

LOGO APPEARANCE AND COLOR

Logo consists of 4 parts:



Trade mark

The trade mark is blue
 Pantone 288 CVC
 100C 65M 0Y 30K



Mark

The symbol is blue
 Pantone 288 CVC
 100C 65M 0Y 30K



Name is the word "elko"

The name is blue
 Pantone 288 CVC
 100C 65M 0Y 30K



The brandline is written in English
 "Grow to succeed. ELKO Group."
 The word "ELKO" is written in capitals.

The brandline is blue
 Pantone 288 CVC
 100C 65M 0Y 30K

— **Grow to succeed. ELKO Group.**

Color swatches.

Pantone 288 CVC

100C 65M 0Y 30K

Silk screening



Offset



Pantone 646 CVC

50% 100C 65M 0Y 30K



Pantone 643 CVC

15% 100C 65M 0Y 30K



LOGO APPEARANCE, SIZES AND USAGE

There are two types of logo:

with brandline _____



without brandline _____



Logo is one integral unified element.

- !! Disproportionate logo stretching is inadmissible.
- !! Proportionate or disproportionate separate stretching of either symbol or sign is inadmissible.
- !! Use of other font for the brandline is inadmissible.



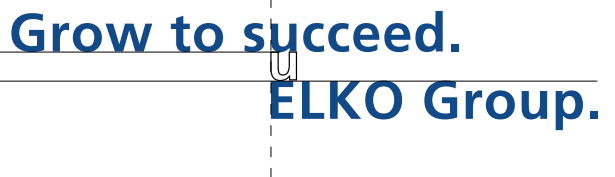
In specific cases it is possible to use the symbol as a graphical design element.



It is possible to use the brandline separately from the logo, but logo and brandline should have proportional sizes.

If using brandline separately from logo it is possible to divide it in two parts and to write it in two lines.

The second line is aligned by the left margin of the "u" letter in the first line. Line spacing – "u" letter height.



Minimal possible sizes.

Logo with the brandline.
(34 mm)



Logo without the brandline.
(28 mm)



LOGO USAGE

Logo position.

Clear space, internal margins,
and distance from the fold.
(Height of the symbol)



Logo position in advertising article,
newspaper, magazine, brochure.

*(Clear space should be observed.
The column in which the logo is located
must be blank for the full height of the clear
space /no text or important design elements/
Ideally all the columns should be blank.)*

<p>Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu</p>	<p>uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy uuuy uyyuuyu</p>
<p>↑ yuuyuy uyyuy uuuy uyyuuyu yuuy uy uyy uuy uuuyuy uyu. Yuuyuy yuuu yyuyuy uyyuy</p> <p style="color: red;">Ideally</p>	<p>↑ Compulsary</p>

LOGO USAGE

Logo usage with different color backgrounds.

On a white background



On a blue background



!! Logo usage with many-colored background, other color background is inadmissible (except for black).



In specific cases upon agreement with HQ it is possible to use inverse on other color backgrounds



Use of black-and-white logo version.

The color is changed to black
Pantone 288 CVC uz 100% Black
100C 65M 0Y 30K uz 100% Black



Use of black-and-white logo on different color backgrounds.

On a white background



On a black background

