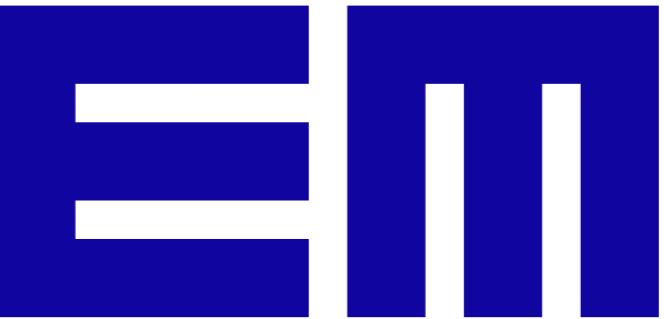


STYLE GUIDE EM

EM (Electromontaj) logo is the most powerful element of brand visual identity. It works as a guarantee of the brand.

The logo is a lettermark type composed of EM letters written in a unique form. It can be used on colored background or photo. It is also accepted the use of the logo in the colors listed in the guide.

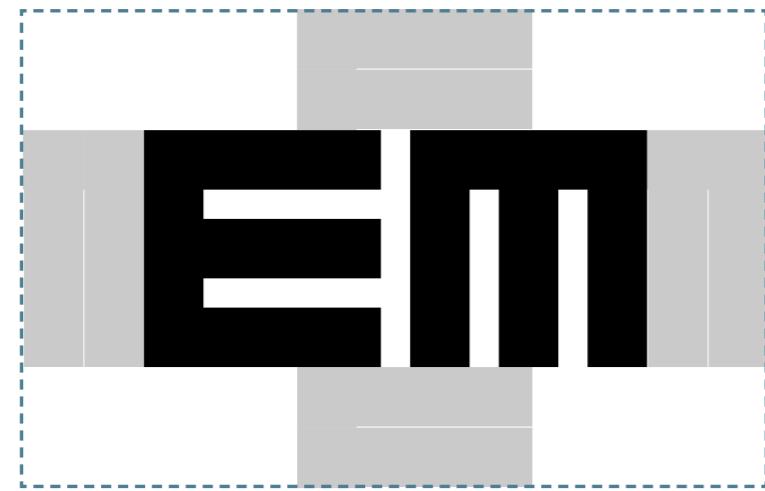
For consistency in brand communication, it is very important to follow the user guide of the logo.



