

ESTONIA 100

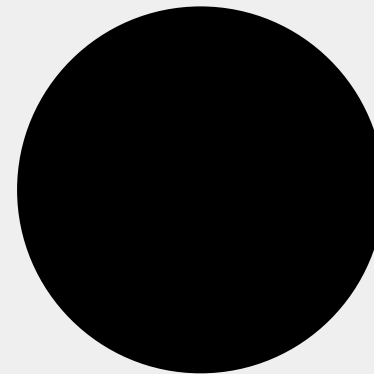
Logo Usage Rules
for Partners

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Pantone 285 C
Pantone 2195 U
C 100, M 35, Y 0, K 0
R 23, G 145, B 255
Web 0072CE



The primary colour of the Estonia 100 logo is blue.
Black-and-white versions are used as an alternative.

The colours are shown according to the Pantone Matching System print colour catalogue with the spot and *process CMYK* values as well as *RGB* values for computer and TV screens.

For technical reasons, colours in the stylebook may differ from the colours that are actually used, therefore the colours should always be compared with the Pantone print colour catalogue. Hue differences caused by printing on coated or uncoated paper as well as those between *CMYK* and spot colour printing should be taken into account.



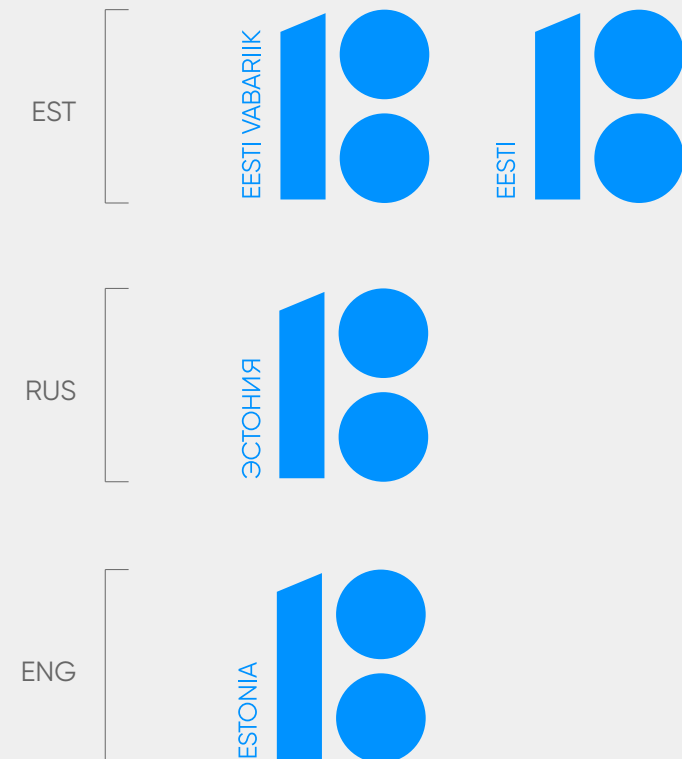
2018 – 1918 = 100
18 / 100

This symbol can be used in designs as a standalone element
as well as an integrated logo with the logotype.



The Estonia 100 logo has been designed with its own specific font and symbol. The mutual proportions of the symbol and the logotype are fixed. In special cases, the mutual proportions of the logotype and the symbol can be changed (see p. 7).

Special version of the "Eesti" ("Estonia") logotype for use with less formal materials



PROTECTED AREA AND THE MINIMUM SIZE OF THE LOGO 6



Protected area of the logo

The logo is surrounded by a protected area of the size shown on the scheme. Text, or other design elements not specified in the logo usage rules should not be placed inside the protected area to ensure visibility. The protected area of the logo is defined by the width of the post in the Estonia 100 symbol.

