Brand guide

EDBAC
2022

CONTENT

Logo	1
Logo positioning	2
Logo use	3
Pofile fonts	4
Logo prohibitions	5
Main colours	6
Pairing colours	7
Stationary	8
Main logo - positive	9
Secondary logo - positive	10
Main logo - negative	11
Secondary logo - negative	12

LOGO

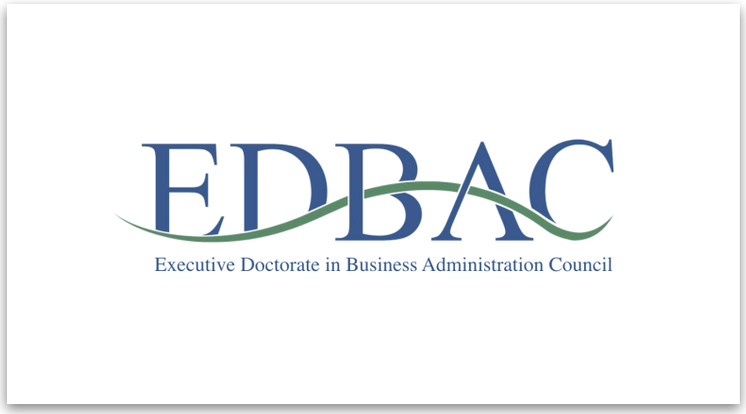
EDBAC´s logo is developed to portray professionalism, with a green wave reflecting the journey of a doctorate. The name and logo are an abbreviation of Executive Doctorate in Business Administration Council, where each letter reflects a word, which combined is the name of the council.

EDBAC has two logos, a main logo and a secondary logo, both with positive and negative alternatives. It is primarily the main logos which are to be used, but where EDBAC is not self-explanatory the secondary logos should be used. It must be considered that the typography of the pay-off does not have the same visibility on all backgrounds and in all sizes.

The logo of EDBAC must under no circumstances be altered or changed to develop own variations. It is not e.g., to be used italic, mirrored etc.

