



## LOGO GUIDELINES

VERSION 1.0

# LOGO LAYOUTS

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## OUR LOGO

This logo, an evolution of the previous logo, looks toward the future of EPAM. The brackets represent our continued identity as “developers’ developers” while the modified proportions signify EPAM’s growth beyond its pure technology roots. The new refined, condensed typeface is a reflection of our confidence and eye for expertise.

### PRIMARY LOGO



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### SECONDARY LOGO



## LOGO: SIZE & POSITION

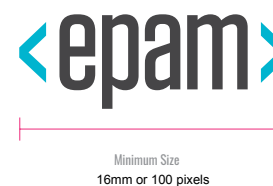
When using the EPAM logo, always use an approved logo file. Never try to recreate the logo. If the logo must be re-sized, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

### Clear Space

There should always be a clear space surrounding the EPAM logo, with no type or graphics appearing in the area. The clear space is the space that is the width (x) of the bracket in the logo. It extends above, below, to the left and to the right of the logo.

### Minimum Logo Size

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is 16mm or 100 pixels wide.





## LOGO: DO'S & DON'TS

### Do's and Don'ts

These Do's and Don'ts do not illustrate every acceptable use and violation of the EPAM logo. Beyond these restrictions, the safest and best way to maintain brand communications is to minimize alterations to the logo.

If a guideline must be broken, please get approval first. Contact marketing ([WFBMarketingRequest@epam.com](mailto:WFBMarketingRequest@epam.com)) for approval.

### DO'S



Do use the logo as is.



Do place logo on approved color fields.



Do place logo on approved color fields.



Do place logo on a photo that has contrast to let the logo display well.

### DON'TS



Do not modify the colors of the logo.



Do not adjust the proportion of the logo.



Do not add effects, including a drop shadow, bevel, or glow.



Do not replace or substitute any elements of the logo with any other graphical element or image.



Do not flip the logo.



Do not use the type without the bracket.



Do not place the logo over a photo that doesn't have enough contrast.



Do not add any graphical element to the logo.



Do not place the logo on top of a busy background.



Do not replace the logo font with any other font.



Do not put any texture over the logo – it should always remain flat.

## SPONSORSHIP LOGOS

### Usage

The sponsorship logo is used when EPAM is sponsoring an event and needs to be shown together with another logo. The other logo will always come first and the EPAM logo will be secondary, either on the right or on the bottom of the lock up.

### Layout

There are both horizontal and vertical layout options to be used accordingly. There should be a dividing line providing equal space between each logo.

### Color Options

The sponsorship logos can be shown as either a 3 color logo using Sharp Blue (PMS: 3125 C) or Graphite (PMS: 446 C), or fully knocked out in white. If using full color, those are the only colors that may be used.

The 3 color option should be used on white or light colored backgrounds, and the knockout version should be used only on backgrounds such as the Sharp Blue (PMS: 3125 C) or Graphite (PMS: 446 C).

### HORIZONTAL LOGO



### VERTICAL LOGO



### 3 COLOR LOGO



## SPONSORSHIP LOGO SAMPLES

### HORIZONTAL & 3 COLOR

**IT WEEK** | <epam>

**INFO[N]GEN** | <epam>

**B2BITS** | <epam>

### VERTICAL & 3 COLOR

**ISV**

<epam>

**GARAGE**

<epam>

### HORIZONTAL & KNOCKOUT

**GREAT FRIDAYS** | <epam>

**APPSNGEN** | <epam>

**SEC** | <epam>

### VERTICAL & KNOCKOUT

**HACKATHON**

<epam>

**EMPATHY**

<epam>

## PROMOTING LOGOS

### Usage

The promoting logo is used when EPAM is promoting an event and needs to be shown together with another logo. The EPAM logo will always come first, either on the left or the top of the lock up. The other logo will be secondary.

### Layout

There are both horizontal and vertical layout options to be used accordingly. There should be a dividing line providing equal space between each logo.