Logo's
minimum size



9 mm

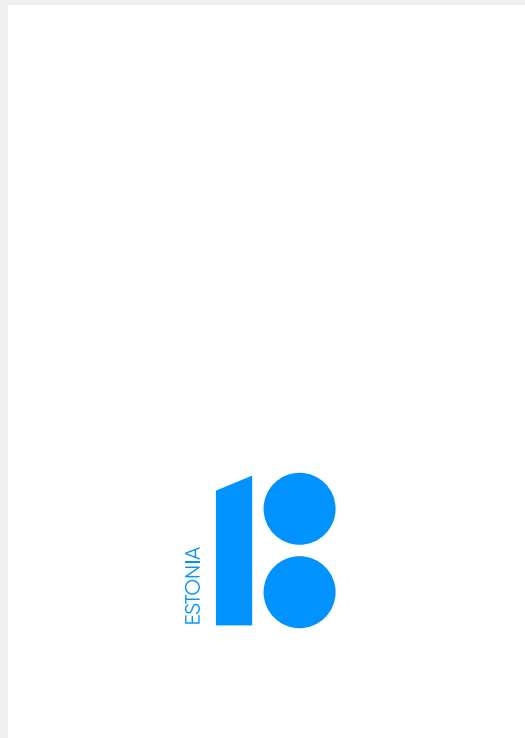
Symbol's
minimum size



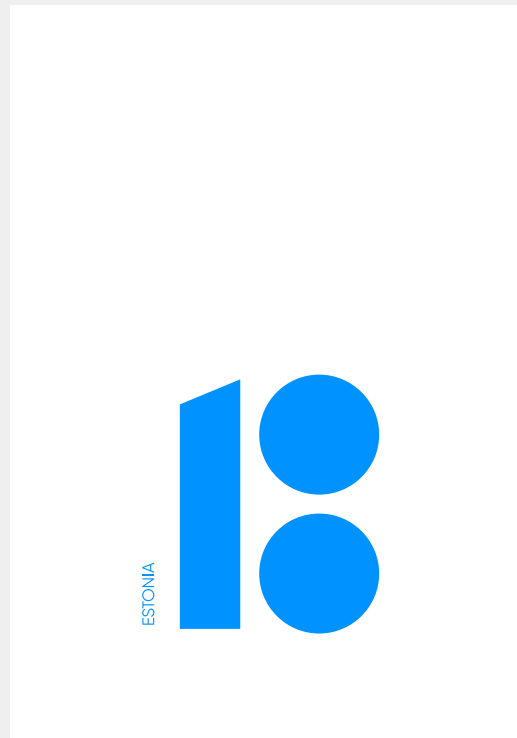
5 mm

The recommended minimum width of the logo is 9 mm, in which case the Estonia 100 logotype will be of the minimum size. The recommended minimum width of the symbol is 5 mm. If logos of a small size are required in various materials, a case-by-case approach should be used to ensure distinction and visibility. These decisions should be made by the designer of each piece of communication material, while keeping in mind the legibility of the text "Estonia".

Main use: The height of the logotype should not be changed if the logotype is small and legible on the designed area.



Alternative use 1: The logotype height is reduced by 50% if the symbol is large on the designed area, but does not fill the larger part of the area.



The recommended minimum height of the logo is 50 mm

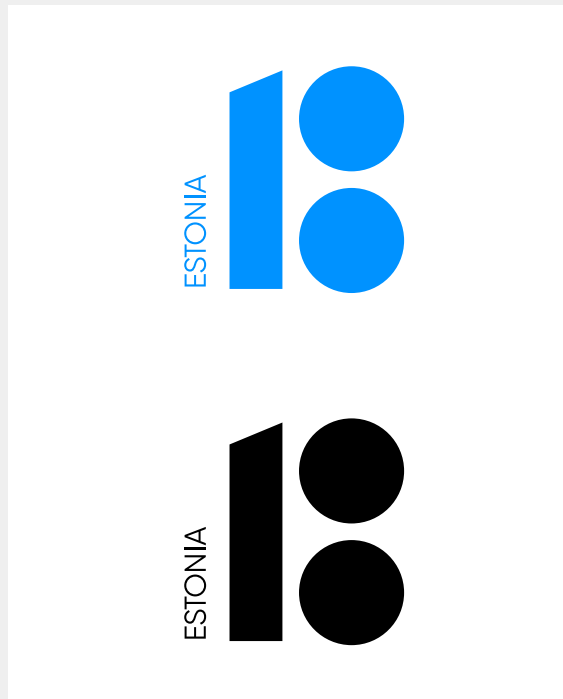
Alternative use 2: The logotype height is reduced by 75% if the symbol fills the larger part of the area.



The recommended minimum height of the logo is 130mm

The logotype next to the symbol can be reduced in size, keeping in mind the general aesthetic proportions of the composition. The logotype must always remain legible.