Main logo - positive

Secondary logo - positive

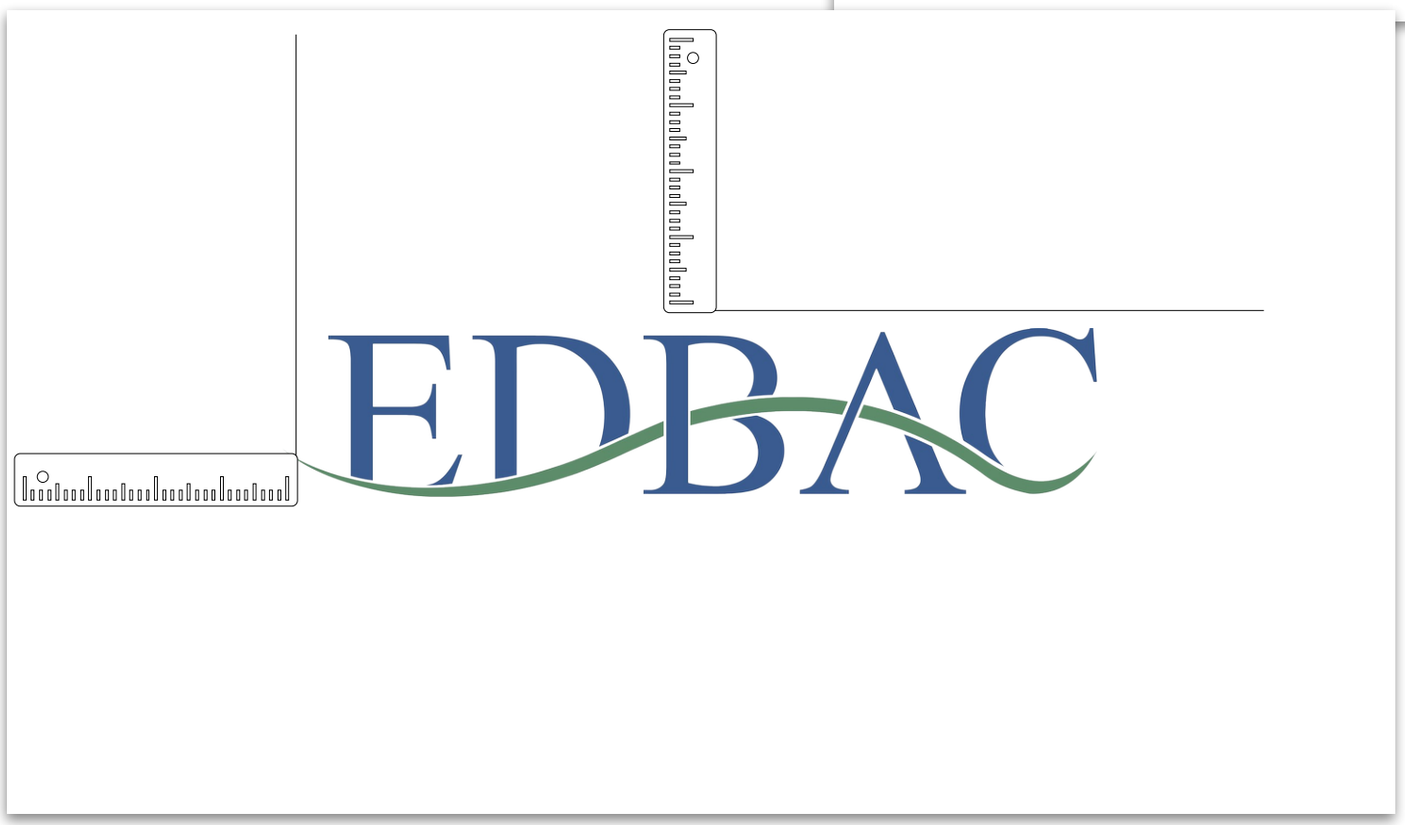


Main logo - negative

Secondary logo - negative

LOGO POSITIONING

EDBAC´s logo must always be given enough surrounding “air” and space, when displayed - also on a coloured background or a photo.



LOGO USE

One may use the EDBAC logo in two different ways, as shown on the right. Make sure to get the right font size and allignment.

All text needs to be optically alligned, as well as be alligned with the logo above. Fonts must be adjusted according to the amount of text.

Approved examples

Not approved examples

PROFILE FONTS

The profile fonts of EDBAC are to be used on all platforms.

Times New Roman
Times New Roman is the main font used in the logo, as well as in subtext and pay-off text. This font is also to be used for headers and text that needs to be highlighted. Both Times New Roman Regular and Bold may be used, but never Italic or Bold Italic.

Arial
Arial is used for body text, and for larger amount of text in pdf's and word documents, powerpoint´s and posters etc.

.

Times New Roman
ABCabc
DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold
ABCabc
DEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCabc
DEFGHIJKLMNOPQRSTUVWX- YZ
abcdefghijklmnopqrstuvwxyz

Arial Regular
ABCabc
DEFGHIJKLMNOPQRSTUVWX- YZ
abcdefghijklmnopqrstuvwxyz

This is a Times New Roman Regular heading

This is a Times New Roman Bold heading

This is an introductory text in Arial Bold, which is to be used for smaller paragraphs of information.

This is Arial Regular which is to be used as body text.

Ximaxim arum ut aut ut doluptas dolorum quias id quae. Sed ma dolende rferum sunduciae eum quos dolecul landit este net dus alictest quid et omnis es comnimpost imHarum, corumqu untistiis re enis quatures exernat endantempor ab id molo- rem harum alibus nectae. Et odi invere imporeh eniscia derum ium nos volupta dolorio earupti re sum latur?

