



Brand style guides

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# Brand style guides

## Table of contents

### **Color**

- 1.1 Color specifications

### **Brand mark**

- 2.1 The basic version
- 2.2 The monochrome version
- 2.3 The achromatic version

### **eSky logotype**

- 3.1 Logotype - the basic version
- 3.2 Logotype - the basic monochrome version
- 3.3 Logotype - the basic achromatic version
- 3.4 The arc construction
- 3.5 The construction and the clear space
- 3.6 Additional versions
- 3.7 Additional versions and the clear space
- 3.8 Incorrect use

### **eDestinos logotype**

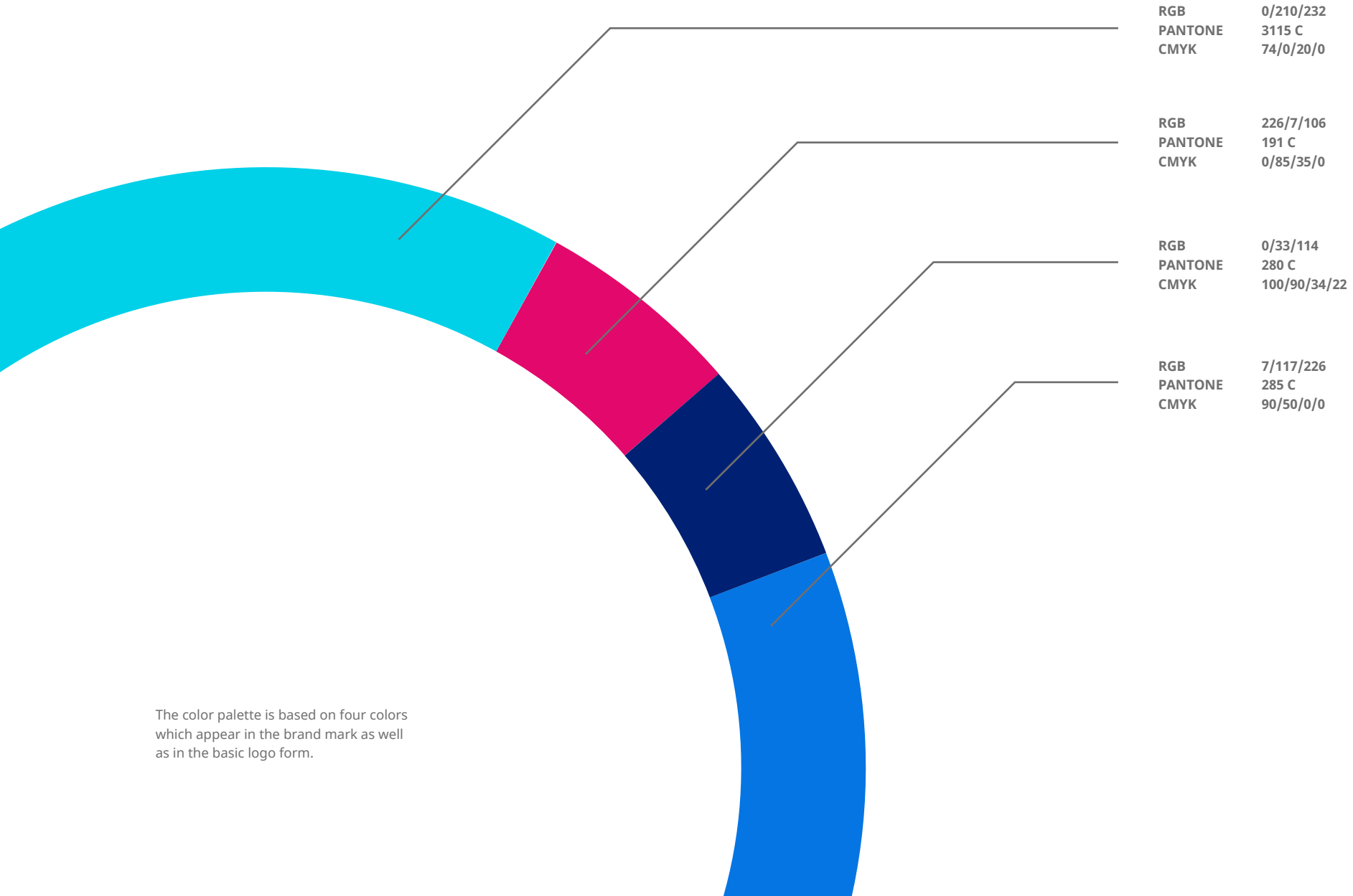
- 4.1 eDestinos.com.pe logotype
- 4.2 eDestinos.com.br logotype
- 4.3 Logotypes - monochrome versions
- 4.4 Logotypes - achromatic version
- 4.5 The arc construction
- 4.6 The construction and the clear space
- 4.7 Incorrect use

