

Logo Manual



HellasQCI - Quantum Communication Infrastructure for Greece

The logo

The contents of this manual will tell you how to use the corporate identity correctly. Everyone who uses it must understand the rules governing the “building blocks” of our image-the symbol, the logotype, colors.

The logo is an important part of a visual identity and it is the first element that people connect with a company. Formats EPS/AI are vector formats:

a mathematical string of commands indicating direction, colour, width, etc.

You can drag and resize EPS and AI formatted graphics to any size, from a postcard to a 10 m2 advertisement billboard, and maintain the quality of the logo or graphic intact.

TIFF/ JPEG are “rasterized” images

with a specific pixel size that cannot be enlarged without losing design details.



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Colours

HQCI logo colour palette consists of 4 colors.

These colours are used in the logo prints.



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RGB



31, 54, 109



29, 152, 212

CMYK



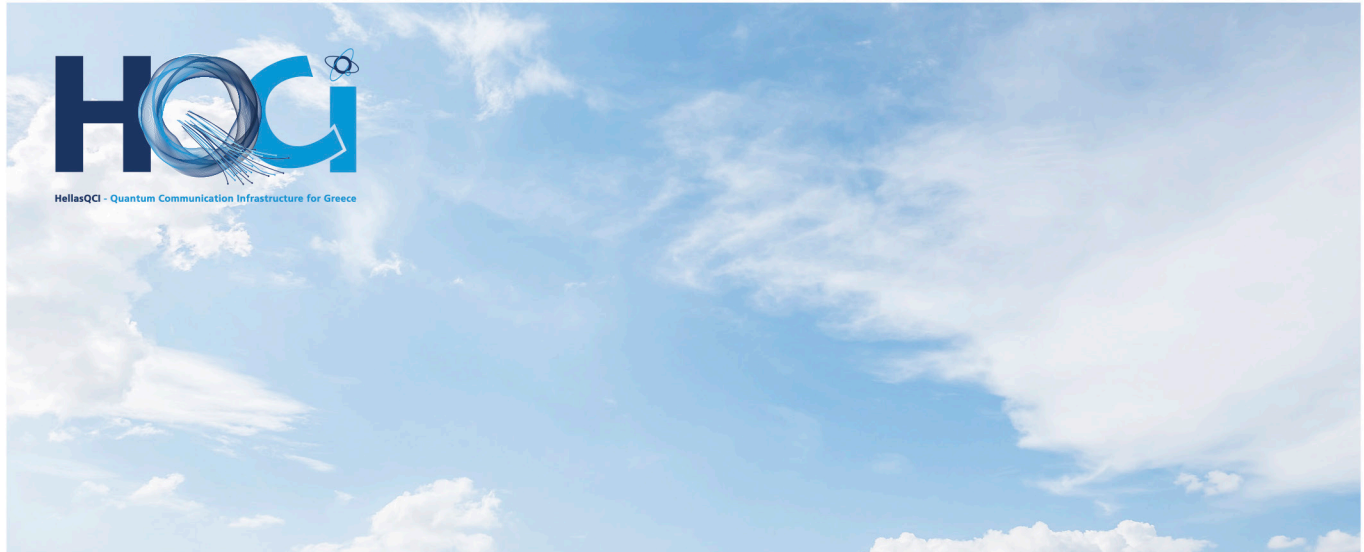
C100 M84 Y34 K18



C76 M24 Y1

Use with photo background for print and web

Use appropriate margin around the logo to let it breathe. Make sure the logo has appropriate contrast with the background. If placing the logo over an image, make sure the area underneath is not busy.



LOGO on background colour for print and web - VERSION 1

Use appropriate margin around the logo to let it breathe. Make sure the logo has appropriate contrast with the background. If placing the logo over an image, make sure the area underneath is not busy.



