Esparter Visual Identity Guidelines

Helping to create a consistent visual identity through correct logo and icon usage, font choice, colour and composition

The brandmark

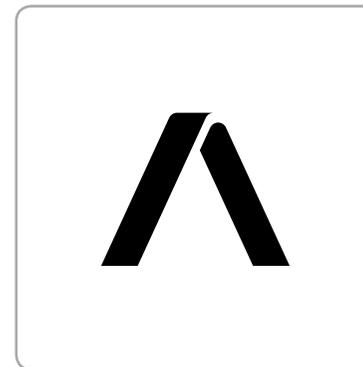## Esparter uses a brandmark as part of the logo. This is referred to as 'The Blade'.

The brandmark can be used on it's own depending on the situation. There are 4 versions of The Blade to choose from. The correct choice of version will depend where and how it is being used. Here are some examples.

esp-blade-col: This textured version should be favoured whenever possible. If using below 40px consider using the flat versions below. See metrics later on in this guide for clearance rules.

esp-blade-flat-green: Use when single colour printing is required or below 40px on screen.

esp-blade-flat-black: Use when single colour printing is required or below 40px on screen.

esp-blade-flat-white: Use when single colour printing is required or use on dark backgrounds, or below 40px on screen.

The logotype

The Esparter logotype includes the brandmark.

The logotype should be used to introduce the brand so in most cases this will be on the homepage of the website, front covers for presentations, documents and in advertising.

esp-full-col-black: This textured version should be favoured whenever possible. This version should be used on lighter backgrounds when possible.

esp-full-col-white: This textured version should be favoured whenever possible. This version should be used on darker backgrounds when possible. The blue used here is an example.

esp-full-flat-green: For use where single colour printing is required or below 40px on screen.

esp-full-flat-black: For use where single colour printing is required or below 40px on screen.
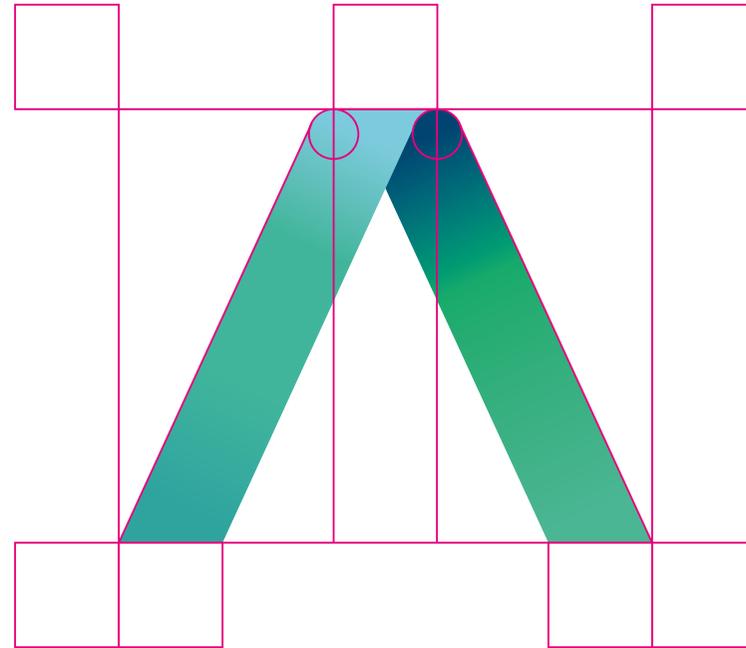
esp-full-flat-white: For use where single colour printing is required or use on dark backgrounds, or below 40px on screen.
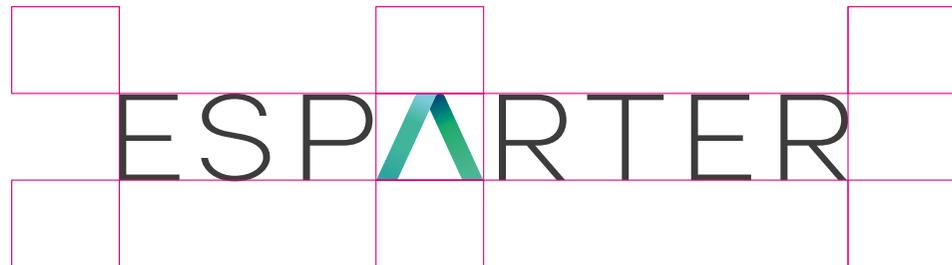
Exclusion areas

Correctly spacing the logotype and brandmark

It's important to allow the logotype and brandmark to breathe. For this reason, please follow the guidelines opposite for spacing and exclusion areas.

The width of the blade strand, from the base is used to set the exclusion areas.

The full width and height of the blade relative to the logotype is used to set the exclusion and spacing areas.

Typography

Font family, spacing and colour

Correct font usage helps with consistency and visual identity. The details on this page will help you to decide what works best.

The font chosen here is Sofia which has a clear presentation at all sizes. When it's not possible to use this font, Helvetica or Ariel should be substituted.

