empist.com

VISUAL IDENTITY

BRAND GUIDELINES

EMPIST®


EMPIST®



Our logo is our most valuable and important brand asset.

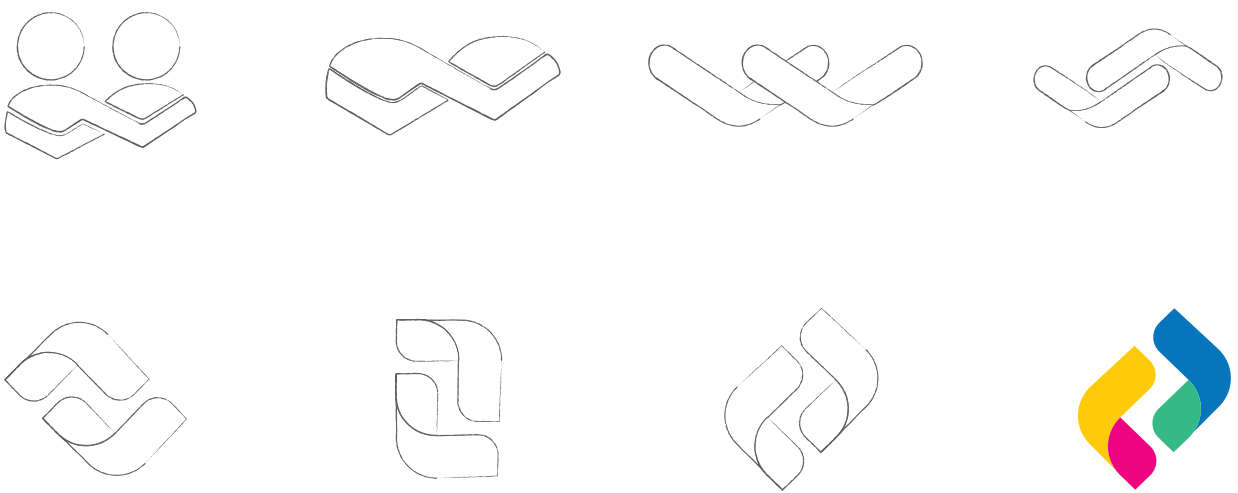


EMPIST

From the Greek word **empist**osini
(=Trust)

