

Innovation for tomorrow's journey.

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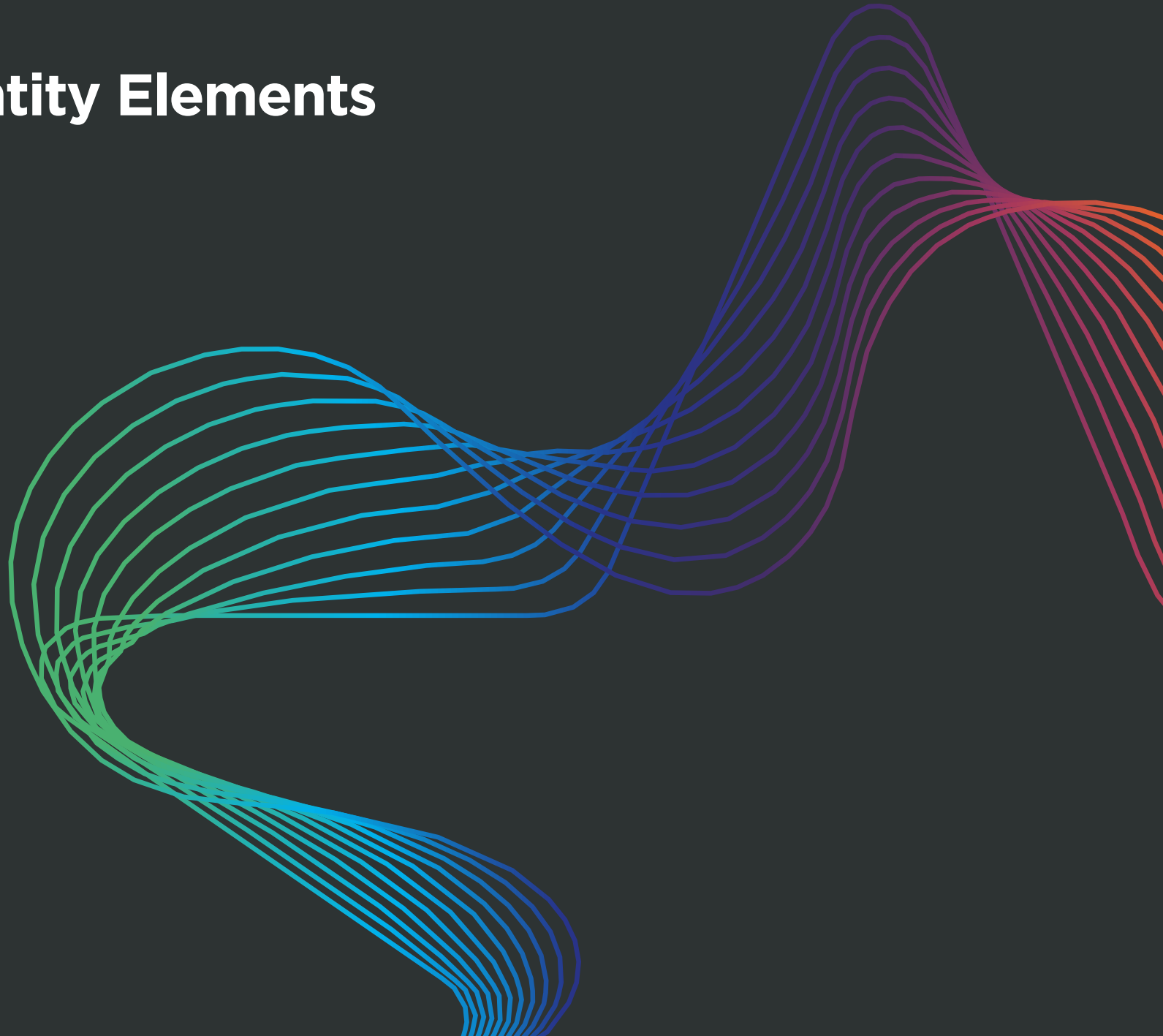
1. Introduction

These guidelines cover the key design elements within the ERTICO Visual identity. Here you will find information including guidance on brand signature usage, colour palette and tone of voice, and application examples to help you create communications on brand.

if you have any questions regarding the guidelines, please contact the ERTICO Communications Department.

