# Design Manual

How to use logo and colours

**Effectmakers**

## Logo

The Logo is the focal point — an instantly recognisable symbol of the Effectmakers brand. That's why it's important to use the Logo exactly as specified in this guideline.

## Use of Logo
The Logo Icon and Logo Wordmark represents the official company logo.

Primary colour for the Wordmark is black or white only.

Primary colour for the logo icon is black and Petroleum.

Stand-alone Logo Icon can be used separately for design purposes but never as official company logo.

## Typography

The official font is the well-known **Segoe UI** font for print and **Open Sans** for web.

**Effectmakers**

**Company Logo**

**Logo Icon**    **Logo Wordmark**

**EffectMakers BMS** is the dedicated software system for trade promotion management and business planning. BMS helps you control your baseline, your promotions and your earnings. All integrated in one single system.

## Logo Colour Options

The logo must be used as defined in correct colours in the logo and background.

### Primary Logo Options

- Logo on Black bg

- Logo on White bg

### Secondary Logo Options

- White logo on dark bg

- Black logo on light bg

**Primary Logo Colour Option:**

Colour logo / Black background



Colour logo / White background



Seconday Logo Colour Options:
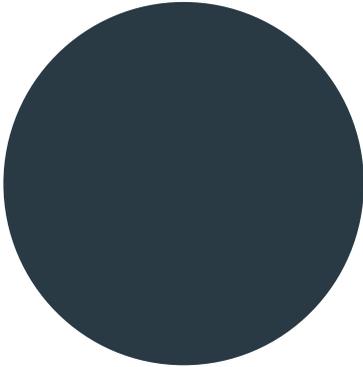
White logo / Dark Grey background



Black logo / Grey background



White logo / Black background
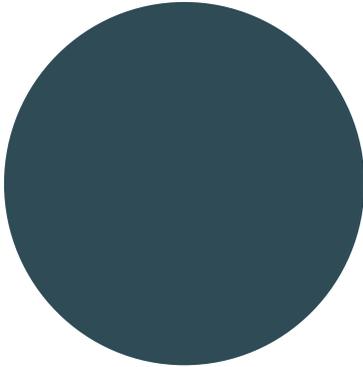
**Primary Colour Options:**

### BLUE GREY

| RGB: | 51 • 61 • 71 |
| --- | --- |
| CMYK: | 78 % • 61 % • 49 % • 51 % |
| | #323d46 |

### DARK GREY

| RGB: | 55 • 78 • 89 |
| --- | --- |
| CMYK: | 78 % • 53 % • 45 % • 40 % |
| | #374e59 |

### LIGHT GREY

| RGB: | 237 • 240 • 241 |
| --- | --- |
| CMYK: | 9 % • 4 % • 6 % • 0 % |
| | #edf0f1 |
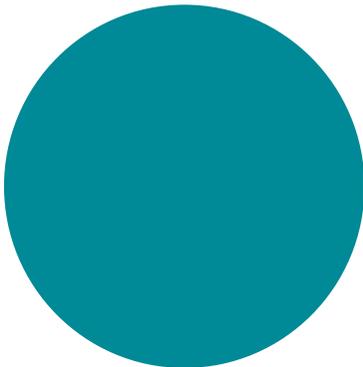
### PANTONE 321 C (PETROLEUM)

| RGB: | 0 • 140 • 149 |
| --- | --- |
| CMYK: | 96 % • 3 % • 35 % • 12 % |
| | #008c95 |

**Secondary Colour Options:**
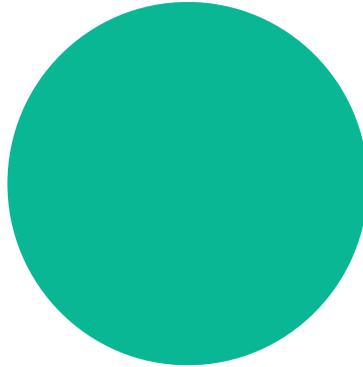
EM GREEN PANTONE 339 C

| | | |
|---|---|---|
| RGB: | 0 • 177 • 143 | |
| CMYK: | 76 % • 0 % • 55 % • 0 % | |
| | #00b18e | |
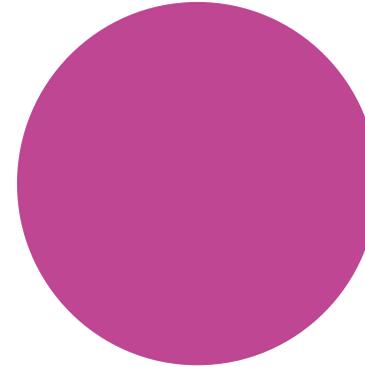
EM PURPLE

