



**GUIDELINES**

# **USE OF THE COMPANY LOGO**



## Logo versions

Two versions are available:

- **Primary logo**
- **Secondary logo with payoff**, intended for use when the logo is not accompanied by other elements of the visual identity.

Primary logo



Secondary logo with payoff



## Primary Logo

The primary logo is composed of two elements: the logotype and the symbol.

The logo color is:

**PANTONE 2270 C**  
CMYK 72 0 86 0  
RGB 15 197 79  
# 0fc54f



## Primary Logo Minimum Size Requirements

The logo must always be displayed at a size that ensures clear legibility.

The dimensions may vary depending on the communication medium, but as a general rule, the logo should never be used at a height smaller than 5 mm.

It is recommended to check the minimum size in relation to the production method.



## Logo primario

### Clear space

The clear space around the logo must always be maintained in every application.

This space is defined by a square drawn around the “e” in EMEC.

No other graphic elements should be placed within this clear space, ensuring the logo remains unobstructed.



## Secondary logo with payoff

The secondary logo with payoff consists of three elements: the logotype, the symbol, and the payoff.

The logo color is:

**PANTONE 2270 C**  
CMYK 72 0 86 0  
RGB 15 197 79  
# 0fc54f



## Secondary logo with payoff Minimum Size Requirements

The logo should always be displayed at a size that guarantees clear readability.

While the size may vary depending on the communication medium, as a general rule, the logo's height should never be less than 8 mm.

It's recommended to check the minimum size based on the production method.



## Secondary logo with payoff

### Clear space

The clear space around the logo must always be respected in every application.

This space is measured by the square surrounding the “e” in EMEC.

No other graphic elements should intrude into this area to keep the logo clear and distinct.



## Black and white logo versions

To provide greater flexibility in usage, a black and white version of the logo has been developed.

