

Brand book



EDS CONTROLLERS



1. Logo

Basic version



Simplified version



01.

Logo / Versions of the sign

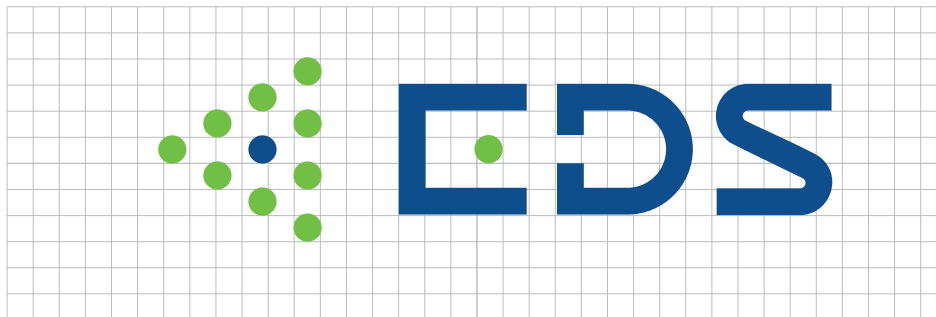
Due to its universality, the sign should always be used in its basic version.

However, it is allowed to use a signet version.

Basic version



Simplified version



02.

Logo / Modular grid

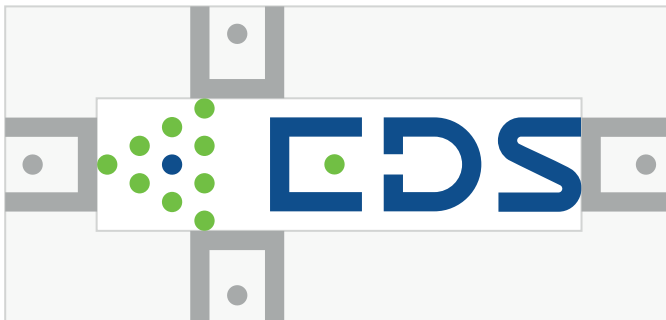
Modular grid - helps to draw the proportions of the logo when the use of electronic techniques is impossible.

It is also helpful with any scaling of the logo.

Basic version



Simplified version



03.

Logo / Protective field

The task of the protective field is to ensure the correctness of the composition with the use of the sign. The protective field is a certain area of unprinted space around the character that increases proportionally with the character. Shows how the field boundary is determined. For this purpose, the dimensions of the letter "E" in the name are used.





04.

Logo /The colors of the sign

The color scheme of the logo is a very important element affecting the perception of the logo and thus the company.

The colors of the logo and the identification system should always be close to the colors specified in CMYK, regardless of the reproduction technique used.

		
CMYK	60/0/100/0	100/80/20/00
RGB	118/184/42	25/67/131
Pantone	376C	7686C
HEX	#76b82a	#1c2f57
RAL	6018	5002



05.

Logo /Sign background

The page shows the possibility of using uniform backgrounds on which the sign can be displayed. Always try to place the logo on a background that gives the logo the best presentation. Other color variants of the backgrounds are allowed, if they ensure proper readability of the sign. If the background does not allow for the correct presentation of the mark in full color, a different background or monochrome mark should be used.



06.
Logo /
Unacceptable use

Incorrect, unacceptable configurations of the logotype are presented here.

simplified version
printing: 5mm
screen view: 25px



basic version
printing: 10mm
screen view: 50px



07.

Logo / Minimum character size

The legibility of the sign will be preserved if the logo is not used in sizes smaller than stated.



Arboria Bold
A B C D E F G H I J K L M N O Ó P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o ó p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Playfair Display Bold
A A B C C D E E F F G H I J K L L M N N O O P Q R S S T U V W X Y Z Z Z
a a b c c d e e f f g h i j k l l m n n o o p q r s s t u v w x y z z z
0 1 2 3 4 5 6 7 8 9

Work Sans Bold
A A B C C D E E F F G H I J K L L M N N O O P Q R S S T U V W X Y Z Z Z
a a b c c d e e f f g h i j k l l m n n o o p q r s s t u v w x y z z z
0 1 2 3 4 5 6 7 8 9

Work Sans Regular
A A B C C D E E F F G H I J K L L M N N O O P Q R S S T U V W X Y Z Z Z
a a b c c d e e f f g h i j k l l m n n o o p q r s s t u v w x y z z z
0 1 2 3 4 5 6 7 8 9

Arial
A A B C C D E E F F G H I J K L L M N N O O P Q R S S T U V W X Y Z Z Z
a a b c c d e e f f g h i j k l l m n n o o p q r s s t u v w x y z z z
0 1 2 3 4 5 6 7 8 9

Arial Bold
A A B C C D E E F F G H I J K L L M N N O O P Q R S S T U V W X Y Z Z Z
a a b c c d e e f f g h i j k l l m n n o o p q r s s t u v w x y z z z
0 1 2 3 4 5 6 7 8 9

08.

Logo / Typography

The logotype in the sign is made of letters: "EDS" written in a dedicated font.

The tagline consists of the letters C, O, N, T, R, L, E, S in Arboria Bold.

When designing various types of information in printed materials and on the website, fonts should be used.

Playfair Display Bold - for headlines
Work Sans Regular and Bold - for content.

If technology does not allow the use of the Work Sans font, the Arial font can be used.