1.

Color



# 1.1 Color specifications



The color palette is based on four colors which appear in the brand mark as well as in the basic logo form.

2.

Brand mark



## 2.1 Brand mark

The basic version



Brandmark is comprised of "e" letter, placed in the middle of a circle with 3 arcs on its border. The brandmark may appear on white or navy blue background.

## 2.2 Brand mark

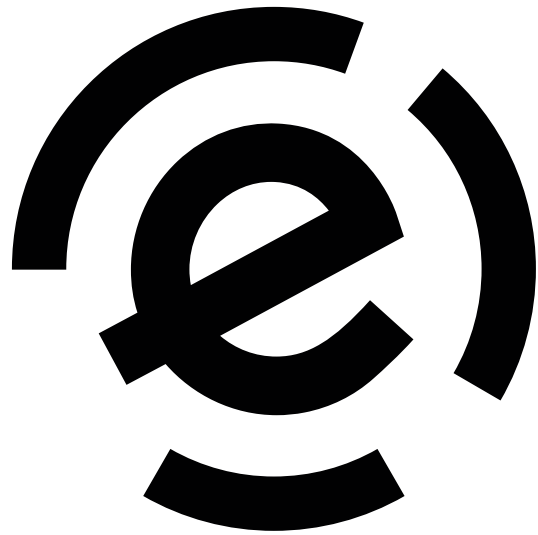
The monochrome version



Monochrome version of the brand mark  
in positive and negative variants.

## 2.3 Brand mark

### The achromatic version



Achromatic version of the brandmark in positive and negative variants. The application of this form should only be restricted to cases where reproduction of the color version is technically impossible (eg. monochrome laser printer or fax transmission).



3.



eSky logotype

## 3.1 eSky logotype

The basic version



The basic version of logotype can appear on white as well as on navy blue background. The navy blue color must not be changed in hue or value. All color applied in the logo, should match color description covered in this brand guideline.

## 3.2 eSky logotype

The monochrome version

The image shows the 'eSky' logotype in a dark blue color on a white background. The 'e' is stylized with a curved line above and below it. The 'S' is a bold, uppercase letter, and 'ky' are lowercase letters in a sans-serif font.The image shows the 'eSky' logotype in white on a dark blue background. The 'e' is stylized with a curved line above and below it. The 'S' is a bold, uppercase letter, and 'ky' are lowercase letters in a sans-serif font.

The monochrome logotype version in positive and negative variants.

