



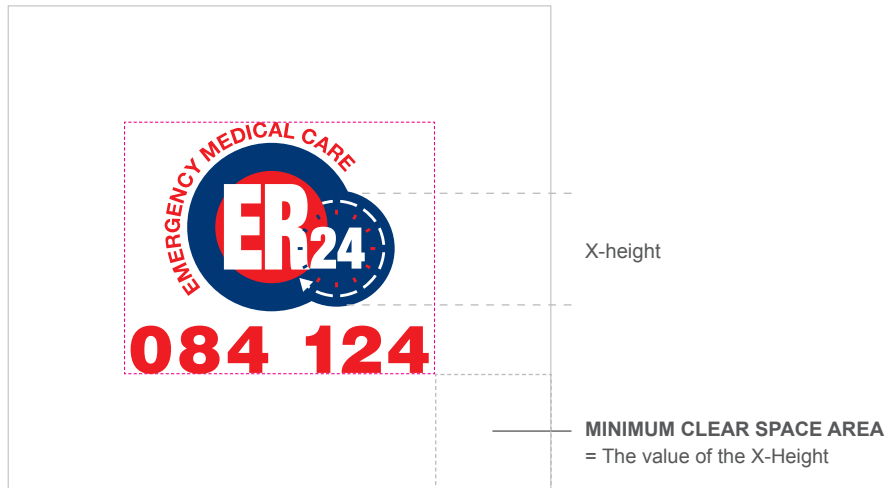
BRAND GUIDELINES

VERSION 3.0
JUNE 2018

realhelpreal*fast*

3.6 LOGO

CLEAR SPACE AND MINIMUM SIZE



Logo minimum size for print



Logo minimum size for digital applications

CLEAR SPACE AREA

To ensure standout and legibility it is important that the ER24 logo remains a certain distance from other graphic elements such as text and imagery.

A minimum clear space area defined by the height of the smaller blue circle within the symbol – shown near right ('X') – must be maintained around the logo.

MINIMUM SIZE

A minimum size for the use of our logo for print has been set at a width of 26mm. Across different reproduction techniques it is the responsibility of the implementer to ensure legibility is maintained.

MINIMUM DIGITAL SIZE

A minimum size for use of the logo has been set at a width of 70px; anything less will cause noticeable degradation in the ER24 logotype and symbol, in a 72dpi space.

Due to the minimal space allowed by many online and mobile environments, the minimum clear space area is adjusted for digital applications.

3.7 LOGO COLOUR

1. COLOUR VERSION

This is used on the majority of our communications.

2. COLOUR VERSION



This logo is printed on ER24 Red for event banners or vehicle branding.

3. BLACK ONLY VERSION

This logo is used for sponsorship purposes or when there is a print restriction, such as for a black and white press advertisement.

4. WHITE ONLY VERSION

This logo is printed white out on black and can be used on other dark backgrounds in sponsorship situations.

	PANTONE®	CMYK	RGB	HTML
	ER24 RED	Pantone® 485	C0 M100 Y100 K0	R232 G19 B27 #df131b
	ER24 BLUE	Pantone® 280	C100 M72 Y0 K38	R21 G41 B101 #15296




Where possible refrain from using the ER24 black and white versions of the logo.

4.7 COLOUR SPECIFICATIONS

Please refer to the specifications listed on this page when reproducing any of our colours for printed communication.

Where Pantone® colours are not used, use the correct CMYK breakdown.

		PANTONE®	CMYK	RGB	HTML
	ER24 RED	Pantone® 485	C0 M100 Y100 K0	R232 G19 B27	#df131b
	ER24 BLUE	Pantone® 280	C100 M72 Y0 K38	R21 G41 B101	#15296
	ER24 DARK GREY	Pantone® Cool Gray 11	C0 M0 Y0 K80	R88 G89 B91	#58595b
	ER24 LIGHT GREY	Pantone® Cool Gray 6	C0 M0 Y0 K30	R188 G190 B192	#bcbec0

14.1 LOGO CLEAR SPACE AREA

CLEAR SPACE AREA

To ensure standout and legibility it is important that the ER24 logo remains a certain distance from other graphic elements such as text and imagery.

A minimum clear space area defined by increments of the height of the circle within the symbol – shown near right ('X') – must be maintained around the logo.



Recommended clear space



Minimum clear space