STEP BY STEP

LOGO PROCESS



LOGO ANATOMY

LOGO MARK
OR SIMPLY THE MARK



WORD MARK

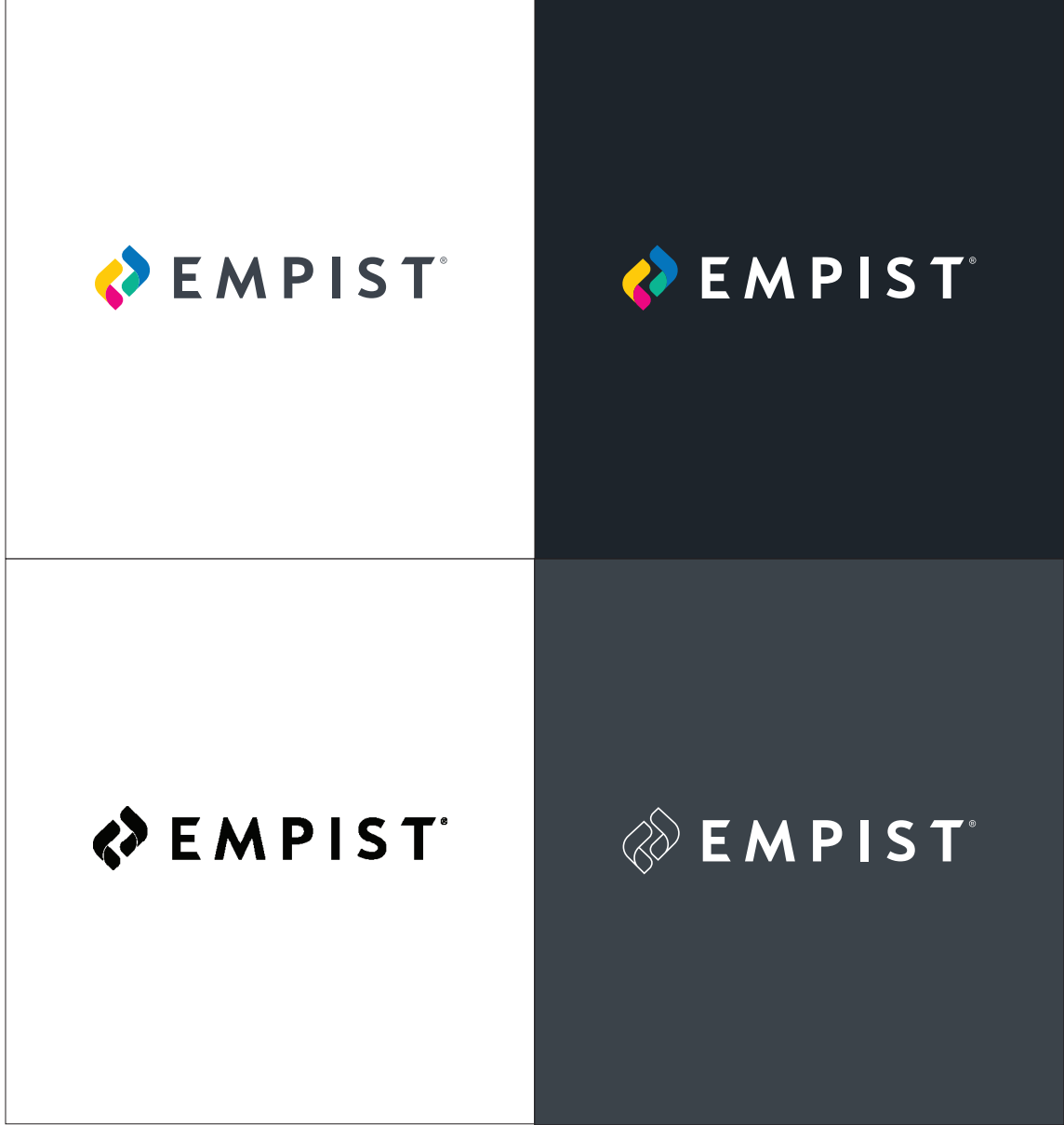
Our logo is considered a combination mark.
It consists of a watermark and a symbol or logo mark.
This combination gives flexibility as either or both can
be used across a variety of applications.

LOGO COLOR

Our logo should always contrast with the background. There are four versions of the logo to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

FULL COLOR
The full color logo on a white background is the preferred version and should be used whenever possible.

SINGLE COLOR
When there are limited number of colors available choose the single color version. Only black and white should be used.





COLOR USAGE

We use multiple colors. Colorful palettes create a sense of openness, diversity and optimism, which are positive for a brand.

A bright combination of blue, teal, magenta and yellow. This mix represents our wide variety of product offerings while communicating TRUST, DEPENDABLE and SECURITY (blue), BALANCE, GROWTH and CALMNESS (teal), OPTIMISM, CLARITY, WARMTH (yellow), CREATIVE, IMAGINATIVE, INSPIRATION (magenta)

Our Logotype color (text) is dark gray. Color of compromise - between black and white. It is neutral and serious and can be combined with almost any other color to impart different messages and to reach different target markets.

COLOR PALETTE

LIGHT GREY

RGB: 60 / 68 / 76

CMYK: 74 / 62 / 53 / 41

HEX: 3c444c

PANTONE: 446 C

DARK GREY

RGB: 31 / 38 / 45

CMYK: 75 / 63 / 53 / 70

HEX: 1f262d

PANTONE: 7547 C

BLUE

RGB: 6 / 117 / 188

CMYK: 87 / 50 / 0 / 0

HEX: 0675bc

PANTONE: 300 C

TEAL

RGB: 0 / 182 / 147

CMYK: 76 / 0 / 56 / 0

HEX: 00b693

PANTONE: GREEN C

YELLOW

RGB: 255 / 203 / 5

CMYK: 0 / 20 / 100 / 0

HEX: ffcb05

PANTONE: 7548 C

MAGENTA

RGB: 237 / 11 / 128

CMYK: 0 / 99 / 11 / 0

HEX: ed0b80

PANTONE: 213 C

USING OUR LOGO

Our logo has been designed to ensure accurate reproduction and legibility across all communications, screen and print. Therefore it is important to pay attention to clear space and minimum sizes stated.

