



**ODYSSEUS**

**LOGO** MANUAL



**ODYSSEUS**

LOGO MANUAL

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- Right logo usage
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**ODYSSEUS**

**1**

## The **ODYSSEUS** logo

This guide is designed to help us use correctly **ODYSSEUS** logo. It will also be useful aid when instructing typographers, and others employed to produce branded items.

In order to maintain the integrity of our identity and what it represents it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

1

## ODYSSEUS LOGO LOGO ELEMENTS

LOGOTYPE

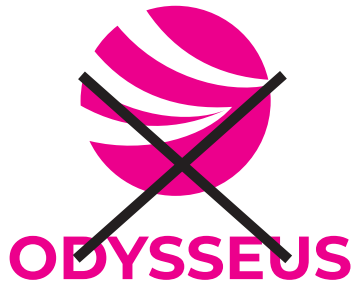


The **ODYSSEUS** logo is composed by the symbol design and the logotype in a vertical orientation.

## 2

### ODYSSEUS LOGO

#### IMPROPER LOGO USE



Display the **ODYSSEUS** logo only in the forms specified in this guide.  
The **ODYSSEUS** logo may not appear in any colour.



Do not rotate, skew, scale, redraw, reproduce, alter or distort the **ODYSSEUS** logo in any way.

Do not combine the **ODYSSEUS** logo with any other element such as other signs, words, graphics or symbols.

## 2

## ODYSSEUS LOGO MINIMUM SIZES

LOGOTYPE **PRINT RECOMMENDED** *minimum size*



30 mm W

24,12 mm H

LOGOTYPE **SCREEN RECOMMENDED** *minimum size*



354 pixels W

285 pixels H

The minimum size rules apply to print and on screen applications such as Power Point.

For web use such as social media follow and adjust according each guideline specs per media.

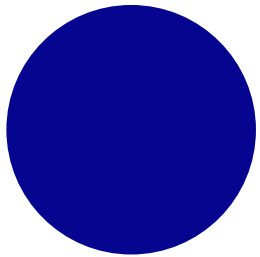


**ODYSSEUS**

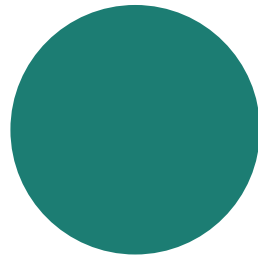
**3**

**ODYSSEUS LOGO**  
COLOR PALLETE

MAIN COLOURS, BLUE & GREEN

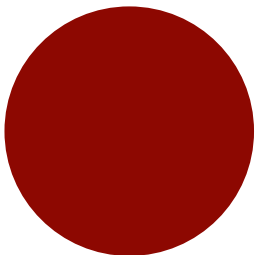


**R 4 G 4 B143**  
**#04048f**  
**C 100 M 100 Y 10 K 10**

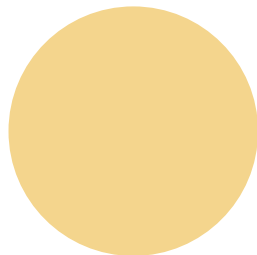


**R 28 G 125 B115**  
**#1c7d73**  
**C 85 M 30 Y 60 K 10**

ADDITIONAL COLOURS, RED & YELLOW



**R 141 G 8 B1**  
**#8d0801**  
**C 30 M 100 Y 100 K 30**



**R 244 G 213 B141**  
**#f4d58d**  
**C 0 M 15 Y 50 K 0**

MAIN and ADDITIONAL COLOURS

**RGB COLOUR PALETTE**  
FOR **WEBCMYK** COLOUR PALETTE  
FOR **PRINTING**

Additional colour pallete  
can be use for layouts and artworks  
such as website/posters/leaflets e.t.c.  
These colours can not replace  
logotype official colours.

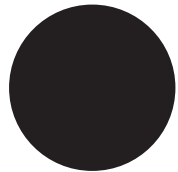


**ODYSSEUS**

**3**

**ODYSSEUS LOGO**  
COLOR PALLETE

LOGOTYPE **BLACK&WHITE** *version*



**R35 G31B32**  
**C 0 M 0 Y 0 K 100**

BW / GRAYSCALE Version



**ODYSSEUS**



**ODYSSEUS**





**ODYSSEUS**

**3**

**ODYSSEUS LOGO  
COLOR PALLETE**

RECOMMENED LOGO USE INTO AN IMAGE.  
To avoid making logo not visible into  
multicolour images use the clear white logo  
version.



# ODYSSEUS

font : Montserrat (**Bold**)

The **ODYSSEUS** logo is composed by the font : Montserrat (Bold) / google fonts

<https://fonts.google.com/specimenMontserrat?query=Mont>

Montserrat font can also be use for texts, headlines and titles on posters / leaflets / website e.t.c.