2. Visual Identity Elements

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Ensuring consistency

For consistency, do not reproduce the brand signature in a form or colour different to the examples shown in this section. Shown below are the preferred versions for print.



Full colour - ERTICO Master Block Signature - CMYK



Full colour - ERTICO Master Signature - CMYK

ITS Europe

For consistency, do not reproduce the brand signature in a form or colour different to the examples shown in this section. Shown below are the preferred versions for print.



Full colour - ERTICO Master Block Signature with Tagline - CMYK



Full colour - ERTICO Master Signature with Tagline - CMYK

Monochrome

The CMYK Signature is the preferred version. However, there may be some instances where a monochrome version is required. In this case, a 100% black version should be used.



Mono - ERTICO Master Block Signature - 100%K



Mono - ERTICO Master Signature - 100%K

Monochrome ITS Europe

The CMYK Signature is the preferred version. However, there may be some instances where a monochrome version is required. In this case, a 100% black version should be used.



Mono - ERTICO Master Block Signature - 100%K



Mono - ERTICO Master Signature - 100%K

Sign-off

Small sizing

The legibility of the sign-off is critical, especially when scaling to accommodate smaller applications. If used smaller than 30mm wide or on digital assets, please delete the tagline 'Innovation for tomorrow's journey'.



Clear space

Clear space

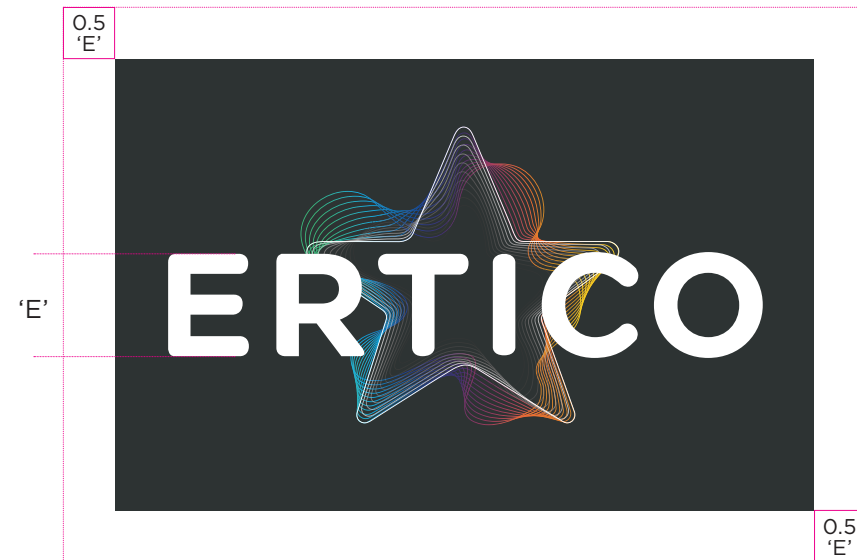
The dark rectangle naturally preserves the legibility of the signature, along with a minimum amount of clear space surrounding the outer frame, thus separating it from other graphic elements.

Minimum sizing

The legibility of the logo is critical, especially when scaling to accommodate smaller applications. The logo should ideally not be used smaller than 35 mm wide in CMYK and Mono.

Restricted areas

In extreme circumstances where space is limited, for example social media and 'giveaways' the 'ERTICO' namestyle can be used as illustrated below.



35mm



35mm

Sub-branding

For sub-branding identities we follow the same typographic style as in the ERTICO master signature, creating a consistent style throughout the brand architecture. The information is separated from the name by a dividing line to create a 'lock-up'.



