



ELKO[®]
GROW SMARTER



THE ELKO LOGO CONSISTS OF THE TEXT FIELD ELKO WITH AN INTEGRATED GRAPHIC SIGN. THE GRAPHIC SIGN OFFERS A BROAD VIEWPOINT THAT MAKES IT POSSIBLE TO LINK THE KNOWLEDGE FIELDS OF OUR PARTNERS AND TO UNDERSTAND CUSTOMER INSIGHTS.
IT REPRESENTS AN OPEN DOOR FROM ABOVE OR A POINT WHERE THE DIVERSITY OF PRODUCTS/SERVICES BEGINS.
IT SERVES AS AN ADDITIONAL GRAPHICAL SIGN FOR ALL COMMUNICATION MATERIALS.

THE GRAPHIC SIGN IS TO BE USED IN COMMUNICATIONS, THE OFFICE, PRESENTATION DOCUMENTS AND MATERIALS, AS WELL AS OUTDOOR SOLUTIONS.



BASIC LOGO _ 2-COLOUR



BASIC LOGO _ 1-COLOUR _ INVERSE



BASIC LOGO _ 2-COLOUR



BASIC LOGO _ 1-COLOUR _ INVERSE



BASIC LOGO _ 2-COLOUR



BASIC LOGO _ 1-COLOUR _ INVERSE



BASIC LOGO _ 2-COLOUR



BASIC LOGO _ 1-COLOUR _ INVERSE



THIS MAY ONLY BE USED AGAINST A VERY DARK BACKGROUND (MORE THAN 90% BLACK)



MONOCHROME_ONE COLOUR



MONOCHROME_ONE COLOUR _ INVERSE



ELKO[®]

BASIC LOGO _ 2-COLOUR



ELKO[®]

GROW SMARTER

BASIC LOGO _ 2-COLOUR
WITH AN INTEGRATED SLOGAN

THE LOGO WITH A SLOGAN IS RECOMMENDED FOR USE
IN ALL COMMUNICATION MATERIALS.
A SLOGAN USAGE IN STATIONERY MATERIALS IS OPTIONAL



ELKO[®]

COUNTRY NAME

BASIC LOGO _ 2-COLOUR
WITH INTEGRATED COUNTRY NAME



ELKO[®]

GROUP

BASIC LOGO _ 2-COLOUR
WITH INTEGRATED CORPORATE NAME EXTENSION



XLOGO

part of **ELKO** Group

RE_BRANDING
1ST STEP _ ADD SIGNATURE



ELKO[®]



ELKO[®]

COUNTRY NAME

RE_BRANDING
2ND STEP _ ELKO

TWO-STEP RE_BRANDING PROCESS

ELKO®



ELKO®
GROUP



ELKO®
COUNTRY NAME



ELKO®
GROW SMARTER



X

X

ELKO LOGO FOR DIGITAL MEDIA
SMALLEST RECOMMENDED SIZE X >100PX

ELKO LOGO FOR PRINTED MEDIA
SMALLEST RECOMMENDED SIZE X >25MM



ELKO SIGN (ICON) FOR DIGITAL MEDIA
SMALLEST POSSIBLE SIZE >5PX



ALL INTERNAL PROPORTIONS AND THE AREA
OF THE LOGO ARE BASED ON THIS PRINCIPLE,
WHICH IS TO BE APPLIED IN ALL USAGES



THE LOGO AGAINST VARIOUS BACKGROUNDS



THE LOGO AGAINST VARIOUS IMAGE BACKGROUNDS

THE LOGO MAY BE USED WITH VARIOUS COLOURS IN THE BACKGROUND:
INVERSE VERSION FOR INTENSE CONTRAST WITH HOMOGENEOUS COLOUR BACKGROUNDS
BASIC VERSION WITH SOFT PASTEL COLOUR BACKGROUNDS



THE LOGO ON LIGHT/DARK METAL



THE LOGO ON LIGHT/DARK GLASS



THE LOGO ON LIGHT/DARK LEATHER



THE LOGO ON LIGHT/DARK WOOD



THE APPLICATION OF THE LOGO ON VARIOUS MATERIALS WILL DEPEND ON THE NATURE OF THE MATERIAL AND THE UTILISED MANUFACTURING TECHNOLOGY.
THE MAIN ISSUES CONCERN VISIBILITY AND LEGIBILITY.
THE DISPLAYED EXAMPLES ARE OF A RECOMMENDATORY NATURE

BASIC COLORS _ MAIN ID ELEMENTS



PMS 7545
C55 M30 Y15 K 50
R66 G85 B99

RAL 5001
NCS S 6030-B



PMS Process Cyan
C100 M0 Y0 K0
R0 G174 B239

~ RAL 5015 (CLOSEST)
~ NCS S 1565-B (CLOSEST)



PMS 376
C50 M0 Y100 K0
R132 G189 B0

~ RAL 6018 (CLOSEST)
NCS S 1070-G40Y



PMS 165
C0 M70 Y100 K0
R255 G103 B31

RAL 2008
NCS S 0580-Y60R



PMS 130
C0 M30 Y100 K0
R242 G169 B0

RAL 1021
NCS S 0580-Y10R

ADDITIONAL COLOR PALETTE _
PRODUCTS, SERVICES, NAVIGATION
AND OTHER ELEMENTS



K90
R65 G64 B66

RAL 7021
NCS S 8500-N

K10
R230 G231 B232

RAL 9002
NCS S 1500-N



K100
R35 G31 B32

RAL 9017
NCS S 9000-N

K0
R255 G255 B255

RAL 9003
NCS S 0300-N

A SINGLE COMMUNICATION OR STATIONARY LAYOUT SHOULD NOT BE USED MORE THAN ONCE IN TERMS OF A BRIGHT IDENTITY COLOUR. IN EXCEPTIONAL CASES, MORE THAN ONE BRIGHT COLOUR CAN BE USED IF THAT IS NECESSARY TO CLEARLY DISPLAY PRODUCTS, SERVICE SEGMENTATION AND/OR NAVIGATION. IN SUCH CASES, MULTIPLE COLOURS MUST BE USED IN SMALL AMOUNTS, MAINLY FOR BULLET POINTS, ICONS, OR OTHER SMALL GRAPHIC COLOUR ACCENTS.

THE RECOMMENDED COLOUR COMBINATION FOR GRAPHIC ELEMENTS IN ONE COMMUNICATION LAYOUT:

MAIN COLOR COMBINATION FOR ONE LAYOUT

COLOR COMBINATION FOR ONE LAYOUT (IN EXCEPTIONAL CASES)

V. 1.		+	<p>BASIC COLOUR PALETTE</p>	+	<p>ADDITIONAL COLOUR PALETTE</p>	+	<p>BASIC COLOUR PAlettes</p>
V. 2.		+	<p>BASIC COLOUR PALETTE</p>	+	<p>ADDITIONAL COLOUR PALETTE</p>	+	<p>BASIC COLOUR PAlettes</p>
V. 3.		+	<p>BASIC COLOUR PALETTE</p>	+	<p>ADDITIONAL COLOUR PALETTE</p>	+	<p>BASIC COLOUR PAlettes</p>
V. 4.		+	<p>BASIC COLOUR PALETTE</p>	+	<p>ADDITIONAL COLOUR PALETTE</p>	+	<p>BASIC COLOUR PAlettes</p>

COLOR USAGE IN COMMUNICATION MATERIALS