### Positive



### Negative

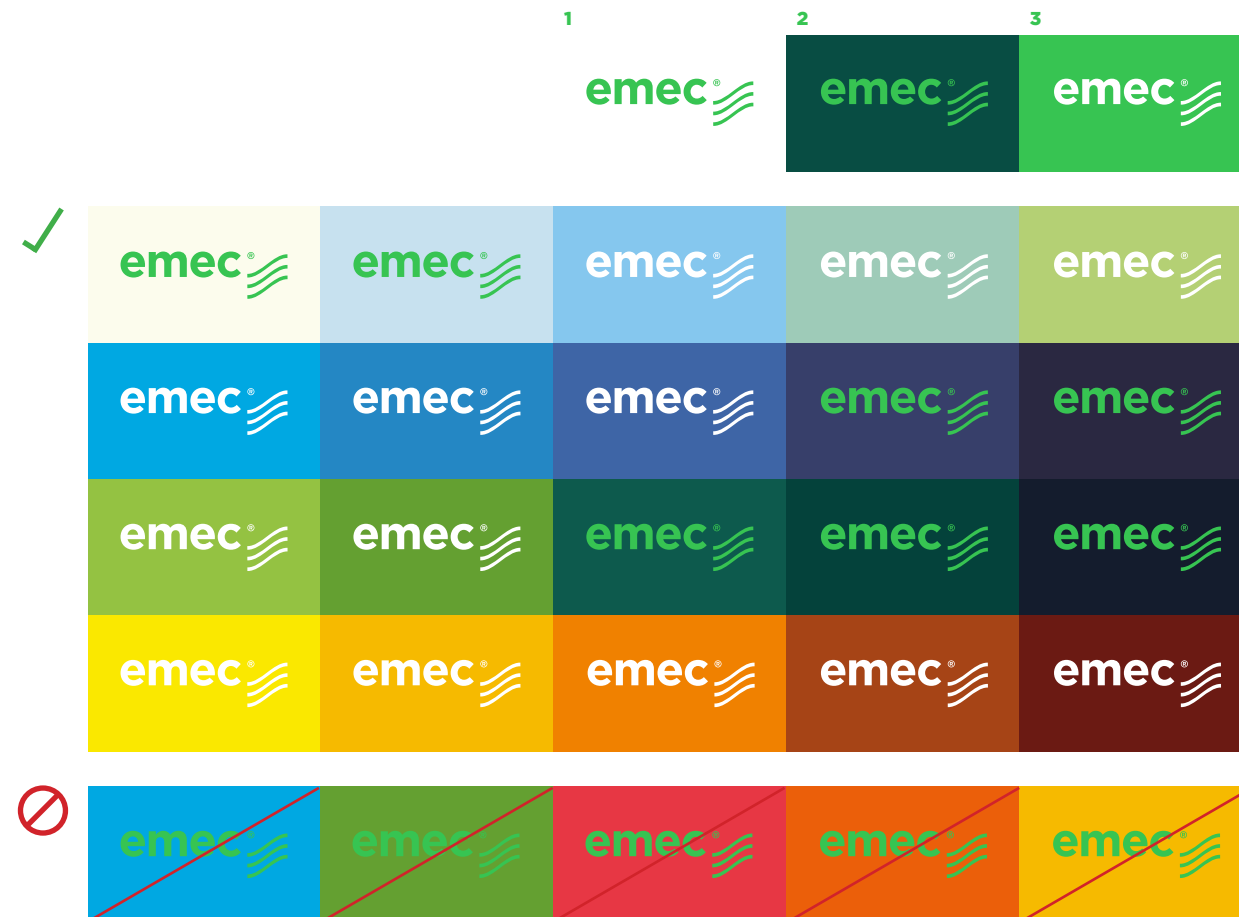


## Logo Application on colored backgrounds

The EMEC logo should primarily be used:

- in its positive color version (1) on a white background or (2) on a PANTONE 626 C background;
- in its negative version (3) on a PANTONE 2270 C background.

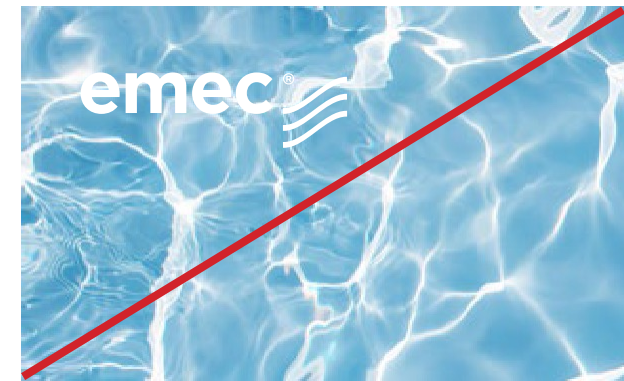
The positive color logo may be used on colored backgrounds as long as its legibility is not compromised. If legibility is affected, the negative version should be used.



## Logo Application on photographic backgrounds

The logo can be applied on photographic backgrounds; in such cases, the negative version is recommended.

Always ensure that the logo's legibility is not compromised.



## Logo Dos and Don'ts

This page outlines the actions that are strictly prohibited regarding the logo:

- A. Altering the positioning, rotation, or proportions of the logo elements is not permitted.
- B. Modifying the logo components or adding text within the designated clear space is prohibited.
- C. Changing the official logo color or substituting it with secondary colors is strictly forbidden.

These regulations apply equally to both versions of the logo.

A.



B.



C.



## Color palette

EMEC's **primary color palette** comprises two colors:

Light Green PANTONE 2270 C

Dark Green PANTONE 626 C.

The **secondary color palette** consists of a grayscale range designed to offer enhanced flexibility across various communication materials.

CMYK color equivalents should be utilized when printing processes do not support spot colors.

### Primary color palette

#### LIGHT GREEN

PANTONE 2270 C  
CMYK 72 0 86 0  
RGB 15 197 79  
# 0fc54f

#### DARK GREEN

PANTONE 626 C  
CMYK 84 43 67 32  
RGB 34 91 79  
# 225b4f

### Secondary color palette

PANTONE  
COOL GRAY 8

CMYK 41 29 25 9  
RGB 155 161 169  
# 9ba1a9

PANTONE  
COOL GRAY 6

CMYK 38 29 28 0  
RGB 173 173 176  
# acadaf

PANTONE  
COOL GRAY 4

CMYK 25 17 14 2  
RGB 199 202 209  
# c7cad1

PANTONE  
COOL GRAY 1

CMYK 14 10 9 1  
RGB 224 224 227  
# e0e0e3

BIANCO

## Primary typography

The primary font for EMEC's entire identity is Gotham.

This font is available in three different weights: Light, Book, and Bold, each of which is also available in Italic.

Before using this font, the appropriate license must be verified and purchased.

AaBbCc123

Gotham

### Light & *Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Book & *Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Bold & *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Secondaria typography

The secondary font is Myriad Pro and should be used only when Gotham is not available.

This typeface was chosen for its readability on both printed materials and screens, and especially because it is available as a system font.

AaBbCc123  
Myriad Pro

### Light & Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxy

### Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxy

### Bold & Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxy



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