

# **Etalon Group**

## Brand Style Guide

## Primary Logo Version

The primary component of the Etalon Group brand is a logo (a trademark).

The logo consists of the stylized representation of the brand name with the brand blue to violet gradient.

The image shows the Russian / Cyrillic version of the Etalon logo. The text 'ЭТАЛОН' is rendered in a bold, sans-serif typeface. The letters are filled with a horizontal gradient that starts with a deep blue on the left and transitions through purple to a vibrant violet on the right. The 'Э' is a stylized Cyrillic character.

Russian / Cyrillic version

The image shows the English / Latin version of the Etalon logo. The text 'ETALON' is rendered in a bold, sans-serif typeface. The letters are filled with a horizontal gradient that starts with a deep blue on the left and transitions through purple to a vibrant violet on the right.

English / Latin version (can be used, as required, at discretion of the Company's personnel)

## Monochrome Logo Version

If the gradient logo version is inexpedient or technically infeasible, a monochrome logo version of the brand blue colour is recommended for use.

The image shows the monochrome Russian/Cyrillic version of the Etalon logo. The word "ЭТАЛОН" is rendered in a bold, blue, sans-serif typeface. The letters are thick and blocky, with a consistent weight throughout. The "Э" is a standard Cyrillic character, and the "О" is a simple circle. The overall style is clean and modern.

Russian / Cyrillic version

The image shows the monochrome English/Latin version of the Etalon logo. The word "ETALON" is rendered in a bold, blue, sans-serif typeface. The letters are thick and blocky, matching the style of the Cyrillic version. The "E" and "O" are simple, geometric shapes. The overall style is clean and modern.

English / Latin version (can be used, as required, at discretion of the Company's personnel)

## Black and White Logo

Black and white logo shall be used only if the primary or monochrome logo version usage is technically infeasible (color printing restrictions, etc.).

The image shows the brand name 'ETALON' in its Cyrillic form, 'ЭТАЛОН', rendered in a bold, black, sans-serif typeface. The letters are thick and uniform in weight, with a clean, modern aesthetic.

Russian / Cyrillic version

The image shows the brand name 'ETALON' in its Latin form, rendered in a bold, black, sans-serif typeface. The letters are thick and uniform in weight, matching the style of the Cyrillic version.

English / Latin version (can be used, as required, at discretion of the Company's personnel)

## Monochrome Inverted Logo Version

If the primary or monochrome logo version usage is technically or otherwise infeasible (color printing restrictions, etc.), the monochrome inverted logo version is recommended for use.

This version may be used against the background of brand colors and contrasting photographs.

The image shows the monochrome inverted logo in Cyrillic script. The letters are white and set against a dark blue background. The font is a bold, sans-serif typeface. The word 'ЭТАЛОН' is written in all caps.

Russian / Cyrillic version

The image shows the monochrome inverted logo in Latin script. The letters are white and set against a dark blue background. The font is a bold, sans-serif typeface. The word 'ETALON' is written in all caps.

English / Latin version (can be used, as required, at discretion of the Company's personnel)

## Logo Protected Area

The minimum distance from the logo to the nearest graphics, text or a sheet edge/margin should be at least the length/width equal to the letter "O" of the logo on each side (applicable to all logo versions).



## Minimum Logo Size

The minimum admissible size of the logo shall be at least 3 mm high.










ЭТАЛОН



## Logo Use Errors

Please do not experiment with the logo drawing, layout, color, and modify or move its components. It may make the logo illegible, unrecognizable, doing harm to the brand.

### IT IS PROHIBITED TO:

	Modify the logo proportions		Modify the logo letters spacing		Use the logo letters of other thickness
	Use any other colors, but for the brand ones		Use any other fonts, but for the brand ones		Use the primary logo against the nonuniform color background or a photograph
	Use the primary logo against the background fading with at least one of the logo parts		Use any filters or effects on the logo		Use tilted or projected logo



## Examples of Placement against the Backgrounds

Placing the logo use full-color and blue version against light uniform backgrounds and photographs. The white version can be placed against the brand gradient, blue and black background, against contrasting photographs. The black logo shall be used in exceptional cases, if color printing is infeasible, and shall be placed against the white color only.

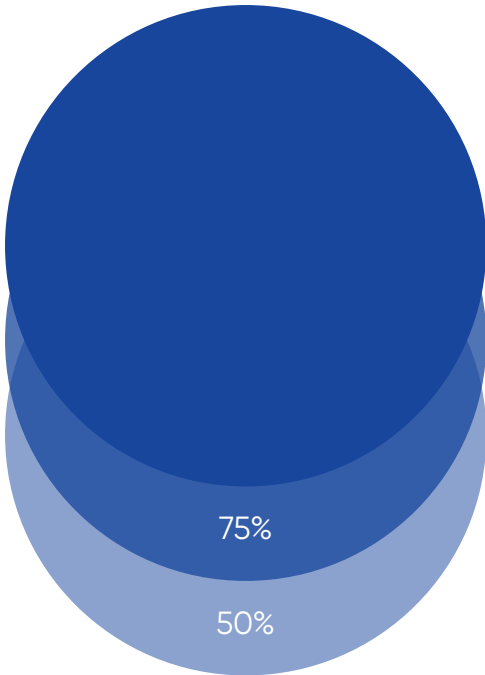


# Primary Color Palette

Primary brand colors of Etalon Group are blue and blue to violet gradient. These colors shall be used for the brand style carriers and in promotional and informational materials. The violet color shall be used as a part of the gradient only. The color code shall also include the shades derived from the brand colors that may be used in addition to the primary ones. The gradient used for the brand style carriers differs from the logo gradient by a less percentage of the violet color in the logo.

