

euditor



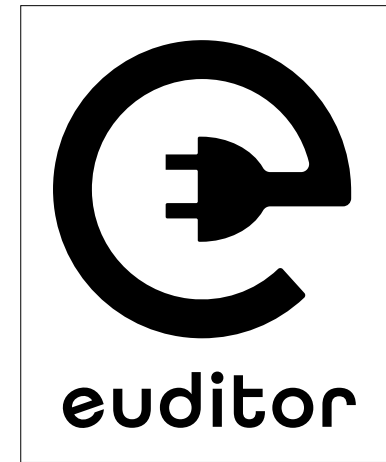
Euditor
Brand Style Guide



Blue



White



Black

Please note: The blue logo (left) may only be used on white or light coloured backgrounds. The white logo (right) may only be used on black or dark coloured backgrounds.

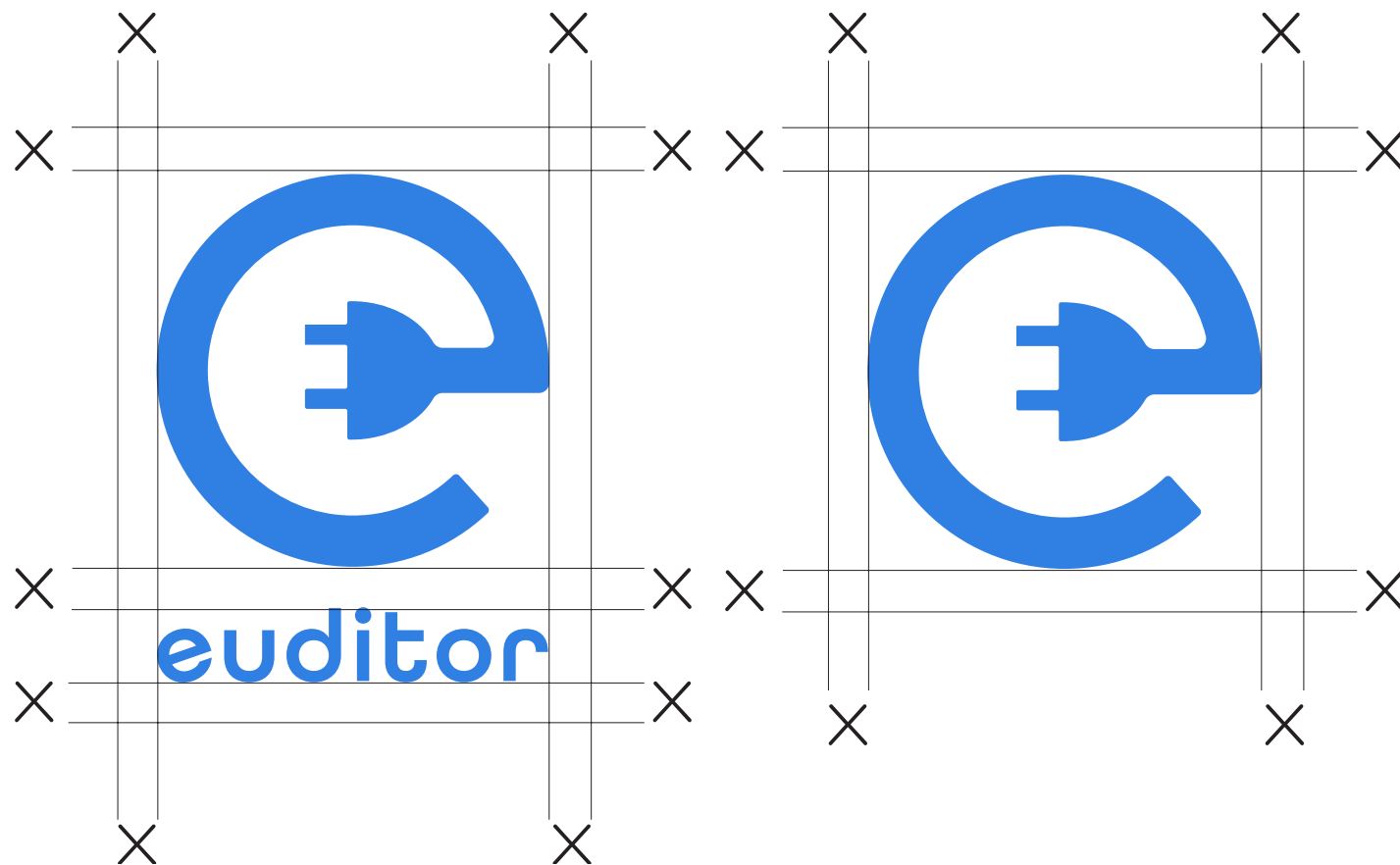
This also applies when overlaying the logo with transparency on a photo or video.