| | | |
|---|---|---|
| RGB: | 190 • 70 • 147 | |
| CMYK: | 28 % • 83 % • 0 % • 0 % | |
| | #be469b | |
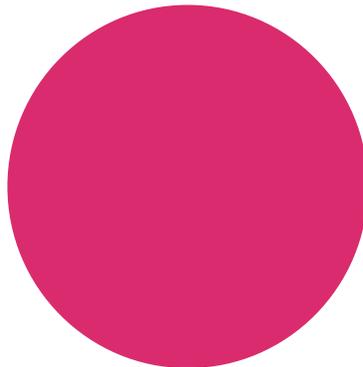
EM RED

| | | |
|---|---|---|
| RGB: | 217 • 43 • 109 | |
| CMYK: | 8 % • 93 % • 27 % • 1 % | |
| | #d92b6d | |
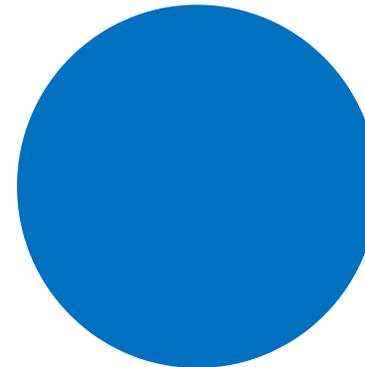
EM BLUE

| | | |
|---|---|---|
| RGB: | 0 • 112 • 192 | |
| CMYK: | 94 % • 37 % • 0 % • 3 % | |
| | #0070c0 | |

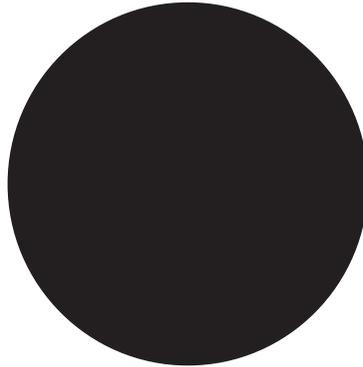## Secundary Colours

The B/W colours are primarily for text and backgrounds.

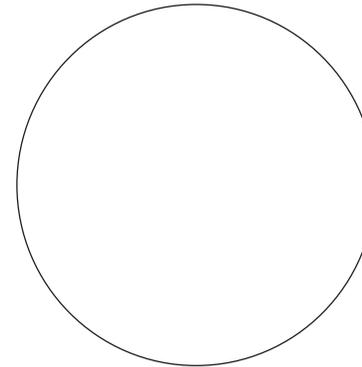Use of Colours:

- RGB: Digital/Web/Video

- CMYK: Digital print

- PANTONE: Offset print

BLACK

RGB:      0 • 0 • 0

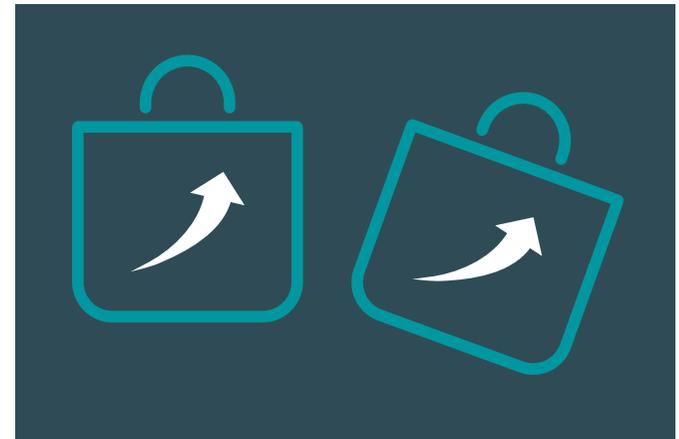CMYK:     91 % • 79 % • 62 % • 97 %

WHITE

RGB:      255 • 255 • 255

CMYK:     0 % • 0 % • 0 % • 0 %

## Use of Icon

Icon can be used as a graphical element and can be used as is, tilted 20 degreese or as waterwark. Size may differ from what is showed.

For questions on how to use logo or colours please contact Effectmakers

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**Effectmakers**