ETHERMAIL

Brand guide

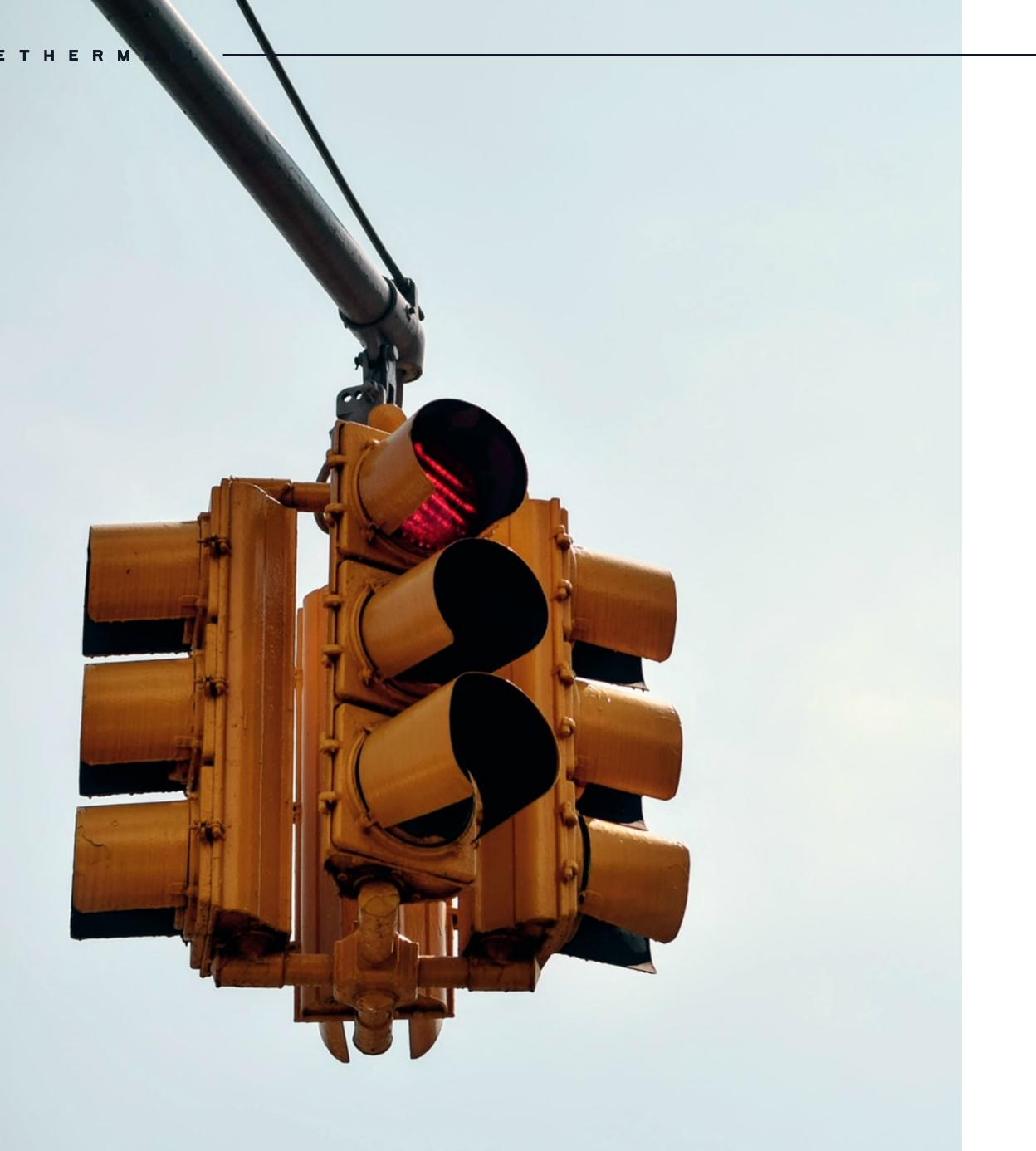E ETHERM

Brand Guide

This manual provides a comprehensive overview of **EtherMail**'s visual brand identity, covering typography, corporate logo, colour schemes and correct applications of brand graphics - across a range of formats and expressions. It has been formulated in line with team members' requirements in terms of interpreting, managing, communicating and promoting the brand throughout a variety of different mediums.

Correct and consistent use of these brand guidelines will contribute to the achievement of **EtherMail** business objectives through brand identification and reinforcement.

It is a team effort, in which we all work to strengthen and increase **EtherMail**'s brand visibility.

A.

BASIC SYMBOLOGY

A.01 Corporate logo.
A.02 Safety and reducibility area.
A.03 Corporate color.
A.04 Corporate typography.
A.05 Secondary typography.

B.

RULES OF GOOD USE OF THE BRAND

B.01 Correct versions.
B.02 Correct applications.
B.03 Incorrect applications.
B.04 Corporate typography.
B.05 Brand textual expression.

