



## Brand Guidelines: Basic Instructions for the correct usage of EDSC Corporate Identity

The usage of the Corporate Identity elements (*symbol, logo, typography and colour scheme*) - **EDSC: European Day of Sustainable Communities**, should follow this this basic guidelines. This elements should be used, respecting this basic instructions in order to its correct graphic application, respecting they're specific characteristics, forms and position.

This is the Main Identity of **EDSC** (*symbol, logo, typography and color scheme*), to be used when need to identify or to communicate a event that evolves this event. When used in a complex background should always use a white protecting box (logo mark protection area). The "sacred area" can't be changed, modified or add any kind of estrange elements to this logo.

**Right: EDSC's Main logo mark.**



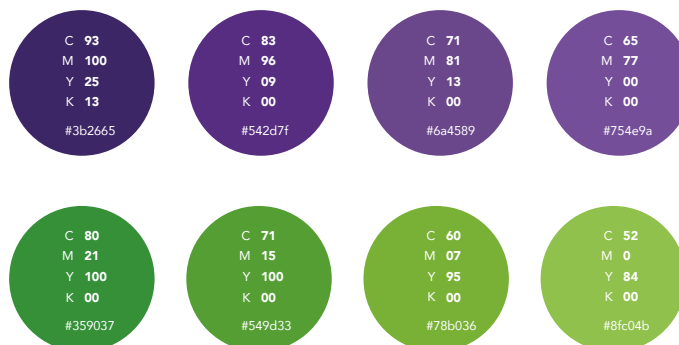
**Notice!** If you still having doubts about the best way, or how to use this Corporate Identity in your graphic communication, or design pieces, you can ask our support trough our **Communication Coordinator**.

The **EDSC** Corporate Identity its a system. In our Guidelines, we consider the usage of other secondary versions of our logo mark, **like the one bellow** (*horizontal*). The logo's **safe and restrict areas** follows the same behaviour of the Main logo mark.



**Colors: Main Corporate Color Sys**

This is **EDSC's** Corporate colour scheme. It's not recommend the usage of other different colours, combinations that don't follows this Brand Guidelines. Only can be admitted different configurations when clearly authorised by **Communication's Coordinator**.



**Typography: Lato Family**

Lato Light *italic*  
Lato Regular *Italic*  
Lato Medium *italic*  
Lato SemiBold *italic*  
Lato Bold *italic*  
Lato Heavy *italic*  
Lato Black *italic*