

# Eastern & Central COMMUNITY TRUST

## LOGO GUIDELINES 2019

### PRIMARY LOGO

The grey frame indicates the exclusion zone and is the minimum area around the logo that should remain clear of typography or graphical element (e.g. other logos). The exclusion zone is defined by E, which is the exact height of the word Eastern in the logotype. This zone remains constant regardless of the size or application of the logo.

The full colour horizontal logo on the right is the primary logo and should be used whenever possible. The logo should be placed on a clean white background and be clearly visible in all instances.



Eastern & Central  
COMMUNITY TRUST



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### PRIMARY COLOUR



C: 100  
M: 66  
Y: 0  
K: 2

Pantone  
Reflex Blue C

R: 0  
C: 84  
B: 160  
#: 0054A0

### MINIMUM SIZE

The logo is not intended to be used at sizes less than 40mm wide.

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40mm

### CORPORATE FONTS

# Oswald (OTF) Bold

Montserrat Medium Italic

Montserrat Light

Montserrat Bold

