

# BRANDBOOK



epihunter®

# LOGO: form and orientations



Vertical positive logo  
(preferred orientation)



Horizontal positive logo



Shortened positive logo



Vertical reversed logo  
(preferred orientation)



Horizontal reversed logo



Shortened reversed logo

# LOGO: clear space and minimum size



Vertical logo clear space



Horizontal logo clear space



Shortened logo clear space

# LOGO: don't do this.



## DON'T:

- 1/ Scale the logo unproportionately
- 2/ Mix the colourpalettes
- 3/ Change the logo colors
- 4/ Add extra effects
- 5/ Change the orientation
- 6/ Use without ® symbol
- 7/ Make alterations, additions or substitutions

# PALETTE: general



C81 M24 Y59 K8  
R36 G136 B117  
PANTONE  
#248875



C51 M0 Y81 K0  
R144 G194 B85  
PANTONE  
#90C255



C57 M0 Y35 K0  
R114 G195 B182  
PANTONE  
#72C3B6



C0 M0 Y0 K0  
R255 G255 B255  
PANTONE  
#FFFFFF

# PALETTE: medical



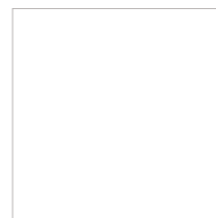
C65 M66 Y36 K25  
R69 G81 B106  
PANTONE  
#60516A



C55 M3 Y21 K0  
R119 G196 B206  
PANTONE  
#6BC3CB



C17 M23 Y3 K0  
R216 G202 B224  
PANTONE  
#D8CAE0



C0 M0 Y0 K0  
R255 G255 B255  
PANTONE  
#FFFFFF

# TYPOGRAPHY

## DOSIS REGULAR

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss  
Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## NUNITO SANS LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww  
Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## NUNITO SANS SEMI LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# PHOTOGRAPHY

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# EXAMPLES

missie & visie  
icons  
epiholder  
packaging  
terminology  
customer journey  
website  
cases?