

Brand Guide

1. Corporate Logo

Our Logo

The EPI-USE logo is the most important asset in our corporate identity. It should not appear in conjunction with any other symbol, icon, text or be contained within another shape. Our logo should never be screened back, distorted or used in any other color than the approved versions shown.



Full Colour



One Colour / 100% Black

Reversed Logo

The logo can be reversed out of a solid color but never reverse out of a busy background or photography.



Isolation Area

A clear area around the EPI-USE logo, is called isolation, it ensures that the logo has maximum visibility and impact. To accomplish this, is by keeping the graphic elements such as text and images a certain distance from the logo.



Minimum Size

The EPI-USE logo should never appear smaller than 15mm or 56px in width.



Co-Branding

Our logo may be used in conjunction with other brands. Apply clear space around both logos to ensure consistency and that both brands stand out.



Incorrect Logo Usage

Protect the integrity of EPI-USE identity by being aware of the improper logo usage illustrated here.

For visibility, impact and overall integrity, it is important to use the logo consistently. The logo is fundamental to the communications and should never be misused. Always reproduce the logo from original artwork.



Do not alter the color of the logo

Do not use the logo without the registered trademark.

Do not remove any element from the logo.

Do not use the logo in any other color that is not listed in the brand manual.

Do not remove any element from the logo.

2. Color Palette

Primary Colors



CMYK: 100/76/12/68
RGB: 0/24/68
#001844

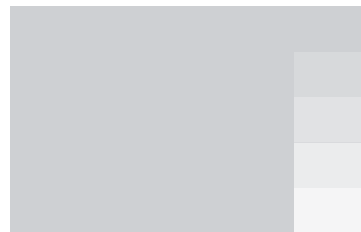


CMYK: 3/100/66/12
RGB: 205/21/67
#cd1543

Secondary Colors



CMYK: 49/31/9/0
RGB: 134/158/195
#869ec3



CMYK: 18/13/12/0
RGB: 207/209/211
#cfd1d3

3. Typography and Fonts

Corporate Fonts

Suggested for marketing materials.

Maven Pro is the primary typeface.

Avenir is the secondary typeface.

Suggested for Microsoft programs (ex. Word, PPT) and online materials.

Font Name

Font Family

Maven Pro Regular	Avenir Book
Maven Pro Medium	Avenir Medium
Maven Pro Bold	Avenir Black
Maven Pro Black	Avenir Heavy

Leading & Kerning

For legible body text that's comfortable to read, your leading value should always be equal to, or greater than the font size. Please follow the guidelines for leading at various sizes.

When using Maven Pro please follow these guidelines for tracking.

30pt - Tracked 0 - Leading 33pt

When using Avenir please follow these guidelines for tracking.

27pt - Tracked +20 - Leading 30pt

6. Icon Style

Icon Style

Ensure that the icon style is accurate and has the same line with throughout the illustration to keep visual consistency.