Acernat volorporrum quas et libus int, sitatat is- quid magnis sum event dolupta tquatendam, qui ut as repe nobit dolore porehen ditatus apitat ped ut dolut et minim fugiatiam, sum volor aliquam eumendunt estenis disci ditaque cullorit, cus aut delecus, tem aborent poreper sperum, cor res descimus magni doluptatem serem iumqua- tur aut omnihilicid milicidebis debistios autem il ipiti denieni millessit, officidunt, vit eum velesto te non eatus, sum repedi rentiae ctaeribus as erunt latur simus apis consed quoditaturio que volore in comnim res et de parchictis deris re laccae antiantiatet ipidemo lecaborendis eturemolorum accus, sa eatis esequasperae arum debit reste quos rerspit faccabo. Itassum quoditia vent adit lacestiur magnam exeriberae qui con reptas aliaecae. Osa sita dolum ex eaquam reperibea nis core cusdamus nes doluptatinus etur, sitas volescia qui omnis il maiorrum ipsunt duntia do- lupta ped qui temperum recea dus autas everem. Ut qui offictur solorunt explaborro ommodisque parum que si te et offictem fugias sequias volor rescia commoSoluptam autem ut moluptates simporro enis as et fugit, cust pedit quam, volore- pra qui temquunti cum quae volupta simet, cus

LOGO PROHIBITIONS

The examples on the right show how the logo should never be used, and/or how one should use the logo.

1. Proportions
The EDBAC-logo shall always be kept to the original propotions and never be altered or stretched. It always has to be scaled propotionally.

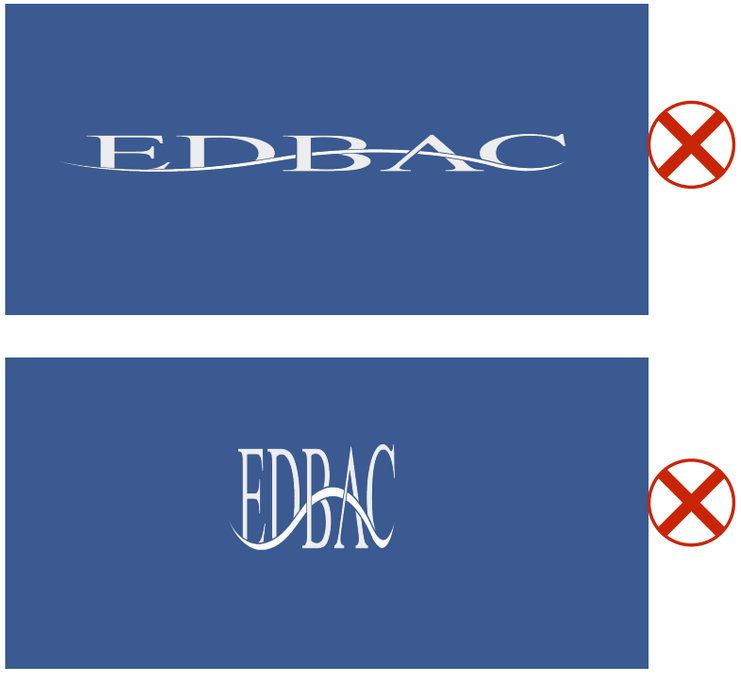
2. Logo on photos
Where the logos are used on photos the following has to be considered**:**

There must always be enough contrast between light/dark background and the logo.

The area where the logo is positioned must not be high in contrast or too varied, for clarity and readability.