Sofia Pro

https://typekit.com/fonts/sofia-pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%&*()_+{}[]:";'<>?,./

Sofia Pro Bold: Used for main page headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%&*()_+{}[]:";'<>?,./

Sofia Pro Medium: Used for sub headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
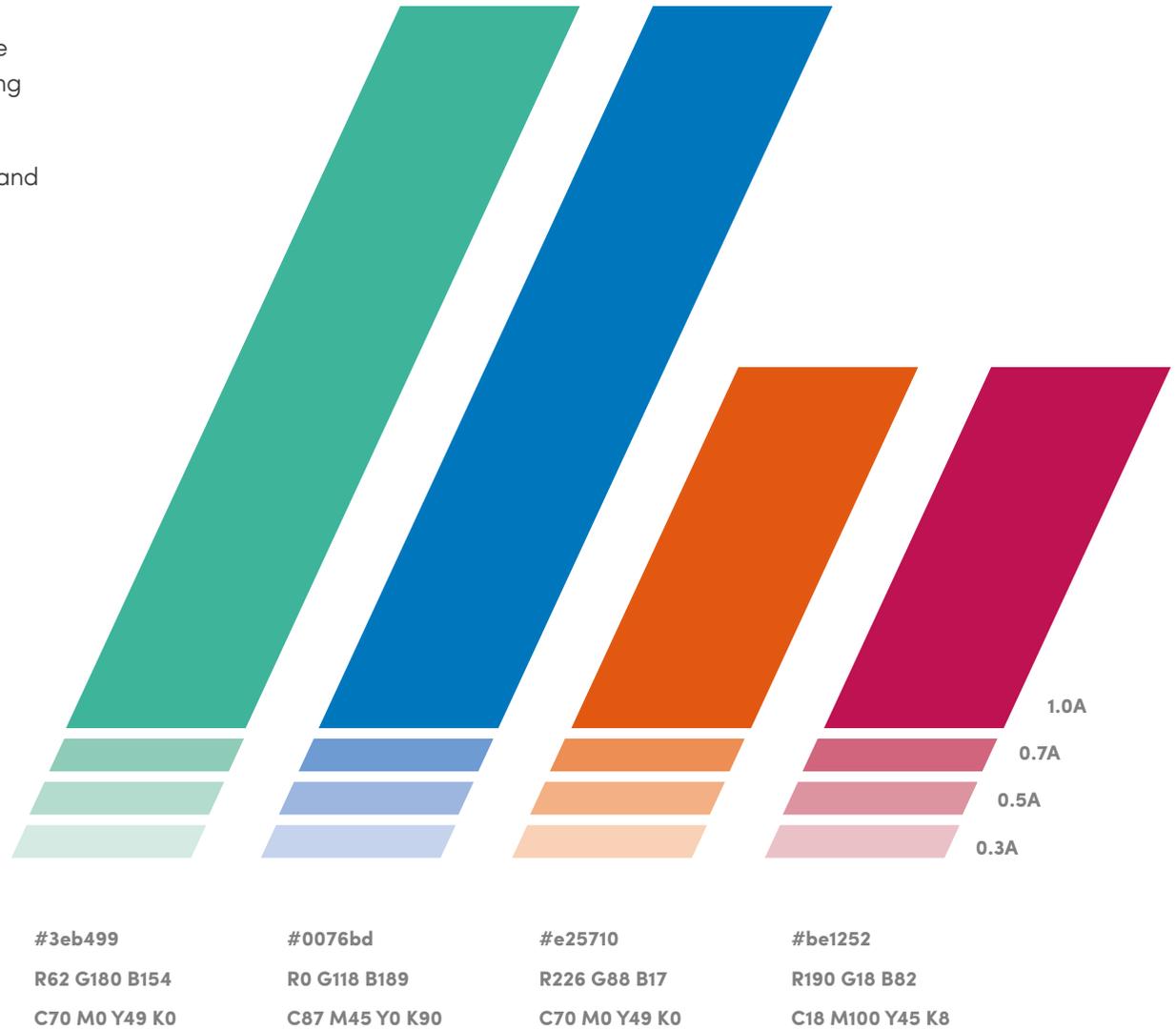
0123456789!@£$%&*()_+{}[]:";'<>?,./

Sofia Pro Light: Used for body and paragraph text

Colour

How colours are used.

The Esparter logo and other brand assets use colours to create an identity. The details of these colours can be found here. Using transparency extends the colour palette even further.

The blue and green are the primary colours while the orange and magenta are secondary.

1.0A

0.7A

0.5A

0.3A

#3eb499

R62 G180 B154

C70 M0 Y49 K0

#0076bd

R0 G118 B189

C87 M45 Y0 K90

#e25710

R226 G88 B17

C70 M0 Y49 K0

#be1252

R190 G18 B82

C18 M100 Y45 K8

Examples

What version to use

While there are multiple brand assets available, these examples will help you to choose the file version best suited to its usage. Flat versions of the logotype and brandmark work better at smaller sizes, the though the full colour textured versions have more impact at larger sizes.
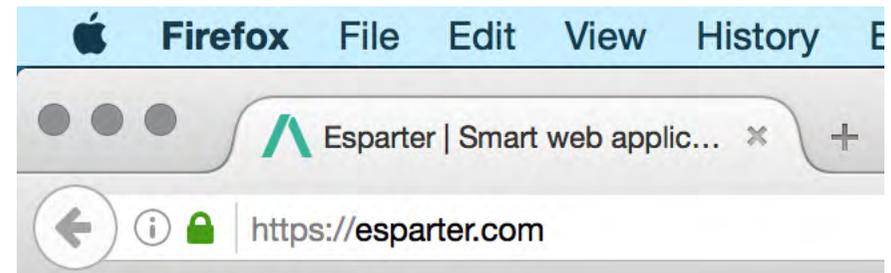

Social icon: **esp-blade-flat-white** on a blue background

Two colour screen print t-shirt: **esp-full-flat-green-rev** and **esp-blade-flat-green**

Full colour litho or digital print: **esp-full-col-white** and **esp-blade-col**

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Favicon: **esp-blade-flat-green**