EGERIA CONFORMANT
BRAND GUIDELINES
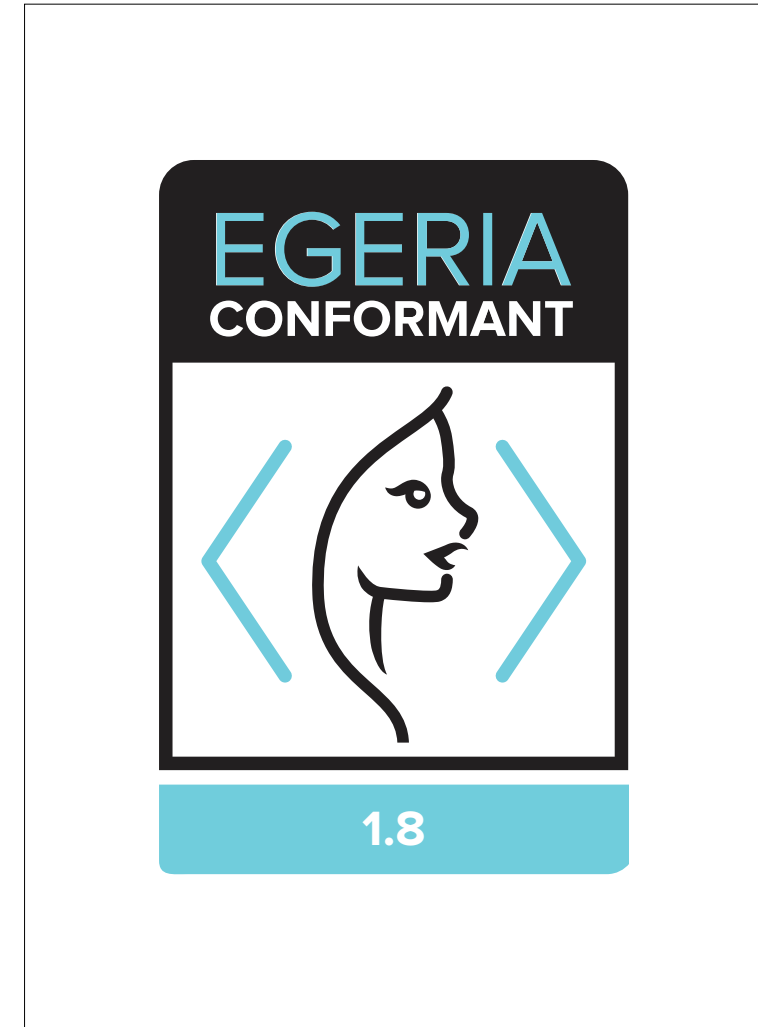December 2020

CONTENTS

Egeria Conformant Mark

The Egeria Conformant mark in primary RGB color.

MARK

MARK WITH VERSION BADGE

Egeria Conformant Mark

The Egeria Conformant
mark in white.

MARK

MARK WITH VERSION BADGE

Clear space is the minimum "breathing room" maintained around the Logo.

To work out the clearspace, measure the space between the Egeria mark and the inside border.

(Clearspace = x)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.

The integrity of the Egeria Conformant logo must be respected at all times. Do not alter, recreate OR distort the mark in any way.

Please use approved electronic art when reproducing the Egeria Conformant logo.
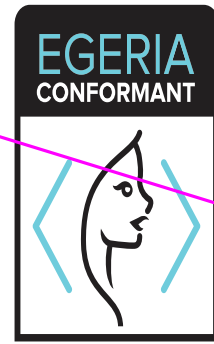
SCALE Do not play with the scale and perspective, or alter the proportions of the mark.

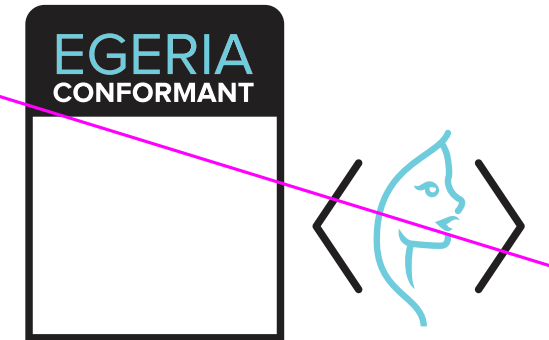ORIENTATION Do not change the orientation of the mark by rotating it in any way.

PROPORTIONS Do not change the proportions of the logotype and mark.

COLOR Do not reverse, change, or add colors to the mark.

EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.

MARK Do not change the layout of the logo.

CONTRAST Do not use backgrounds that blend into the mark. Use the appropriate knockout mark on page 3.

COLOR Do not adjust the transparency of the mark so that any elements do not have a white background when using the color logo.

CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.

The Egeria Conformant color palette represents a vibrant, dynamic and forward-looking brand.

The selected palette provides a foundation for color consistency across diverse types of layouts.

If a Pantone is needed for print-related items, please use Pantone 426 C and Pantone 630 C. Otherwise please use the RGB or CMYK breakdown indiciated on this page, as that is the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.

PRIMARY COLORS

EGERIA
CONFORMANT

MAIN GREY
C70 M67 Y64 K74
R35 G31 B32
HEX#231F20

MAIN BLUE
C52 M0 Y13 K0
R111 G204 B220
HEX#6FCCDC

PANTONE® 426C
(FOR NECESSARY PRINT-USE ONLY)

PANTONE® 630C
(FOR NECESSARY PRINT-USE ONLY)

EGERIA
CONFORMANT

THANK YOU

For questions pertaining to usage, please email
egeria-conformance@lists.lfaidata.foundation