ETHERMAIL

A.

BASIC SYMBOLOGY

This series of generic standards must be followed to avoid **ETHERMAIL** brand implementation unwanted results.

The **ETHERMAIL** brand is built on the basis of a symbol, a logo and corporate colors that must be respected for their correct use.

A.01

BASIC
SYMBOLOGY

The logo is the brand identifier. The all applications common use.
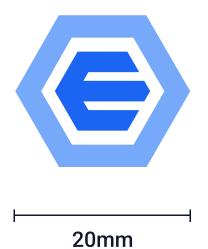
Isotype

Typography

ETHERMAIL

A.02

SAFETY AND REDUCTIBILITY AREA

A security area has been determined to ensure optimal logo application and perception on all media and formats. There is a minimum distance established from texts and graphic elements equivalent to the logo itself. This distance would be **5mm**.

The minimum size to which the logo can be reproduced is **20mm** wide.

5mm

5mm

ETHERMAIL

20mm

A.03

CORPORATE COLORS

Pantones specified here are **ETEHRMAIL** color references. If the printing conditions do not allow the use of this, the logo may be printed on four-color, or black.

This is brand main color and the one that it must predominate.

Pantone Solid Coated

2727 C

RGB: 28 · 100 · 242

CMYK: 90 · 67 · 0 · 0

HTML: #1C64F2

TAILWIND: -blue-600

A.03

CORPORATE COLORS

Pantones specified here are **ETHERMAIL** color references. If the printing conditions do not allow the use of this, the logo may be printed on four-color, or black.

This is brand secondary color and the one that it should also predominate.

Pantone Solid Coated

0631 C

RGB: 157 · 140 · 246

CMYK: 51 · 54 · 0 · 0

HTML: #9D8CF6

A.03

CORPORATE COLORS

Pantones specified here are **ETHERMAIL** color references. If the printing conditions do not allow the use of this, the logo may be printed on four-color, or black.

This is brand secondary color and the one that it should also predominate.

Pantone Solid Coated

Black 6 C

RGB: 0 · 0 · 0

CMYK: 75 · 68 · 67 · 90

HTML: #000000

TAILWIND: -black

A.04

CORPORATE TYPOGRAPHY

The **Montserrat** family are one of the corporate fonts . It will be used for titles and highlights. This will be the one used by design studios and agencies. When this is not possible, the secondary one will be used.

Montserrat

ABCDEFGabcdefg1234

ABCDEFGabcdefg1234567!"

ABCDEFGabcdefg1234567!"·$%&/()?

ABCDEFGabcdefg1234567!"·$%&/()?

ABCDEFGabcdefg1234567!"·$%&/()?

ABCDEFGabcdefg1234567!"·$%&/()?

A.04

SECONDARY TYPOGRAPHY

If for a technical reason we cannot use of corporate typography (for supports or applications like the website, or the texts edited by the company) the **Roboto** typeface family will be used.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

Roboto Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"·$%&/()=?¿><>

B.

RULES FOR THE GOOD USE OF THE TRADEMARK

A series of generic standards must be followed to avoid unwanted results in the **ETHERMAIL** brand implementation.

The value of a brand depends largely on the discipline in its application. In order to not weaken the brand visual message it is essential to avoid counterproductive effects in its application.

A disorderly use of visual identity creates confusion, and has a very negative impact on the brand profile and the perception. This is the perception that the public should have about our values and services. Ordering and applying the logo correctly is a guarantee that it will perfectly convey the hierarchy within the entire corporate image.

MAIN VERSION

NEGATIVE MAIN VERSION

ETHERMAIL

ETHERMAIL

B.01

CORRECT
VERSIONS

Whenever possible, the brand will be applied in its main version. In the event that for technical reason this is not possible the black and white version will be used.

BLACK & WHITE VERSION

ETHERMAIL

BLACK & WHITE VERSION NEGATIVE

ETHERMAIL

B.02

CORRECT APPLICATIONS

Maximum visibility, legibility and contrast have to be ensured in all Applications.

If the logo has to be applied on non-corporate backgrounds or photographs, it should be applied in black or white, depending on the brightness of the background.

DARK NON-CORPORATE BG

LIGHT NON-CORPORATE BG

BLACK & WHITE VERSION

BLACK & WHITE VERSION NEGATIVE

B.03

INCORRECT APPLICATIONS

The logo has relative measurements and proportions determined by the criteria of composition, hierarchy and functionality.

In no case modifications will be made to these sizes and proportions.

INCORRECT APPLICATION OF

ETHERMAIL

DEFORMATION

ETHERMAIL

CUT

ETHERMAIL

MAIN VERSION

ETHERMAIL

CRAMPED

ETHERMAIL

INCORRECT TYPOGRAPHY

ETHERMAIL

Thank you

ETHERMAIL