## 3.3 eSky logotype

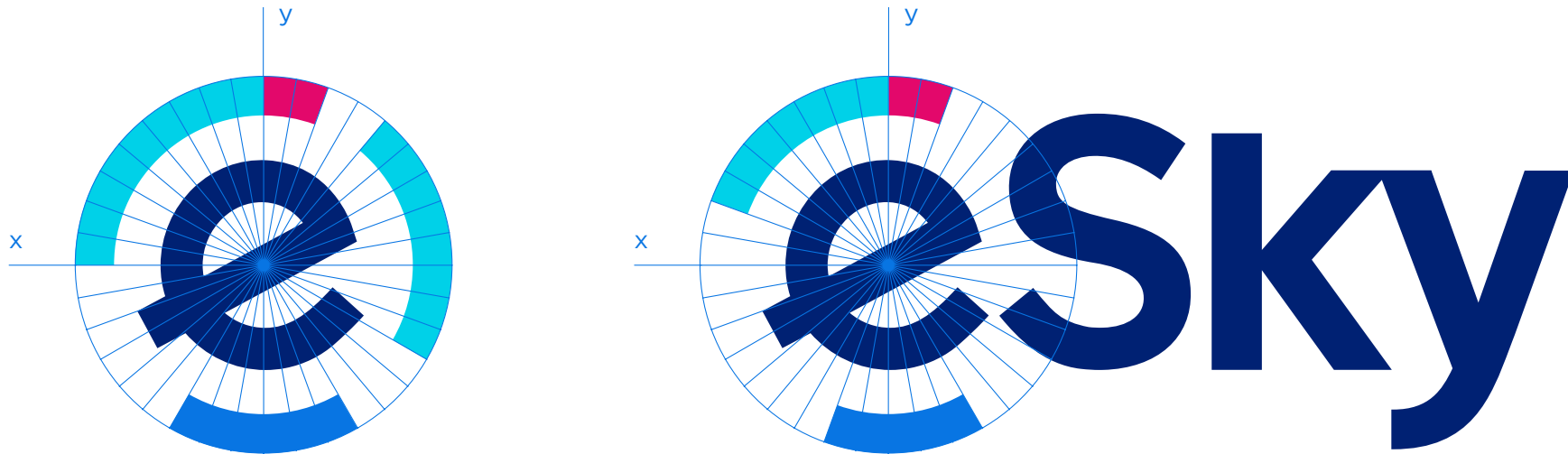
The achromatic version

The image shows the 'eSky' logotype in a positive, black-on-white format. The 'e' is stylized with a thick, curved line above it and a thick, curved line below it, forming a partial circle around the letter. The 'S' is a bold, sans-serif capital letter. The 'ky' are lowercase, bold, sans-serif letters. The entire logotype is rendered in a solid black color.The image shows the 'eSky' logotype in a negative, white-on-black format. The 'e' is stylized with a thick, curved line above it and a thick, curved line below it, forming a partial circle around the letter. The 'S' is a bold, sans-serif capital letter. The 'ky' are lowercase, bold, sans-serif letters. The entire logotype is rendered in a solid white color against a solid black background.

Achromatic version of the logotype in positive and negative variants. The application of this form should only be restricted to cases where reproduction of the color version is technically impossible (eg. monochrome laser printer or fax transmission).

