

esplora[®] LOGO USAGE GUIDELINES

THE LOGO

A logo reflects the name and personality of the brand; it can be interpreted as the “face” of the brand. The choice of colours, imagery and general design is then adopted to create a brand’s main direction, clearly aimed at a specific target audience.

In the case of Esplora, the design was aimed to attract both children and adults alike. The colours and shape of the logo’s main image appeals to children yet the logotype helps give the brand a sophisticated edge whilst not limiting it to a corporate and cold facet. The colours and shape of the logo’s main image appeal to children whilst the logotype helps give the brand a sophisticated corporate friendly feel.



MINIMUM LOGO REPRODUCTION

The logo should not be reduced to less than 10mm (1cm) in height. If the logo is reduced to less than the least recommended amount, it might compromise its legibility and effectiveness.

THE COLOURS’ TECHNICAL DETAILS

The RAL and PANTONE colours are to be used for technical specifications when these are necessary for the interior or for offset printing. Due to the nature of the logo itself, using the CMYK/RGB colours would be preferable for both digital print and web material.

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|---|---|---|
|  | PANTONE 129 C CMYK 5, 19, 100, 0 RGB 238, 189, 0 RAL 1017 |  |
|  | PANTONE 368 C CMYK 50, 0, 100, 0 RGB 128, 189, 38 RAL 6018 |  |
|  | PANTONE 667 C CMYK 52, 68, 21, 31 RGB 83, 57, 92 RAL 4005 |  |
|  | PANTONE 298 C CMYK 73, 21, 13, 1 RGB 48, 141, 183 RAL 5012 |  |
|  | PANTONE 157 C CMYK 1, 47, 71, 0 RGB 236, 134, 69 RAL 1037 |  |
|  | PANTONE 485 C CMYK 7, 98, 92, 1 RGB 204, 11, 34 RAL 2002 |  |

INAPPROPRIATE LOGO USAGE

Due to the complexity of the logo’s colours and transparency, it is important that the background of the logo is kept to plain white. The proportions, colours, transparencies and amoeba shapes should also not be tampered with. These elements should be kept to the ones specified in this manual.



THE AMOEBAS

The logo’s primary shape is comprised of the amoeba. This shape provides the main colours, personality and attitude which is translated across the brand, through its advertising, printed collateral and interior design. The word AMOEBAS derives from name “amibe” from the Greek amoibe, meaning change. The amoeba was chosen as a canvas upon which to portray the brand so as to convey the brand’s intrinsic contrast between simplicity and complexity, fun and seriousness. It represents these multi-faceted qualities, whilst also exuding depth of scientific thought.

The main shape is created by layering the amoeba shapes and setting the transparency blend space to “multiply”. This creates a kaleidoscopic effect of colour, giving the logo a fun and playful edge.