Em

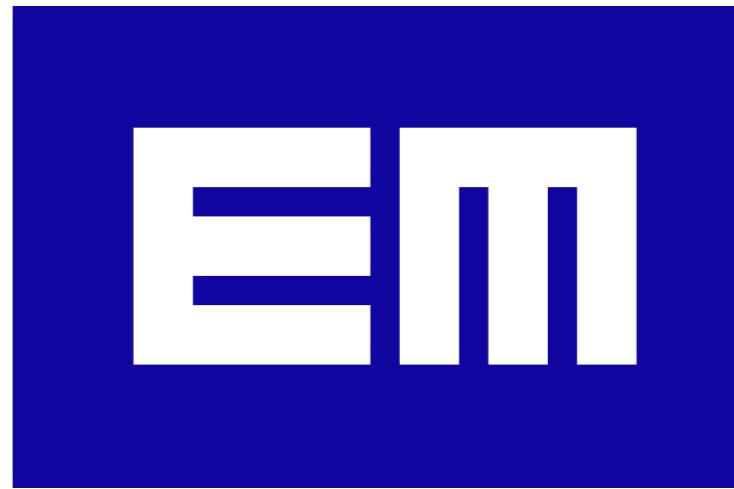
Em



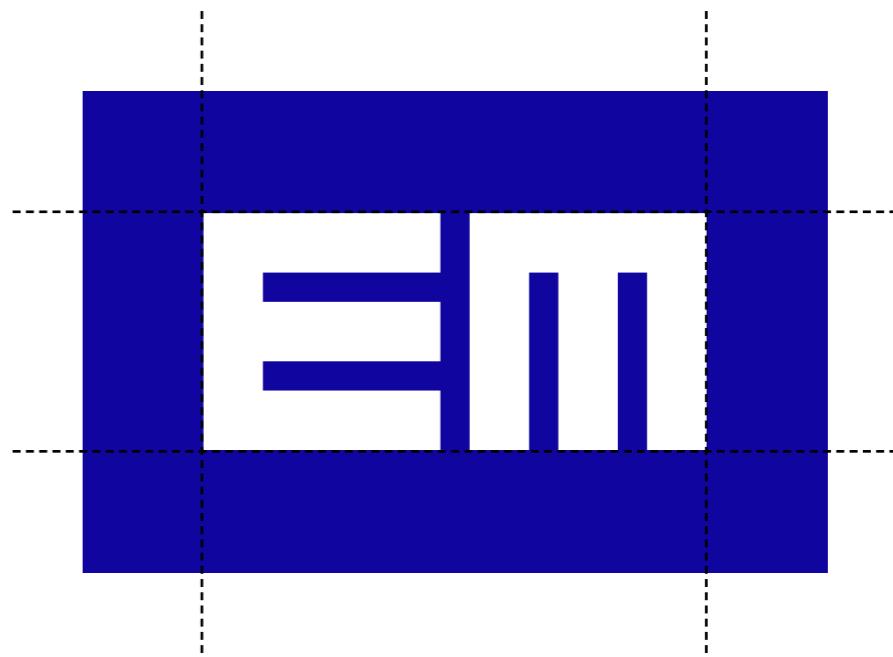
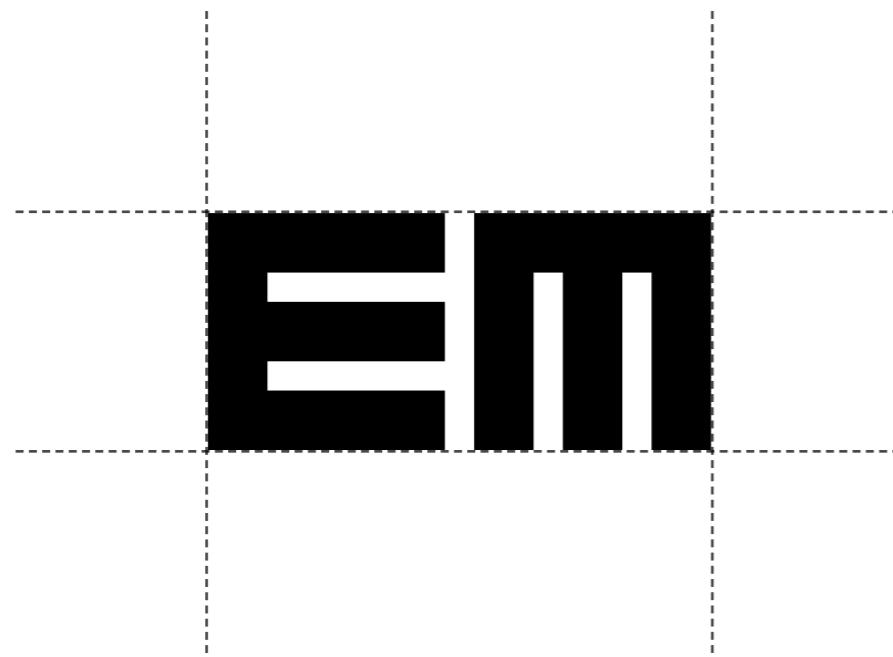


It is necessary to use a protective space for the logo.
Its size is identifiable by positioning the side of the
letter E in the logo x 2 on each side.

Logo spacing



Minimum spacing - the rule also applies for the logo
with a colored background.



Logo spacing

Example of minimum logo size. Below the logo is resized with a large side of 1.5 cm.

l = 1,5 cm
EM

It is necessary to use the logo at a size of at least 1.5 cm on the long side. Using it at a smaller size will make it difficult to see and identify.