Logo

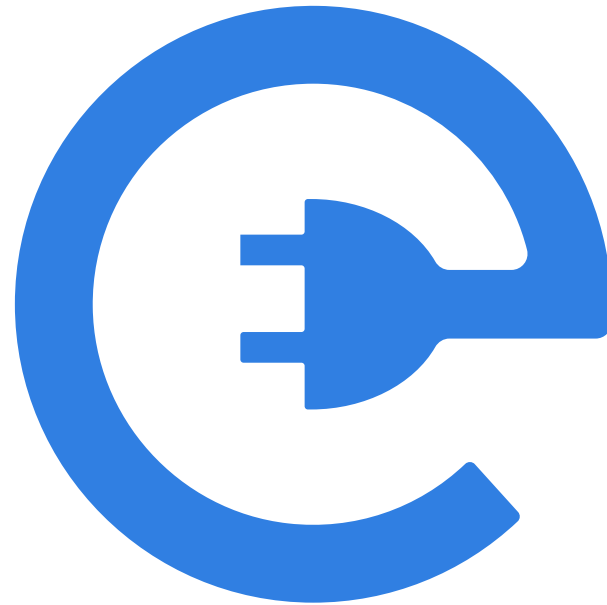
**Example
Logo
Usage**



Exclusion Zone



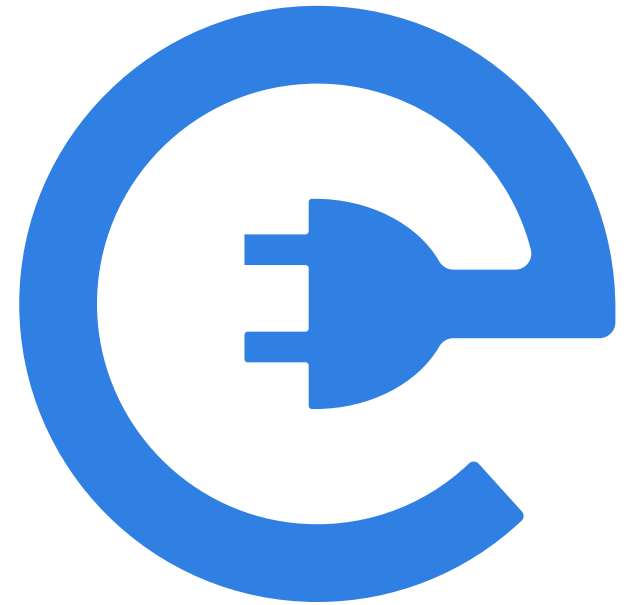
The logo and icon's exclusion zone is the height of the "euditor" wordmark, marked as x in the diagrams



euditor



The width of the logo should never be smaller than 19mm in print or 72px in digital.