## 3.4 eSky logotype

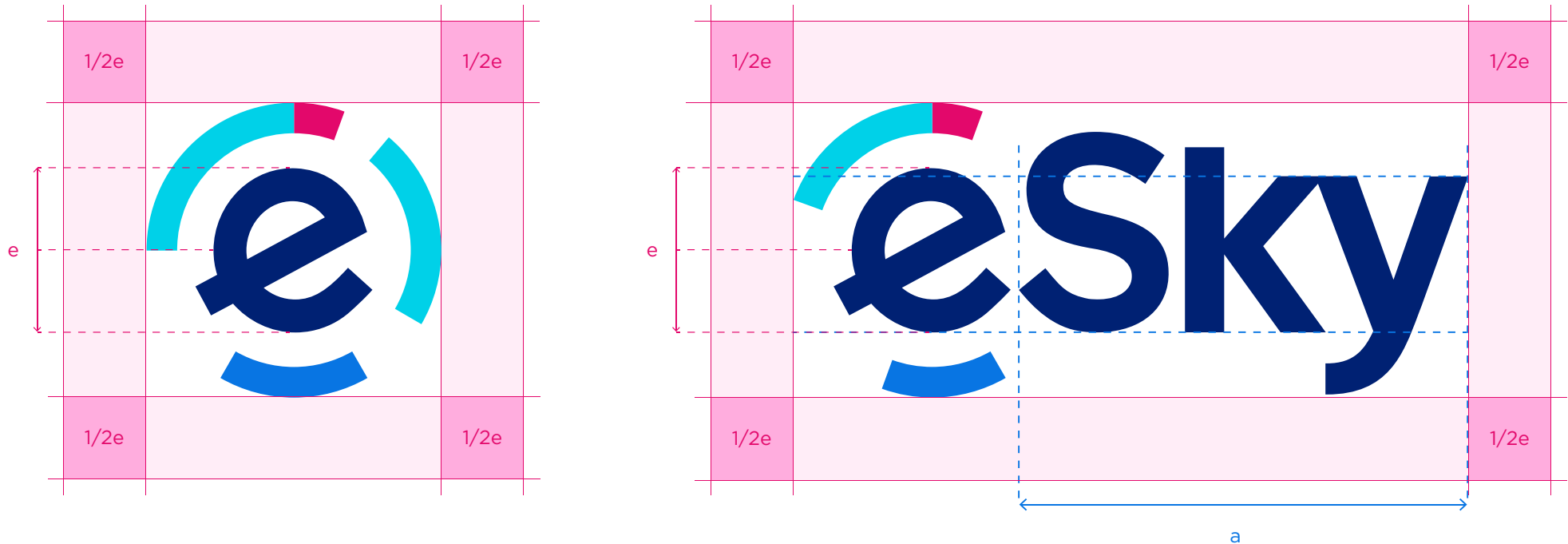
### The arc construction



The arc around the landmark and around the letter "e" in the basic form of logotype, is drawn on a circle plane divided into 36 portions.

# 3.5 eSky logotype

## Construction and a clear space



A clear space is for maintaining a sovereignty of the logotype. It must not be overlapped with typography, other logo or any other image. Its size is defined by the half of the "e" letter size.

## 3.6 eSky logotype

Additional versions



The eSky logotype appears in two additional version: Czech with "cz" and turkish with "com.tr".





## 3.8 eSky logotype

### Incorrect use



color changing



removing logo components



changing the suffix location



rearranging the arc formation



changing size of the logo components



changing the suffix color

Examples of incorrect logo alterings

4.



eDestinos logotype

## 4.1 eDestinos logotype

eDestinos.com.pe



eDestinos logotype comprises of  
brandmark with letter "e", "Destinos"  
and a country domain suffix.

## 4.2 eDestinos logotype

eDestinos.com.br



eDestinos logotype comprises of brandmark with letter “e”, “Destinos” and a country domain suffix.

## 4.3 eDestinos logotype

Monochromatic version



eDestinos  
.com.pe



eDestinos  
.com.br



eDestinos  
.com.pe



eDestinos  
.com.br

Positive and negative variations  
of monochromatic logotype.

## 4.4 eDestinos logotype

Achromatic version



eDestinos  
.com.pe



eDestinos  
.com.br



eDestinos  
.com.pe

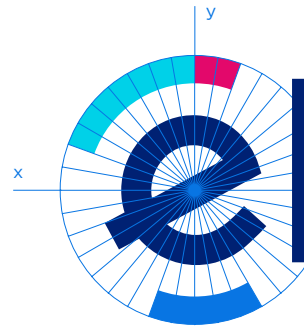
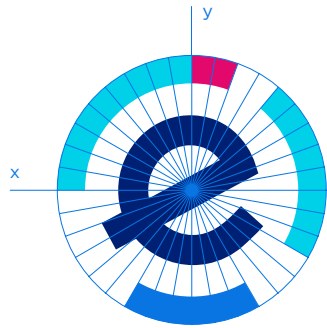


eDestinos  
.com.br

Positive and negative variations of monochromatic logotype. The application of these logo forms should only be restricted to cases where reproduction of the color version is technically impossible (eg. monochrome laser printer or fax transmission).

## 4.5 eDestinos logotype

### The arc construction



**Destinos**  
**.com.pe**

The arc around the landmark and around the letter "e" in the basic form of logotype, is drawn on a circle plane divided into 36 portions.





## 4.7 eDestinos logotype

Incorrect use



changing the colors



removing logo components



changing the composition



rearranging the arc formation

Przykłady niedozwolonych modyfikacji  
logo eDestinos