C 100
M 90
Y 0
K 7
#10069F
R 16
G 6
B 159

PANTONE - Blue 072 C

SECONDARY COLORS



CMYK
(0%, 68%, 96%, 0%)

#ff6720
RGB (255, 103, 32)

PANTONE 165 C

CMYK
(90%, 47%, 0%, 0%)

#0072ce
RGB (0, 114, 206)

PANTONE 285 C

CMYK
(100%, 100%, 100% 100%)

#000000
RGB (0, 0, 0)

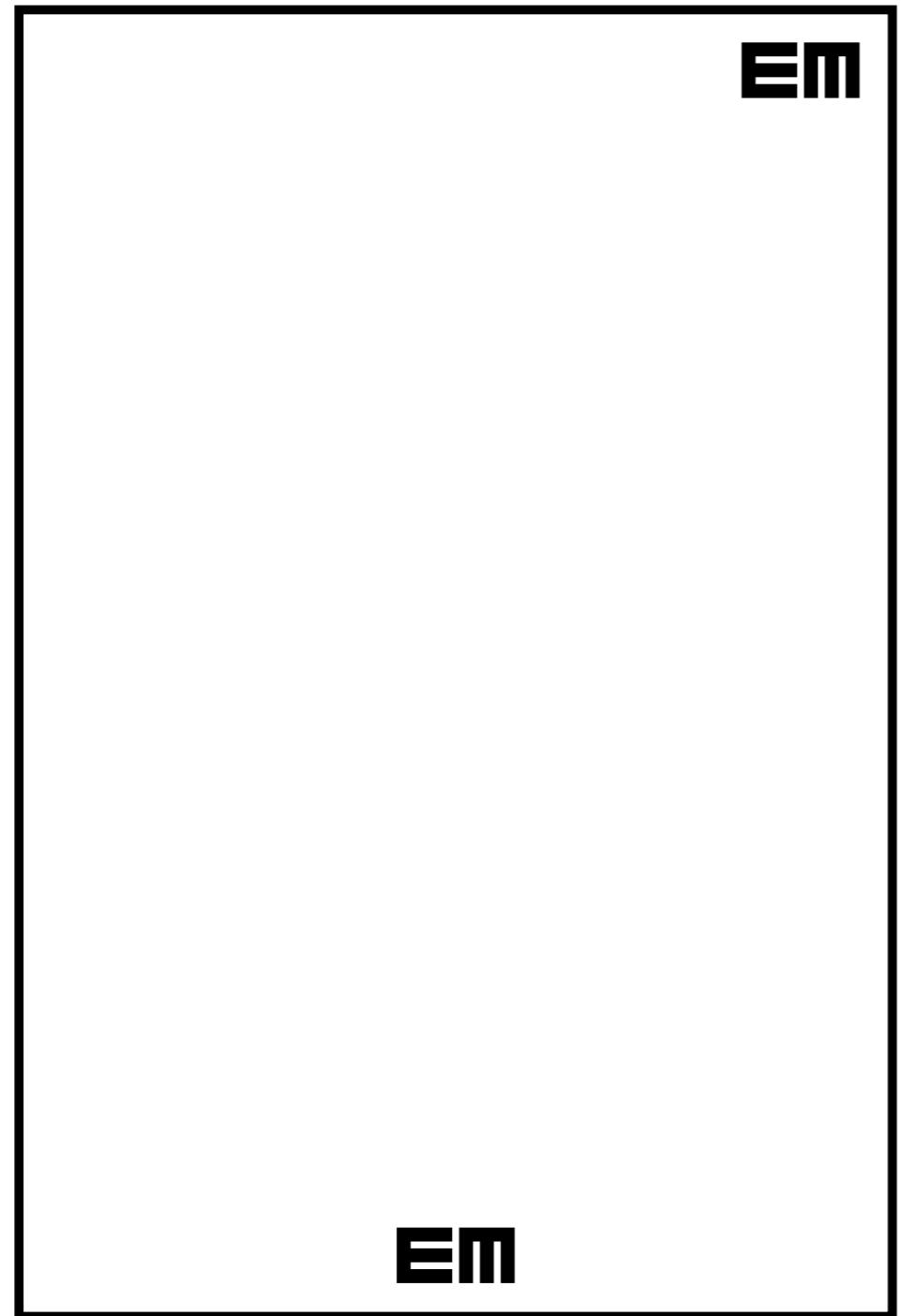
#6d6e71
RGB (77, 77, 77)

