



# Brand Style Guidelines

UPDATED 2021

## Welcome

This short document acts as a reference guide to best practices when using our brand and details how we like our assets to be presented. It covers our logo, typography and colour palette.

## Our logo

Our identity enables us to communicate who we are across multiple mediums to our audiences. Within this mix it is the role of our logo to remain consistent. Therefore, there are limits on the way it can and should be applied.

The form of our logo blends forward motion with precise and balanced structure within a global arena.

It is a custom design and must not be altered or adapted in any way and only original artwork should be used when applying it to materials.

It is our name and must appear appropriately across all communications.



LOGISTICS  
TECHNOLOGY



## Using our logo

The purpose of having a fixed clear space around our logo is to protect its visual integrity and clarity.

This defined space (which scales up and down with our logo) creates a protective area in which no other graphical elements can encroach or appear.

Our logo must not be used below the specified minimum size or altered in any way, including changing the colour, angle, structure or adding effects.



Min width 50mm/100px



## Typography

Open Sans is our primary font. This font is popular for its readability and simplicity; it promotes clear communication and supports the reading process. It is clean, sleek, contemporary and universally recognised.

In its weight variations, it can be used in anything from titles, headlines, introductions, pullouts, quotes and statistics to general body copy.

Open Sans may not be automatically available on every computer. It is primarily used for specific design communications, rather than everyday programs like Microsoft Word or PowerPoint. This is why we suggest Arial, which is available as standard, as a fallback front when Open Sans is a viable option.

### Open Sans Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
()@£\$%&"%?!\*0123456789

### Open Sans Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
()@£\$%&"%?!\*0123456789

### Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
()@£\$%&"%?!\*0123456789

Fallback font - Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
()@£\$%&"%?!\*0123456789

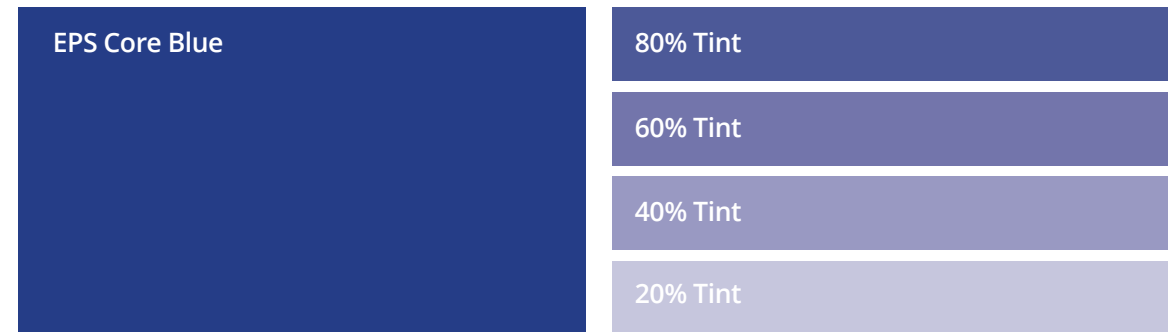
## Colour

EPS have one core colour and it plays an important role in our identity. It underpins all our design communication and acts consistently as a recognisable feature. It is used across all elements of our identity from our logo and typography to backgrounds and buttons.

Accent and supporting colours offer flexibility to visual works and can be used to highlight or support the core brand colour.

For example, to highlight call to actions or as subtle backgrounds to add texture, depth and balance to our communication.

It is worth noting that more colour does not equal more striking design – a small, select amount of colour can create a more dramatic visual impact.



PANTONE® 2118 C  
CMYK 100/90/13/3  
RGB 41/52/120  
HEX #293478



PANTONE® 2011 C  
CMYK 0/45/90/0  
RGB 224/161/61  
HEX #e0a13d

PANTONE® Cool Grey 1 C  
CMYK 0/0/0/10  
RGB 215/215/215  
HEX #d7d7d5

## Brand asset

The intersected 'globe' element of our logo can be used in isolation as background tints or to support page layouts and structure.

It should only be used at 90 degree or 180 degree angles, avoiding over-use.

The flexibility in it's scale and placement allows this asset to be used to re-enforce our brand identity.

The 'EPS' element of our logo can not be used in isolation in the same way.





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