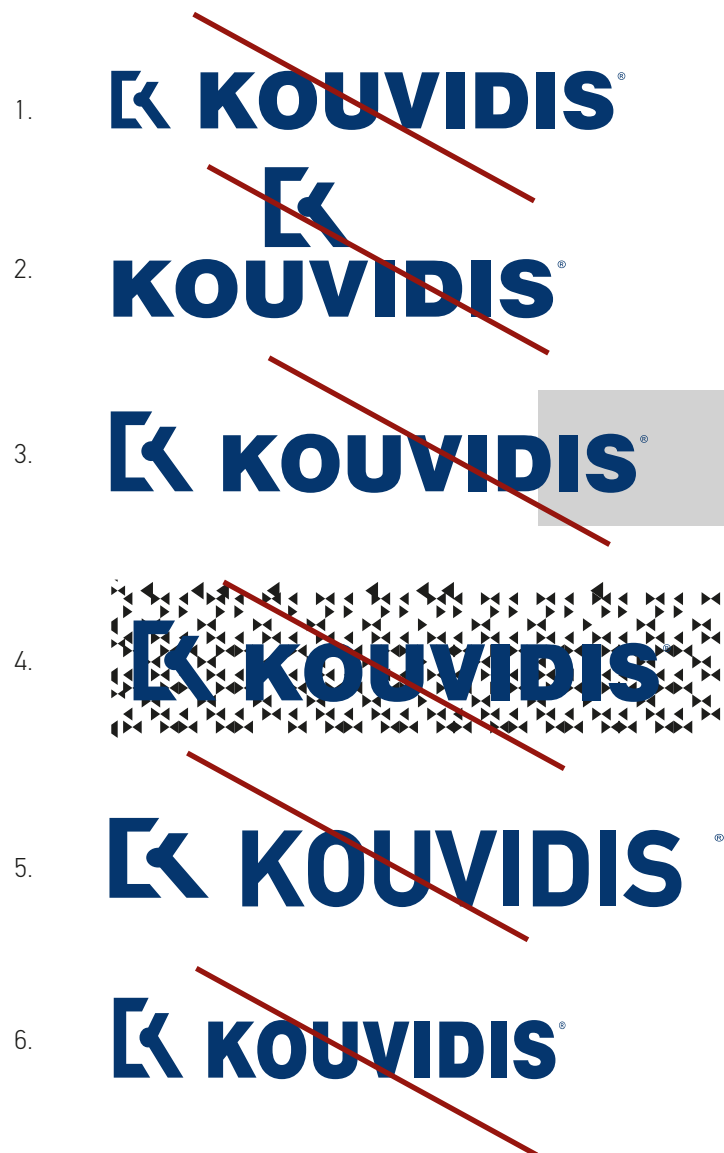
PNG format is for electronic media when transparent backgrounds are required. In all cases other than electronic media, EPS & PDF are the best formats to be used. If unable to use EPS, you may use PDF.

TIFF is to be used only when transparent backgrounds are not required.

- EPS
- PDF
- JPG
- PNG
- TIFF

## Dont's

- Never reset, redraw or alter any element of the logo (1)
- Never change the layout of the logo to make it more horizontal (2)
- Never add other elements to the logo (3)
- Do not use the logo on a busy pattern or background that impairs its legibility (4)
- Do not produce the logo with unapproved font or color combinations (5)
- Do not stretch any part of the logo at any time (6)



## Contact & support

If you have any questions regarding the info provided in this guideline manual, or you are a collaborator and you need some brand-related files to work with, please contact the KOUVIDIS company:

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