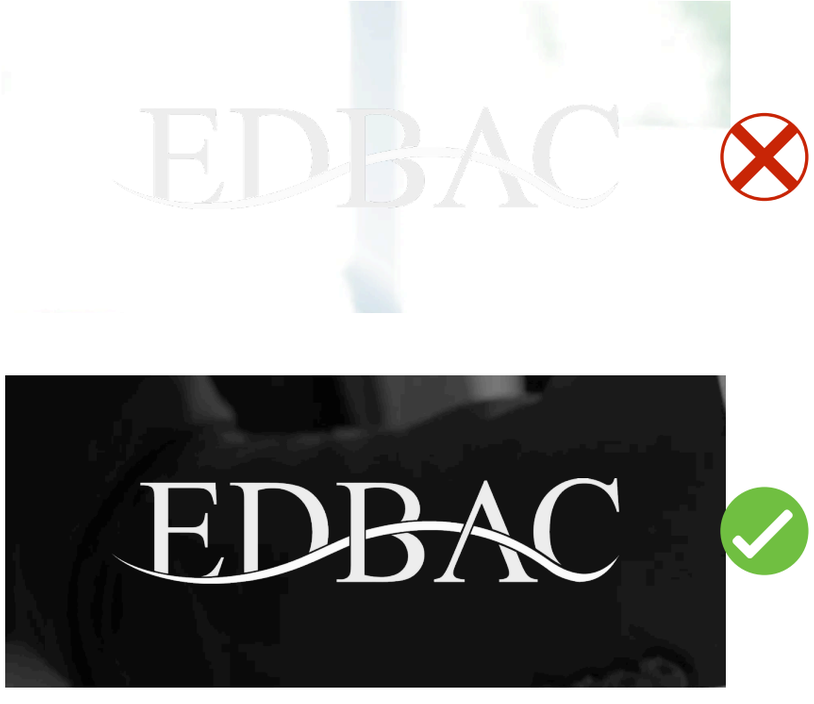
3. Colours
The EDBAC-logo is never to be displayed in other colours than its orgininal blue and green, or light gray.

1. Proportions



2. Logo on photos

3. Colors



MAIN COLOURS

The colours of EDBAC are displayed on the right, with specifications.

Main colours:
“Blue” and “Green”

EDBAC design elements should be following the main colours, as these are the colours that provide the foundation for the design and profile of EDBAC.

Other colours can be used to elevate certain events or conferences. In cases where the main colours or secondary colours are not suited, other colours may be used - but never with clear bright colours such as bright red or acid green. See examples and prohibitions on the next page.

1. Main logo - positive

Red 58
Green 90
Blue 145
Hex Colour # 3A5A91

Red 87
Green 141
Blue 104
Hex Colour # 578D68

2. Main logo - negative

Red 255
Green 255
Blue 255
Hex Colour # FFFFFF

3. Sub heading colours

Red 128
Green 128
Blue 128
Hex Colour # 808080

Red 230
Green 168
Blue 61
Hex Colour # E6A83D

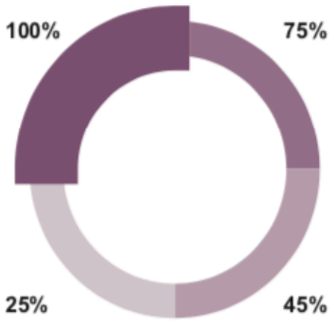
4. Body text

Red 0
Green 0
Blue 0
Hex Colour # 000000

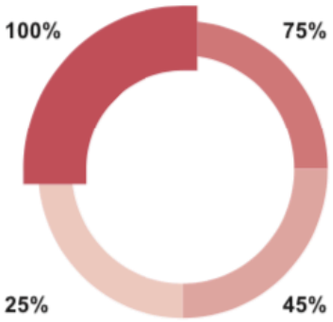
PAIRING COLOURS

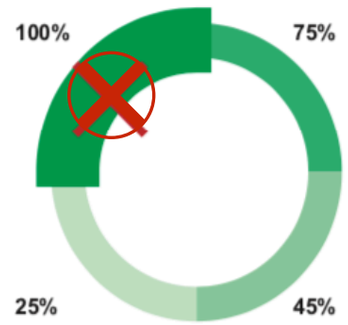
Colours for profile elements where the main- or secondary colours are not suited should follow the colour palettes displayed on the right.

