

BASIC GUIDELINES

eGHOST VISUAL IDENTITY



eco-design

**Guidelines for Hydrogen
Systems and Technologies**

ARAGON HYDROGEN FOUNDATION

The objective of this Basic User Guidelines is to unify the graphic elements of communication, internal and external, of the SH₂E Visual Identity.

APRIL, 2021

This document determines the rules to be followed in terms

INTRO AND INDEX

The objective of this Basic User Guidelines is to unify the graphic elements of communication, internal and external, of the eGHOST Visual Identity.

This document determines the rules to be followed in terms of design, advertising and communication in general, in order to provide consistency to all visual applications that are made to maintain coherence in the image of the project.

The manual is a basic instrument that requires efficient implementation and strict control. The correct and homogeneous application of a Visual Identity is decisive for the brand to obtain recognition and notoriety.

LOGOTYPES

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CONSTRUCTION



MAIN LOGOTYPE

4

POSITIVE AND NEGATIVE VERSIONS



POSITIVE B/W



POSITIVE COLOR



NEGATIVE B/W



NEGATIVE COLOR

POSITIVE AND NEGATIVE VERSIONS



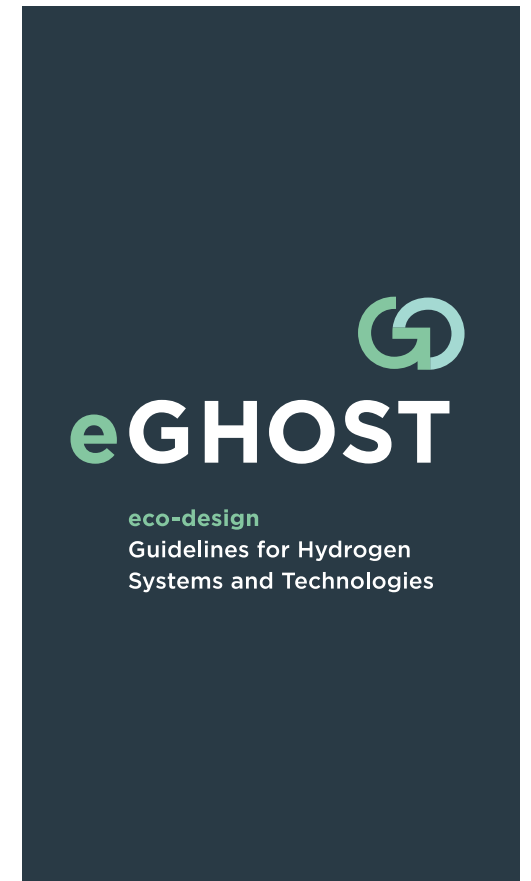
POSITIVE B/W



NEGATIVE B/W



POSITIVE COLOR



NEGATIVE COLOR

PROPORTIONS AND SIZES



RESPECT AREA



MINIMUM SIZE



RESPECT AREA



MINIMUM SIZE

FONTS IN USE



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Guidelines for Hydrogen
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GOTHAM
BOLD