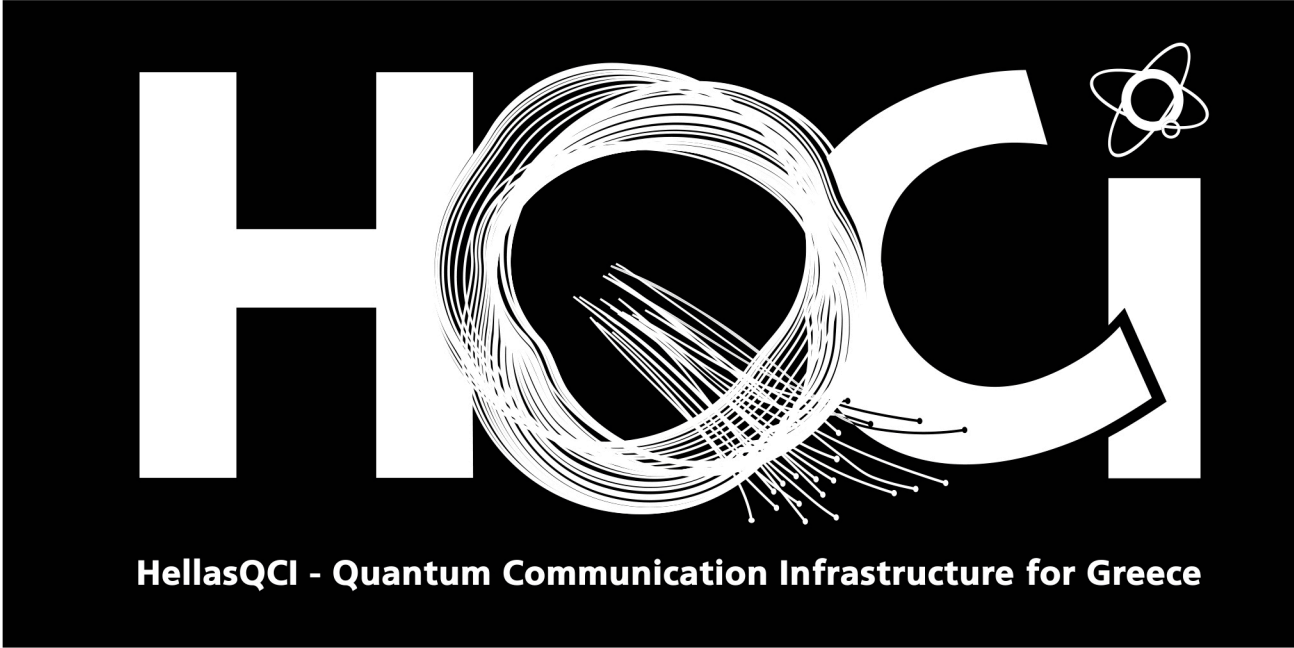
LOGO on background White for print and web - Version 2

Use appropriate margin around the logo to let it breathe. Make sure the logo has appropriate contrast with the background. If placing the logo over an image, make sure the area underneath is not busy.



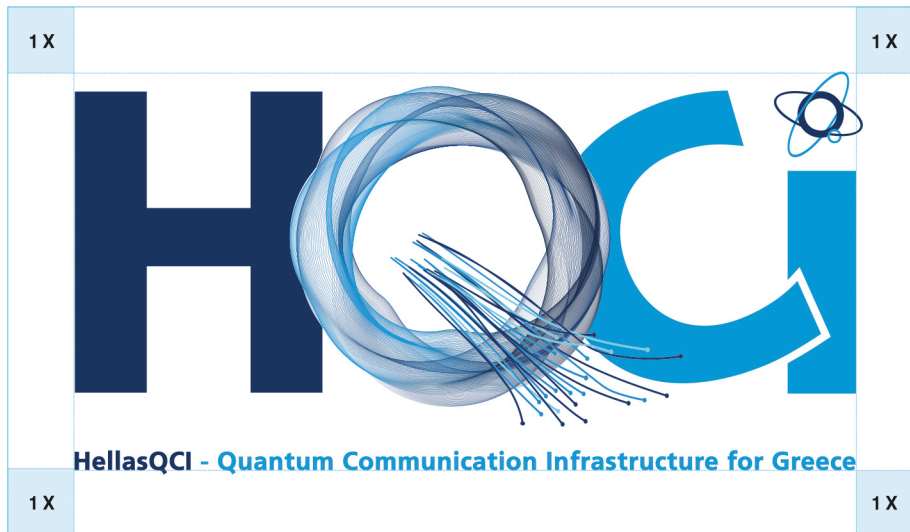
LOGO White

Single colour logo white



Clear Space

Clear space is the area that is required around the outside of our symbol. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement "X" as shown.



Preferred sizes

These are the preferred sizes of the logo for use on stationery and literature.



30mm



45mm



60mm

Favicon_ logo for cloud



40x40pixels

Logo for Social

view 1/2 size



Facebook 40x40pixels



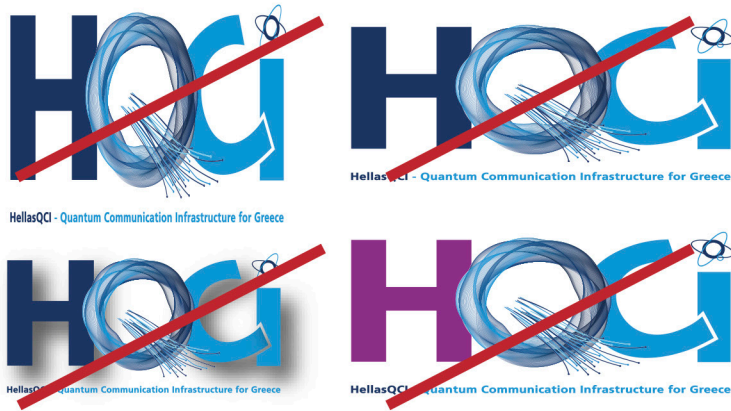
Linkedin 300x300pixels



Twitter 400x400pixels

PROHIBITED

USES OF THE LOGO. Don't do any of these!





Thank you

For special applications approval
from the marketing department is needed.