CLEAR SPACE

The clear space around the logo on all slides should be equal to the height of symbol for maximum legibility and impact. These clear space requirements have been accounted for in the supplied logo files. The more clear space, the better.

MINIMUM SIZE

To preserve legibility, the logo should never be printed smaller than 1” wide and should never appear at less than 120 px wide in digital formats.



X = height of symbol

MINIMUM SIZE

1 inch or 120 px

EMPIST®



Our brand is comprised at many colors, graphics and typography styles. Learn how to take full advantage of our design system to apply the brand across various touch points and collateral.

TYPOGRAPHY

The way we use the type is critical to making our designs look thoughtful and professional. You shouldn't need more than three weights in any particular design. In most applications, two weights should be more than enough.

Typography

PROXIMA NOVA

Our type families

We use **Proxima Nova**. These are web safe fonts. Proxima Nova is good also for our Greek website.

Proxima Nova Light
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&


EMPIST®


EMPIST

Promotional Material

PROMOTIONAL MATERIAL

Stationery



PROMOTIONAL MATERIAL

Gift Box





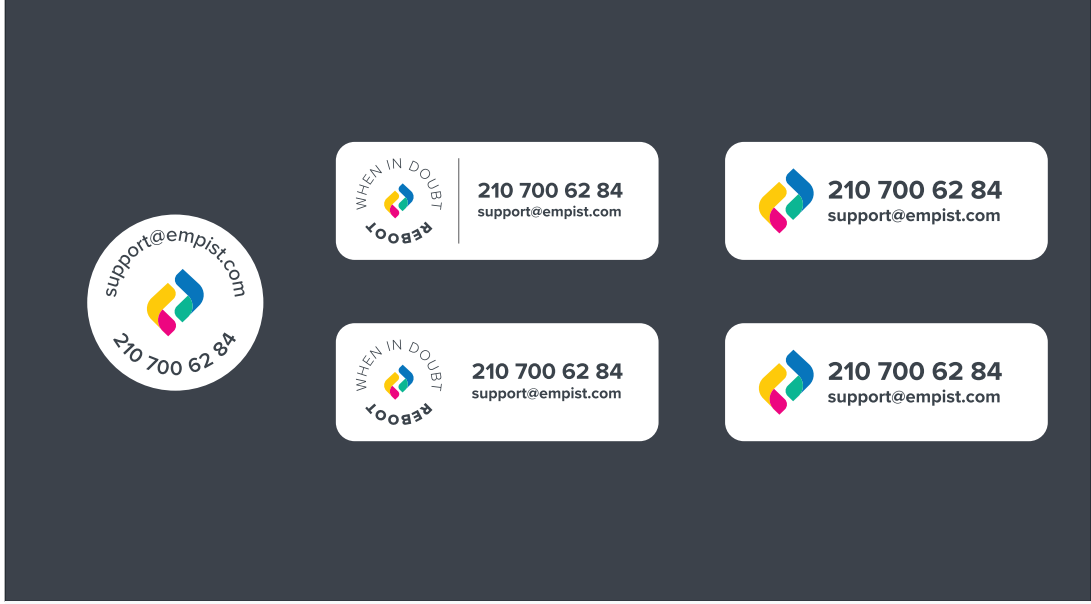
PROMOTIONAL MATERIAL

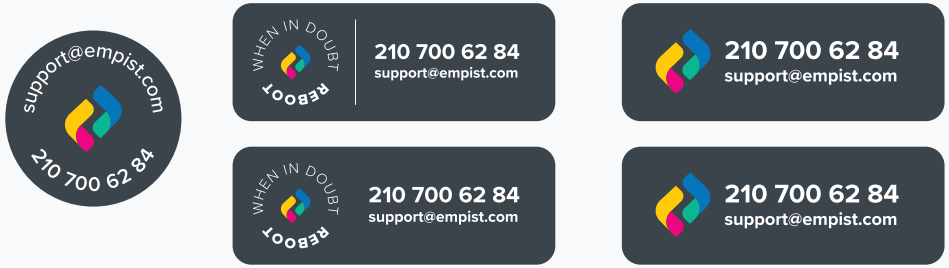
Business Cards



PROMOTIONAL MATERIAL

Stickers





PROMOTIONAL MATERIAL

Apparel









PROMOTIONAL MATERIAL

Misc







PROMOTIONAL MATERIAL

T-Shirts





PROMOTIONAL MATERIAL

T-Shirts





PROMOTIONAL MATERIAL

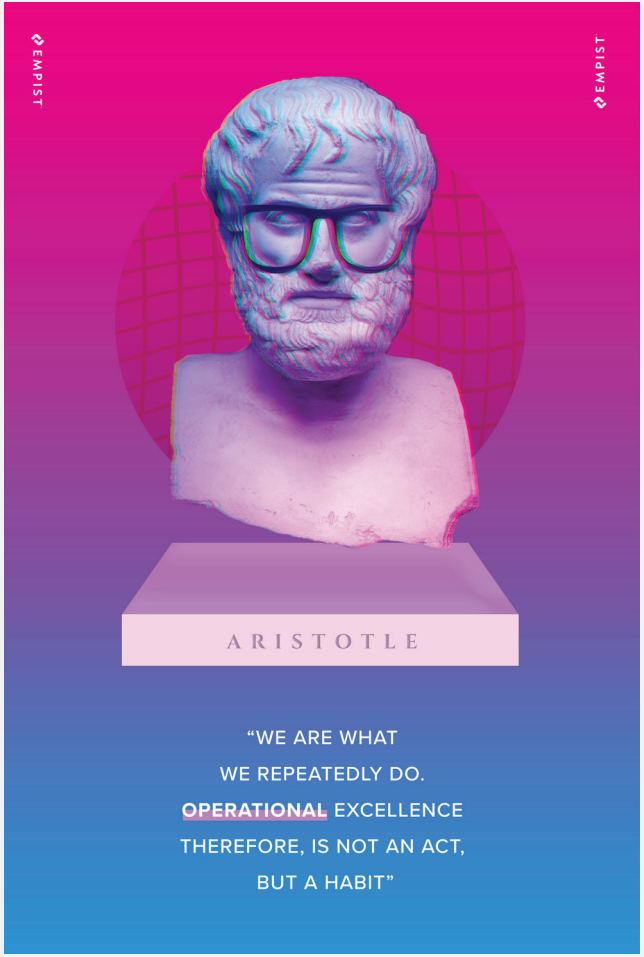
T-Shirts





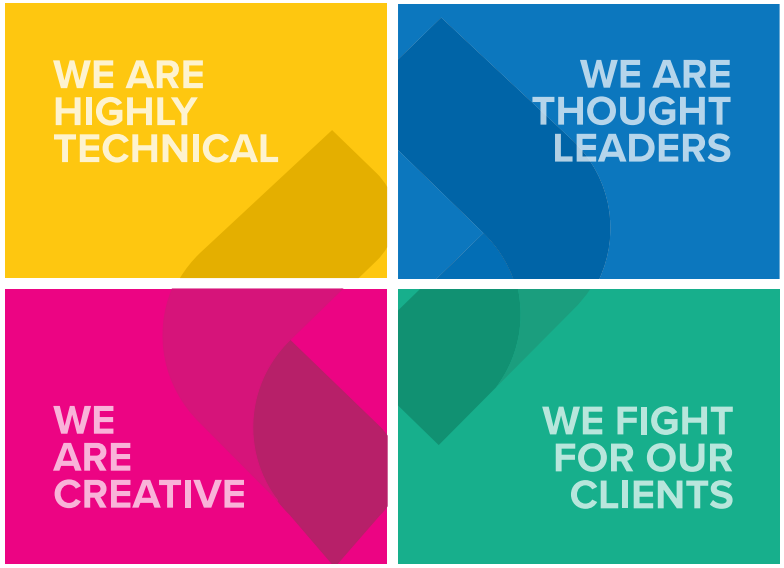
PROMOTIONAL MATERIAL

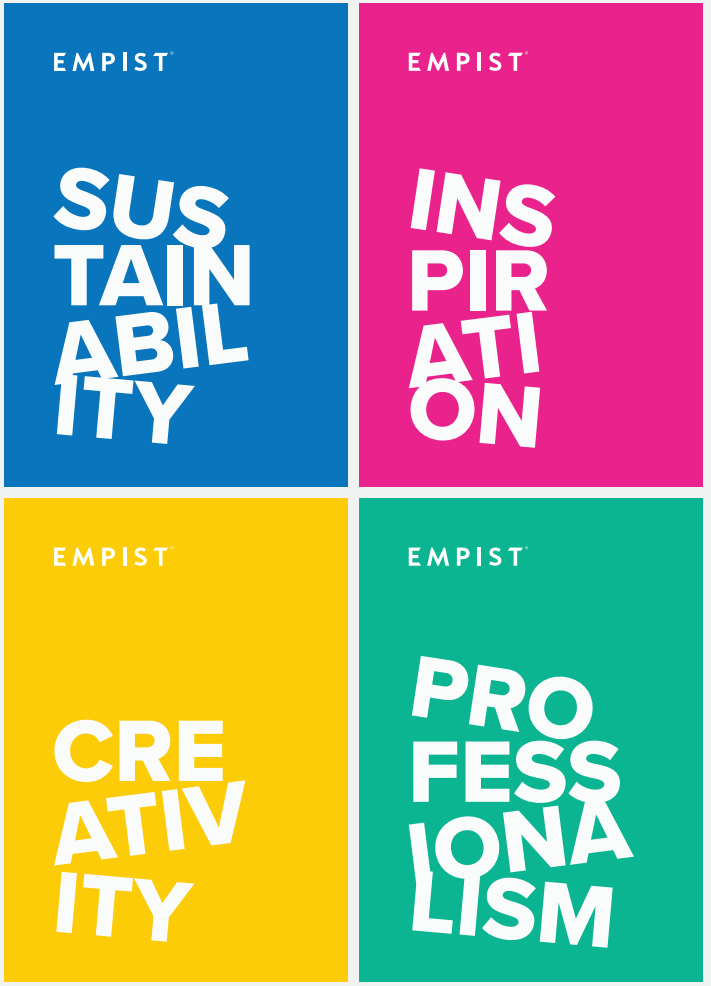
Posters



PROMOTIONAL MATERIAL

Posters





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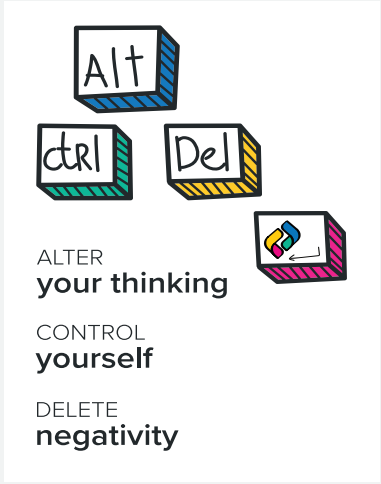
Posters