Main colour usage



Blue logo on black background



Blue logo on photo

(The logotype next to the symbol can be reduced in size, keeping in mind the general aesthetic proportions of the composition. The logotype must always remain legible.)



Black and white logo



Black and white logo in negative



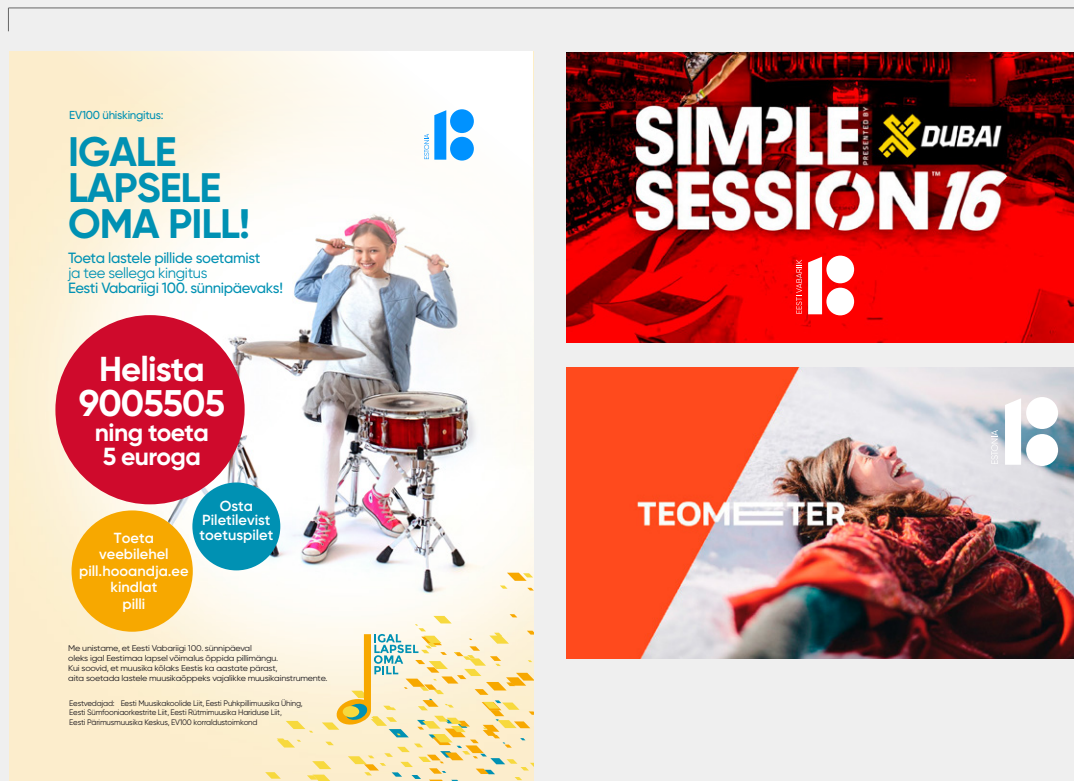
Logo in negative on photo



The preferred colour scheme of the Estonia 100 logo is a blue logo on a white background. The logo in negative is always white.

The black logo should be used only when it's not possible to use a colour version due to technical restraints or if it is not reasonable because of legibility.

Design examples



1. Using the Estonia 100 logo as a supporting brand

The Estonia 100 logo is to always be located in the top right corner of the design area. The distance of the logo from the edges, its size and colour depend on the general layout of the poster and its colour scheme. If there are elements located near the logo, then the protected area rules must be followed. The logo should not be much larger than the partner's logo and it should not dominate the design.



2. Using the Estonia 100 logo with a partner's logo

The logo is placed next to the partner's logo following the Estonia 100 logo usage rules. The size of the Estonia 100 logo should not be larger than the partner's logo. The logos should form a visually equal whole.



It is prohibited to add any elements, outlines, shading or any other effects not defined in the stylebook to the logo. It is prohibited to increase, decrease, deform or reposition the elements of the logo out of proportion. It is prohibited to replace the logotype of the logo with any other logotype, partially or in full.

It is prohibited to use colours, patterns or photos not defined in the stylebook with the logotype or its elements. It is prohibited to use the logo with any additional element or surface not defined in the stylebook.



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