

LOGO

GUIDELINES

01

concept

02

logo

03

typography

04

color palette

1

CONCEPT

THE ETERNAL UNION

about

THE LOGOTYPE IS A SYNTHESIS OF ARMENIAN SYMBOLISM AND EUROPEAN MINIMALISM. AT ITS CORE, IT REPRESENTS THE ETERNAL UNION, THE INTERTWINED HISTORIES AND CULTURES OF ARMENIA AND THE NATIONS OF EUROPE.

2

LOGO

MAIN LOGO

2.1

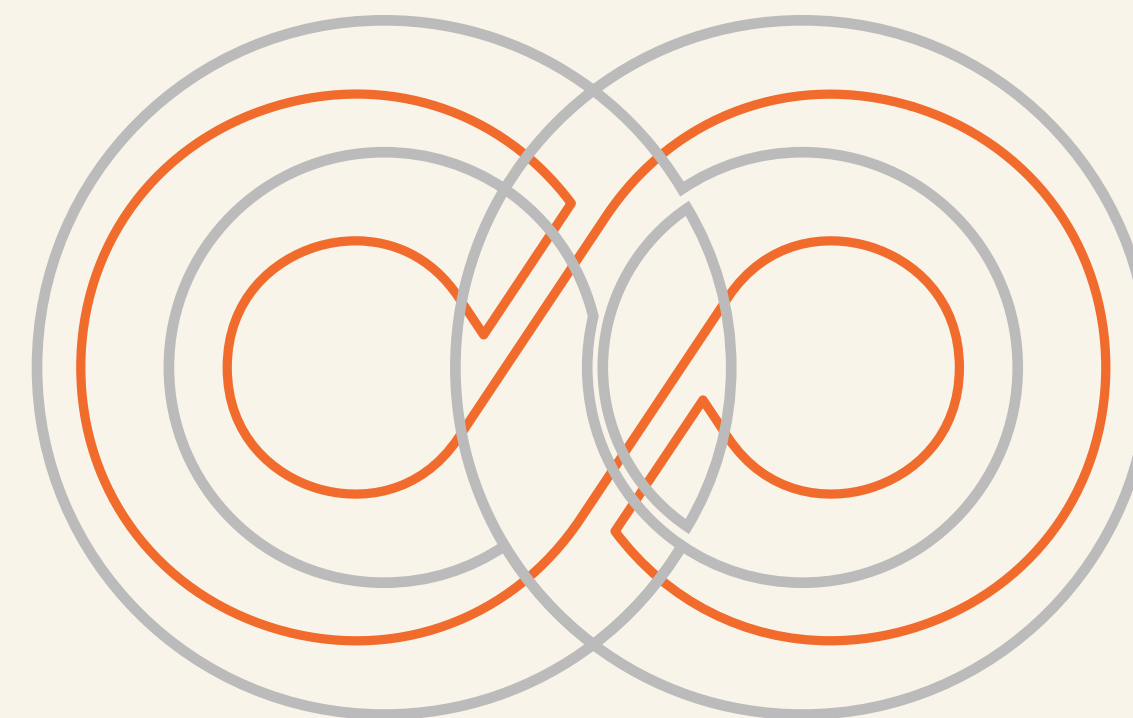


LOGO ANATOMY



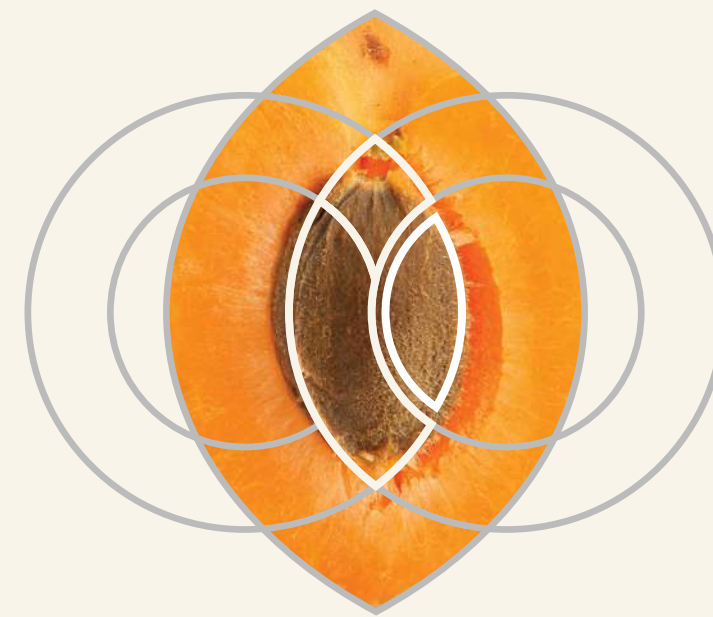
2.2

THE LOGOTYPE FEATURES TWO CIRCLES INTERTWINED IN THE SHAPE OF THE **SYMBOL OF ETERNITY**, AS WELL AS THE NUMBER **8** - FOR THE **EIGHTH EPC SUMMIT**.





AT THE HEART OF THE INTERTWINED CIRCLES:
A **SHAPE** OF MANY MEANINGS - A **SEED** OF
APRICOT OR **WHEAT**, AS WELL AS THE **OBELISK**
SHAPE ATOP YEREVAN'S FAMOUS CASCADE
COMPLEX.



MINIMAL LOGO SIZE

2.3



140px/digital



50mm/printing

USE OF LOGO ON COMPLEX BACKGROUNDS

2.4



INCORRECT USAGE

2.5



X do not deform the logo



X do not change the proportions



X do not apply a drop shadow to the logo



X do not move any parts of the logo

3

TYPOGRAPHY

PRYMARY TYPEFACE:

3.1

MONT/HEAVY DEMO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

:,...!?*(){}[],””\$+ -= &

1234567890

SECONDARY TYPEFACE:

3.2

MONT/EXTRALIGHT DEMO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*(){}[];:'",+ -=

1234567890

4

COLOR

BRAND COLOR



4.1

RGB 249 244 234 CMYK 1 2 7 0	RGB 242 107 45 CMYK 0 72 91 0
RGB 46 36 92 CMYK 96 98 32 25	RGB 255 212 120 CMYK 0 16 62 0



ITS COLORS TOO ARE AT THE CROSSROADS OF THE AFOREMENTIONED CULTURES: THE UNIFYING **INDIGO BLUE**, THE DEFIANT **APRICOT ORANGE** AND THE SUBTLE, WARM **GOLD OF WHEAT**.



THANK YOU!