teamwork

MAKES THE

dreamwork

CREATIVE

EFFECTIVE

INNOVATIVE

COMMUNICATIVE

motivation

GETS YOU STARTED

commitment

KEEPS YOU GOING

THINK BIG

PROMOTIONAL MATERIAL

Wallpaper



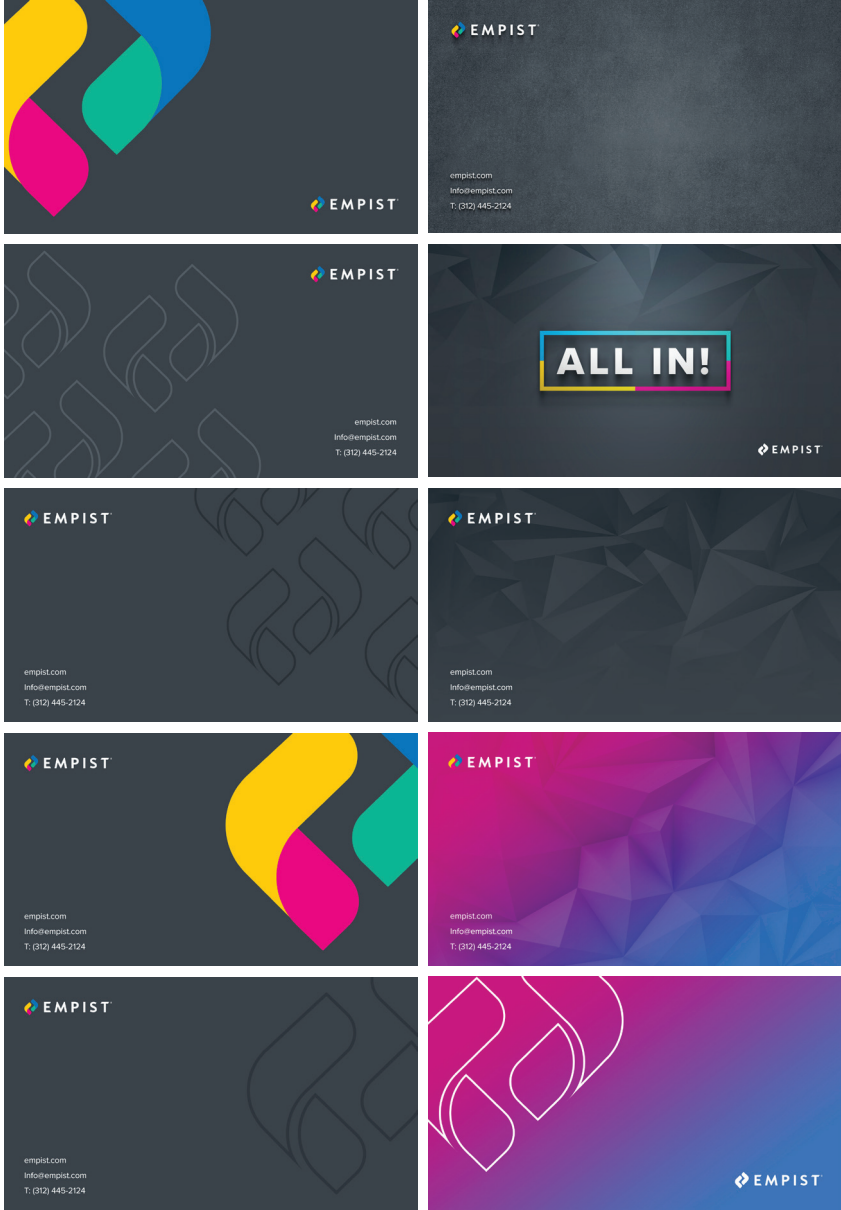
PROMOTIONAL MATERIAL

ID Holder



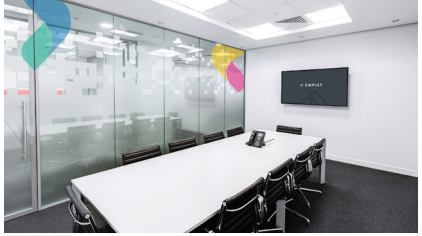
PROMOTIONAL MATERIAL

Zoom Backgrounds



PROMOTIONAL MATERIAL

Zoom Backgrounds

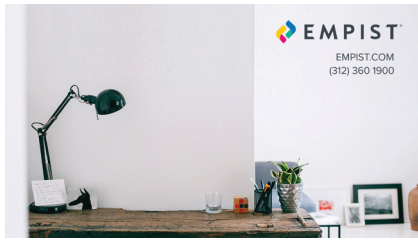














PODCAST BRAND

e-Podcast