### Color Options

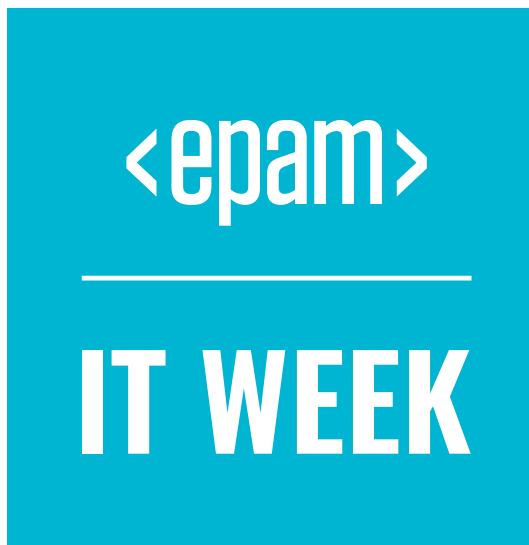
The sponsorship logos can be shown as either a 3 color logo using Sharp Blue (PMS: 3125 C) or Graphite (PMS: 446 C), or fully knocked out in white. If using full color, those are the only colors that may be used.

The 3 color option should be used on white or light colored backgrounds, and the knockout version should be used only on backgrounds such as the Sharp Blue (PMS: 3125 C) or Graphite (PMS: 446 C). These are the only colors that may be used.

## HORIZONTAL LOGO



## VERTICAL LOGO



## 3 COLOR LOGO





## PROMOTING LOGO SAMPLES

### HORIZONTAL & 3 COLOR

<epam> | IT WEEK

<epam> | INFO[N]GEN

<epam> | B2BITS

### VERTICAL & 3 COLOR

<epam>

ISV

<epam>

GARAGE

### HORIZONTAL & KNOCKOUT

<epam> | GREAT FRIDAYS

<epam> | APPSNGEN

<epam> | SEC

### VERTICAL & KNOCKOUT

<epam>

HACKATHON

<epam>

EMPATHY

## CO-BRANDED LOGOS

### Usage

The co-branded logo is used to display the EPAM logo together with a partner logo. Depending on the usage, the EPAM logo can be shown as the primary OR secondary logo.

### Layout

There are both horizontal and vertical layout options to be used accordingly. There should be a dividing line providing equal space between each logo. When using a horizontal layout, the partner logo should be the same height as the x height of the E in the EPAM logo, as demonstrated in the diagram to the right.

### Color Options

A co-branded logo must be shown as a full color logo, and may not be knocked out in white.

When using full color, Sharp Blue (PMS: 3125 C) and Graphite (PMS: 446 C) are the only colors that may be used for the EPAM logo.

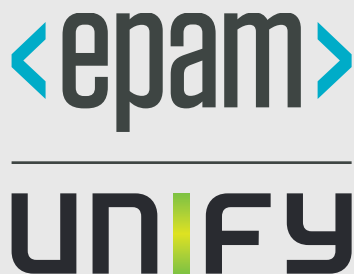
The logo should be used on white or light colored backgrounds only.

If you are having difficulty please feel free to contact [WFBMarketingRequest@epam.com](mailto:WFBMarketingRequest@epam.com) for guidance and approval.

## HORIZONTAL LOGOS



## VERTICAL LOGOS



## COLOR OPTIONS

When working with sponsorship, promoting, and co-branded logos, there is an option to use either a 3 color logo or the logo knocked out in white. Below are examples of when to use the full color logo or the knocked out logo. The 3 color option should be used on white or light colored backgrounds, and the knockout version should be used only on Sharp Blue (PMS: 3125 C) or Graphite (PMS:446 C) backgrounds.

### FULL COLOR LOGOS



Background = White



Background = Cool Gray (PMS: 3 C) at 50%



Background = Cool Gray (PMS: 3 C)

### KNOCKED OUT LOGOS



Background = Sharp Blue (PMS: 3125 C)



Background = Graphite (PMS: 446 C)



Background = Cool Gray (PMS: 10 C)