Signature block

THINK
TANK

by
ERTICO
25 JUNE 2019

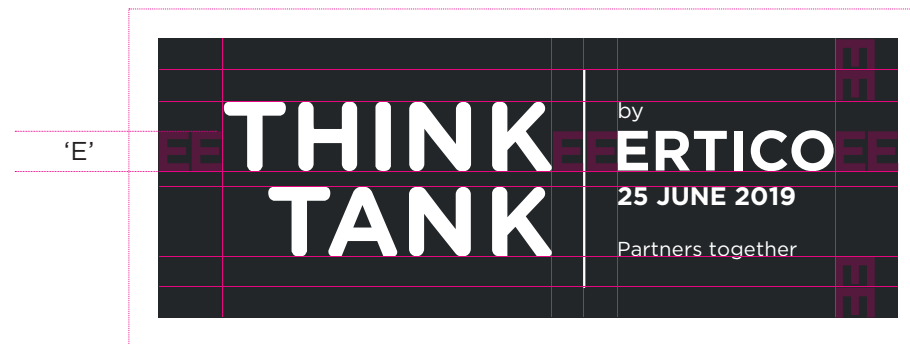
Partners together

Accent colour palette 'E Pale Blue'

Build and clear space

Shown opposite are the elements used to create the sub-branding 'lock-up'.

The block version naturally preserves the legibility of the signature, along with a minimum amount of clear space surrounding the outer frame, thus separating it from other graphic elements. .



Signature block

Sub-branding matrix



White sub-branding and lock-up on Accent colour block



Accent colour palette sub-branding with Black lock-up



White colour block with transparent sub-branding and Black lock-up

Example background graphic

A powerful design element

Few design elements are more powerful than colour. Therefore, it is critical that colour be used correctly to ensure a consistent and unified presentation of our brand.

Core

The core colours represent the heart of ERTICO.

Focus

The 4 key focus areas.

Accent

The accent colours offer flexibility and vibrancy to our communication materials. Used for highlighting messaging, call-outs and info graphics.

Core



ERTICO Charcoal



Black



White



ERTICO Warm Grey

Focus



Clean Mobility



Connected &
Automated driving



Urban Mobility



Transport &
Logistics

Accent



E Green



E Pale Blue



E Dark Blue



E Purple



E Red



E Orange



E Mustard



E Yellow







E Dark Grey



E Pale Grey















Primary Specifications

To maintain colour consistency across all media, specifications have been prepared for PANTONE®, CMYK, RGB and Hexadecimal formats.

	Colour Name	PANTONE®	CMYK	RGB	HEX
	ERTICO Charcoal	447 C	70 60 60 60	48 52 52	# 303434
	Black	Process Black	0 0 0 100	0 0 0	# 000000
	ERTICO Warm Grey	7539 C	10 0 0 65	105 116 122	# 69747a
	White	n/a	0 0 0 0	255 255 255	# ffffff

Accent Specifications

To maintain colour consistency across all media, specifications have been prepared for PANTONE®, CMYK, RGB and Hexadecimal formats.

	Colour Name	PANTONE®	CMYK	RGB	HEX
	Clean mobility	3258 C	65 0 39 0	69 194 177	# 45c2b1
	Connected & Automated driving	Violet C	94 100 0 0	65 0 153	# 451683
	Urban Mobility	7625 C	0 81 76 0	231 79 61	# e74f3d
	Transport & Logistics	1235 C	0 33 88 0	255 183 27	# fb bd27
	E Green	346 C	70 0 70 0	73 177 112	# 45b97c
	E Pale Blue	306 C	72 9 0 0	0 177 235	# 00b1eb
	E Dark Blue	7687 C	100 88 8 0	39 52 139	# 332e86
	E Purple	269 C	88 94 23 13	67 45 106	# 46266a
	E Red	7434 C	26 86 38 18	167 56 92	# a0385d
	E Orange	1585 C	0 70 90 0	236 103 38	# fa711d
	E Mustard	7555 C	15 42 100 4	214 151 0	# cd9b12
	E Yellow	115 C	0 15 92 0	255 213 0	# f8db1a
	E Dark Grey	445 C	69 54 55 30	83 89 88	# 4f5859
	E Pale Grey	441 C	30 16 22 0	189 199 196	# bdc7c4

Typeface

Gotham is ERTICO's primary typeface. It is recommended for main titles, bodycopy and generic text in all externally produced documentation.

In all ERTICO publications it is recommended that body text is reproduced using PANTONE® 426 or Black 100%.

Gotham (Opentype) Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Opentype) Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Opentype) Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