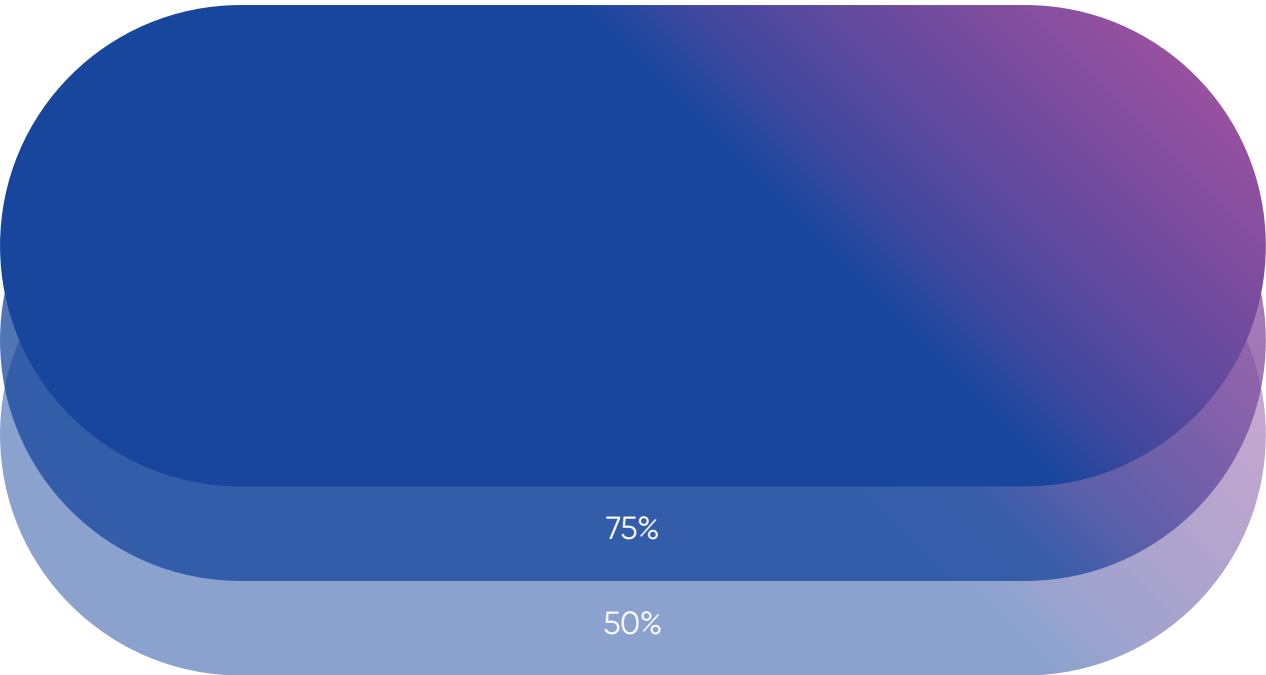
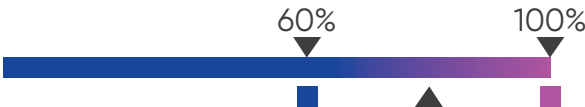
## Blue

CMYK: 100, 85, 0, 0  
RGB: 35, 60, 145  
Pantone: 2728C



## Gradient (Linear, 45°)

CMYK: 100, 85, 0, 0 – 30, 80, 0, 0  
RGB: 35, 60, 145 – 180, 85, 160  
Pantone: 2728C – 246C



## Brand Fonts

A set of brand typefaces consists of the Gilroy font. In the cases, when the standard fonts usage is required, it is recommended to use the universal font Tahoma set as default in all operation systems.

### Gilroy Bold

Recommended for headings, marking and highlighting

0 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Ёё Жж  
Зз Ии Кк Лл Мм Нн Оо Пп  
Рр Сс Тт Уу Фф Хх Цц Чч Шш  
Щщ Ъъ Ыы Ьь Ээ Юю Яя

### Gilroy Regular

Recommended for the main body text

0 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Ёё Жж  
Зз Ии Кк Лл Мм Нн Оо Пп  
Рр Сс Тт Уу Фф Хх Цц Чч Шш  
Щщ Ъъ Ыы Ьь Ээ Юю Яя

### Tahoma

Universal auxiliary font

0 1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Ёё Жж  
Зз Ии Кк Лл Мм Нн Оо Пп  
Рр Сс Тт Уу Фф Хх Цц Чч Шш  
Щщ Ъъ Ыы Ьь Ээ Юю Яя

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