USE > Logotype and Description
UPPERCASE AND
LOWER CASE
TRACKING > 10

Abcdefghijklm
Nopqrstuvwxyz
1234567890

GOTHAM
MEDIUM

USE > Description
UPPERCASE AND
LOWER CASE
TRACKING > 10

Abcdefghijklm
Nopqrstuvwxyz
1234567890

COLORS



MAIN COLOR
100% - 60% - 40%

PANTONE 432 C

CMYK % 79 61 49 50
RGB % 050 062 072
HTML # 323e48



MAIN COLOR
100% - 60% - 40%

PANTONE 353 C

CMYK % 53 00 47 00
RGB % 132 198 160
HTML # 84c6a0



SECONDARY COLOR
100% - 60% - 40%

PANTONE 573 C

CMYK % 35 00 20 00
RGB % 178 220 214
HTML # b2dcd6

SECONDARY USES



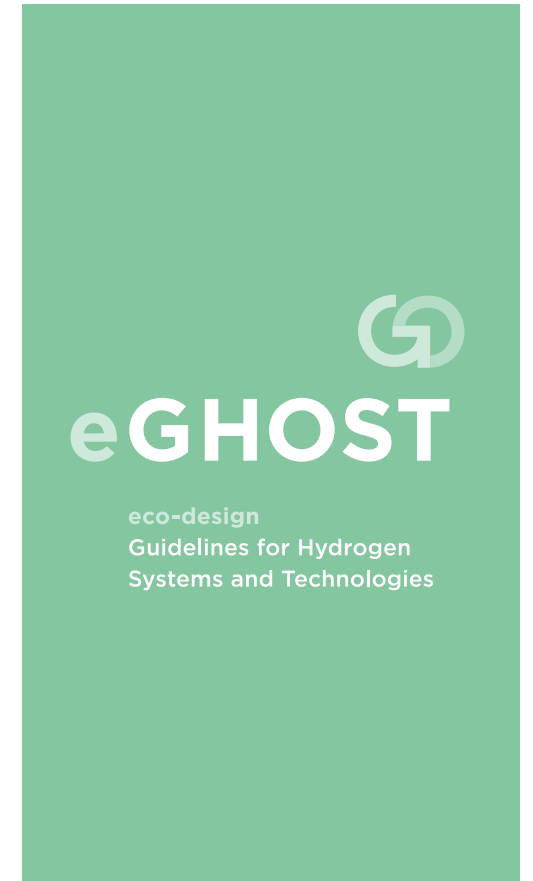
NEGATIVE COLOR TWO INKS



NEGATIVE COLOR ONE INK



NEGATIVE COLOR TWO INKS



NEGATIVE COLOR ONE INK

SECONDARY USES



POSITIVE B/W



POSITIVE COLOR



NEGATIVE B/W



NEGATIVE COLOR

PERMITTED USES



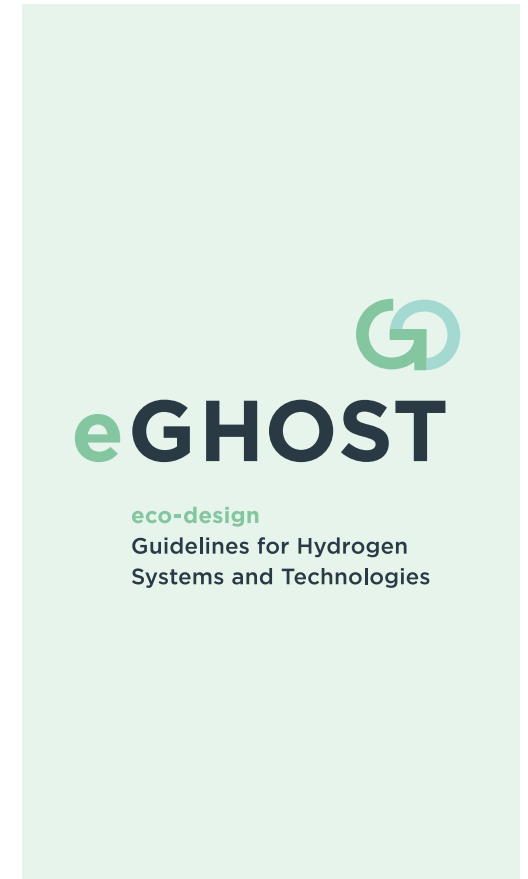
100% - 60% - 40% WHITE OVER 100% OF SECONDARY COLOR



100% - 60% - 40% WHITE OVER 100% OF MAIN COLOR



LOGOTYPE POSITIVE COLOR
OVER 20% OF 2ND COLOR



LOGOTYPE POSITIVE COLOR
OVER 20% OF 1ST COLOR

PROHIBITED USES



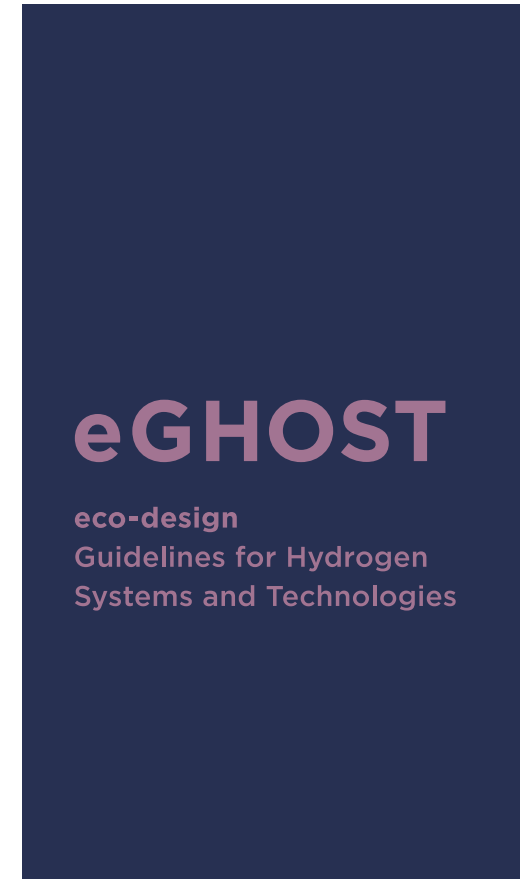
USE OF OTHER COLORS OR REMOVAL PARTS OF THE LOGO



USE OF ALL PARTS AT 100% OF COLOR



CHANGES IN THE PROPORTION OR THE CONSTRUCTION



CHANGES IN THE COLORS OR THE PROPORTION

