



Logotype Versions & Usage Guidelines

Logotype Versions

Preferred Version

Four coloured (CMYK) version

Typography Tahoma Bold (Black 65%)

For use only on white and off white background.



File Name: 01_EDYTE_LOGO_COLOR

File Name: 03_EDYTE_NATIONAL INFRA_ENG_COLOR

File Name: 05_EDYTE_Networking Research_ENG_COLOR

Preferred negative version

Monochrome white version of the logo

Typography Tahoma Bold (Black 40%)

For use only on black or blue (C 100, M 86, Y 25, K 40) or any dark background.



File Name: 01_EDYTE_LOGO_INVERT

File Name: 03_EDYTE_NATIONAL INFRA_ENG_INVERT


File Name: 05_EDYTE_Networking Research_ENG_INVERT

Colours

CMYK for print

	C 70 M 66 Y 4 K 15
	C 60 M 35
	C 70 M 15
	C 40 M 10
	M 50 Y 100
	K 65

RGB for web

	R 99 G 106 B 121
	R 87 G 159 B 208
	R 37 G 170 B 225
	R 146 G 197 B 235
	R 247 G 148 B 29
	R 119 G 120 B 123

Icon - favicon

Favicon for social media use, Whatsapp, Facebook, LinkedIn etc.



File Name: 06_EDYTE_ICON COLOR
File Name: 06_EDYTE_ICON COLOR_cirle



File Name: 06_EDYTE_ICON_INVERT
File Name: 06_EDYTE_ICON cirle_INVERT

Logotype Versions

Four coloured (CMYK) version

For use only on white and off white background



(C 1, M 1, Y 80)



(K 10)



(C 4, M 4, Y 2)

Monochrome version

For use on any dark background



(C 100, M 86, Y 25, K 40)



(K 60)



(C 60, M 35)



(M 61, Y 100)



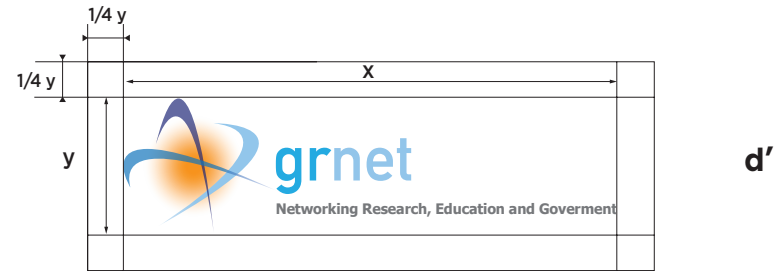
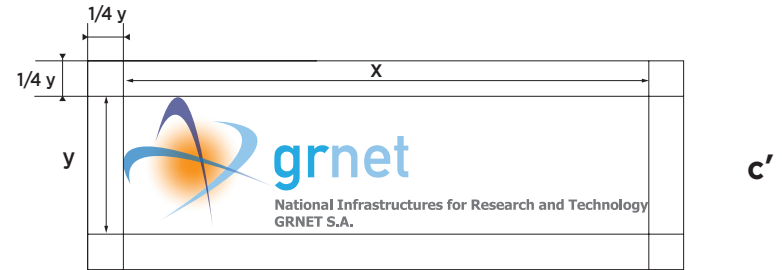
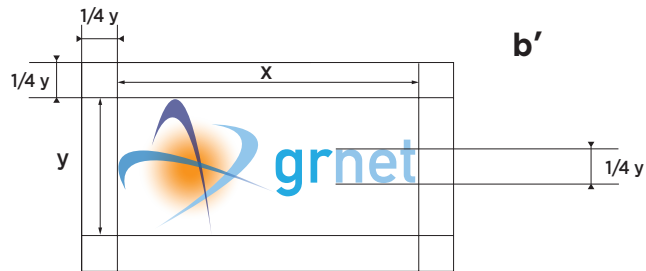
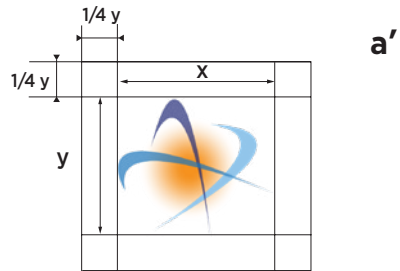
(K 100)

Clear Space

A clear space is defined to maintain the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.

Do not let other graphics or text violate this space.



V DO Right amount of clear space



X DON'T Do not let other graphics or text violate the clear space



Logo do's and don'ts

As a basic rule, the logo should never be altered nor used in any orientation other than horizontal.

Here are some examples of correct and erroneous interpretations:

DO



DON'T



DON'T alter the graphical elements



DON'T change the colors
see p. 4



DON'T add a dropshadow



DON'T use outlines



DON'T change the proportions
of the logo



DON'T change the proportions
of the logo



DON'T rotate the logo



DON'T change the fonts



National Infrastructures for Research and Technology
GRNET S.A.

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