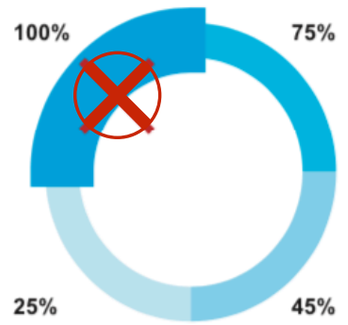
PANTONE: #8C517B
CMYK: 55 77 32 0
RGB: 140 81 123



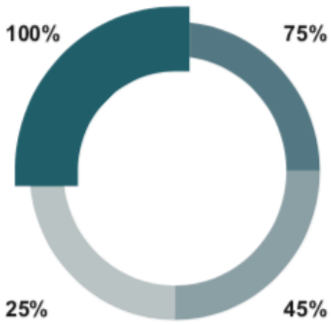
PANTONE: #D15363
CMYK: 0 76 42 15
RGB: 209 83 99



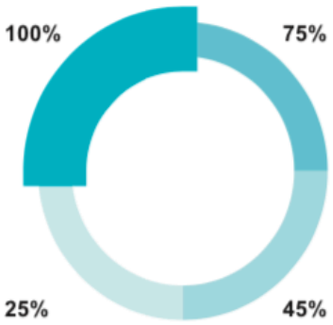


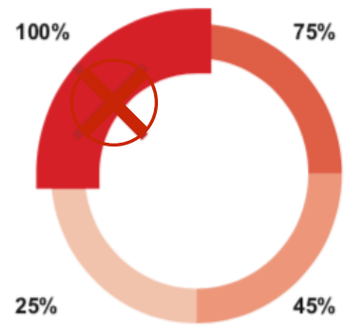


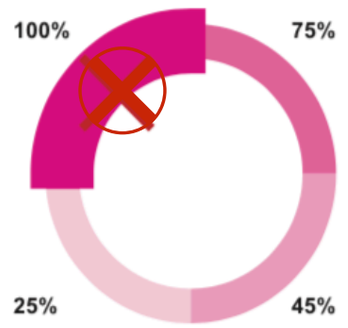
PANTONE: #106578
CMYK: 89 47 42 15
RGB: 16 101 120



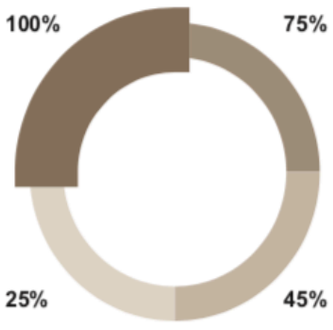
PANTONE: #00B4D5
CMYK: 75 0 15 0
RGB: 0 180 213



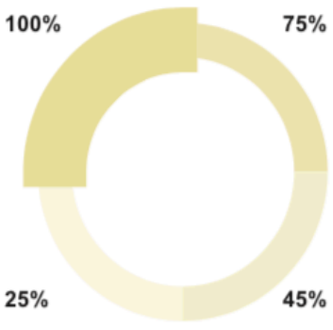


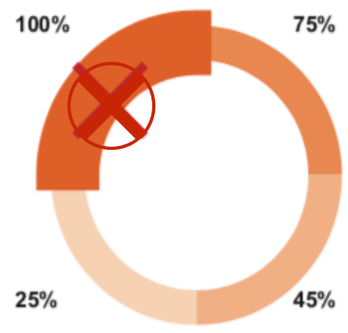


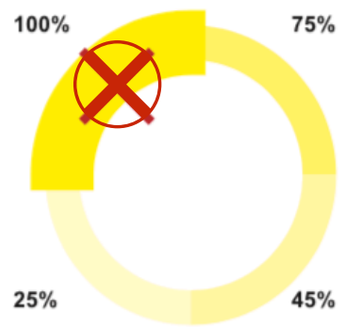
PANTONE: #99846D
CMYK: 0 21 35 50
RGB: 153 132 109



PANTONE: #F2E4A1
CMYK: 8 7 46 0
RGB: 242 228 161







STATIONARY

EDBAC has a letterhead template, shown on the right.

Business Cards
EDBAC business cards must follow the examples on the right. Format: 90*55 mm

Logo
For representation the secondary logo must be used.

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Letter Head

EDBAC
Executive Doctorate in Business Administration Council

Business Cards - Back

EDBAC
Executive Doctorate in Business Administration Council

Business Cards - Front

Name
EDBAC

Title
Department
University
Phone number
Email

Main logo - positive

Secondary logo - positive

Main logo - negative

Secondary logo - negative

Executive Doctorate in Business Administration Council