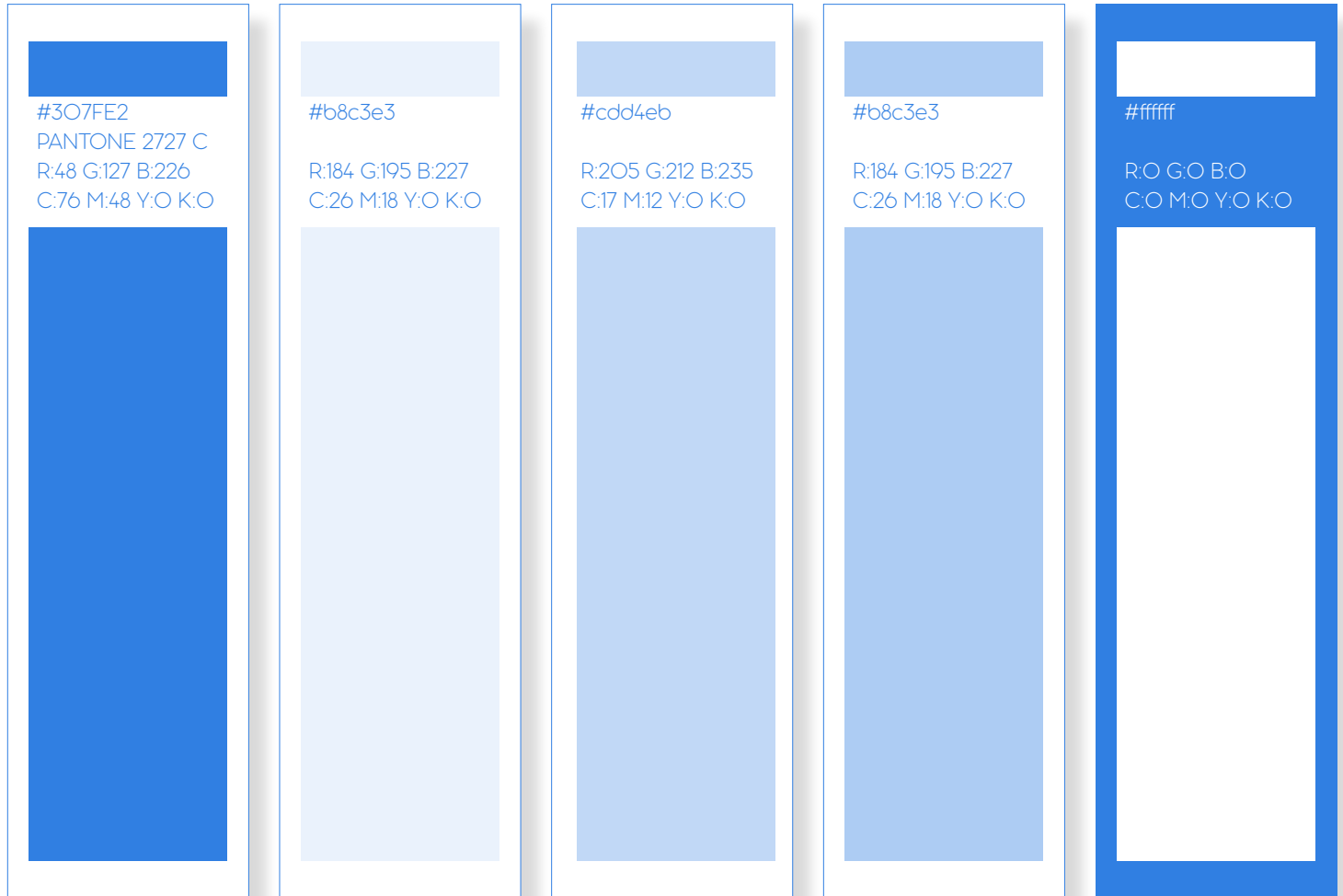


The width of the icon should never be smaller than 13mm in print or 50px in digital.

Minimum Size

Establishing a minimum size for the logo and icon ensures the legibility in any application.

Main Color



Color Palette

The following colour palette should always be considered in any design or marketing applications. These colours may be applied to euditor's logo if needed.

The following typeface is to be used in any print or web material produced for Mirror Boba.
The primary typeface of the brand is Neue Haas Grotesk Display Pro

Neue Haas Grotesk Display Pro 55 Roman

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
WXYZ

Neue Haas Grotesk Display Pro 65 Medium

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ**

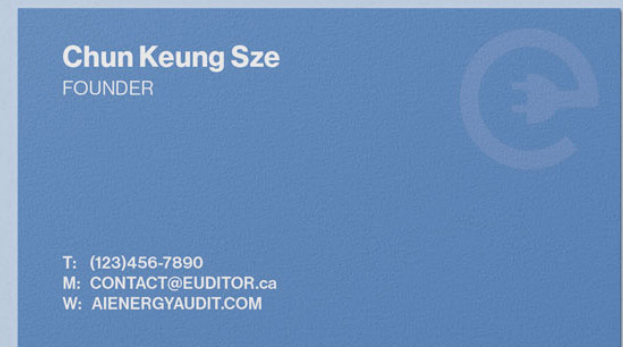
Neue Haas Grotesk Display Pro 75 Bold

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
WXYZ**

Neue Haas Grotesk Display Pro 95 Black

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ**

Business Cards



Business Cards



Blue

Business Cards



White