CMYK
(0%, 0%, 0%, 70%)

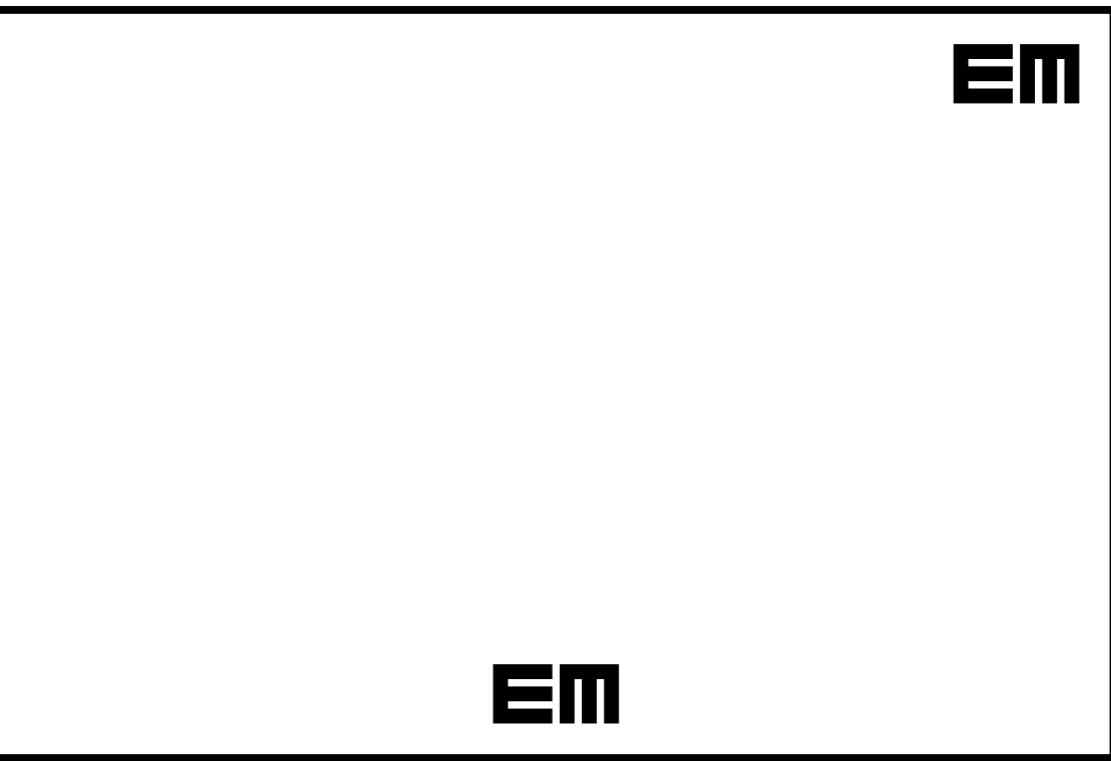
#ffffff
RGB (255, 255, 255)

Secondary colors will be used for contrast or in case of neutral constructions. It is important that in the rest of the graphic constructions the main color to be blue - PANTONE - Blue 072 C

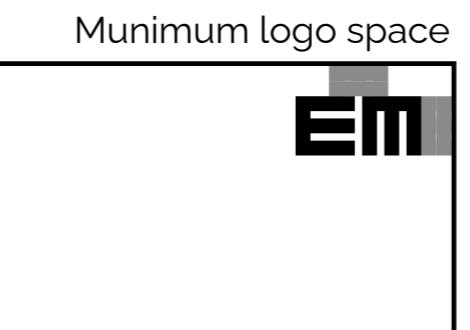




Logo positioning



Logo positioning



Raleway

Raleway font for body texts - it will be used on online/offline areas with a lot of text. It is very easy to read. Raleway will also be used for Titles and to highlight information as well as in texts overlapping images.

Raleway

A
B
C
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Our mission is to power up the global transition towards a more sustainable future in the electricity sector, providing fully integrated solutions of electric power architecture.



We design, build, transform, and maintain the infrastructure for smart electricity transportation.



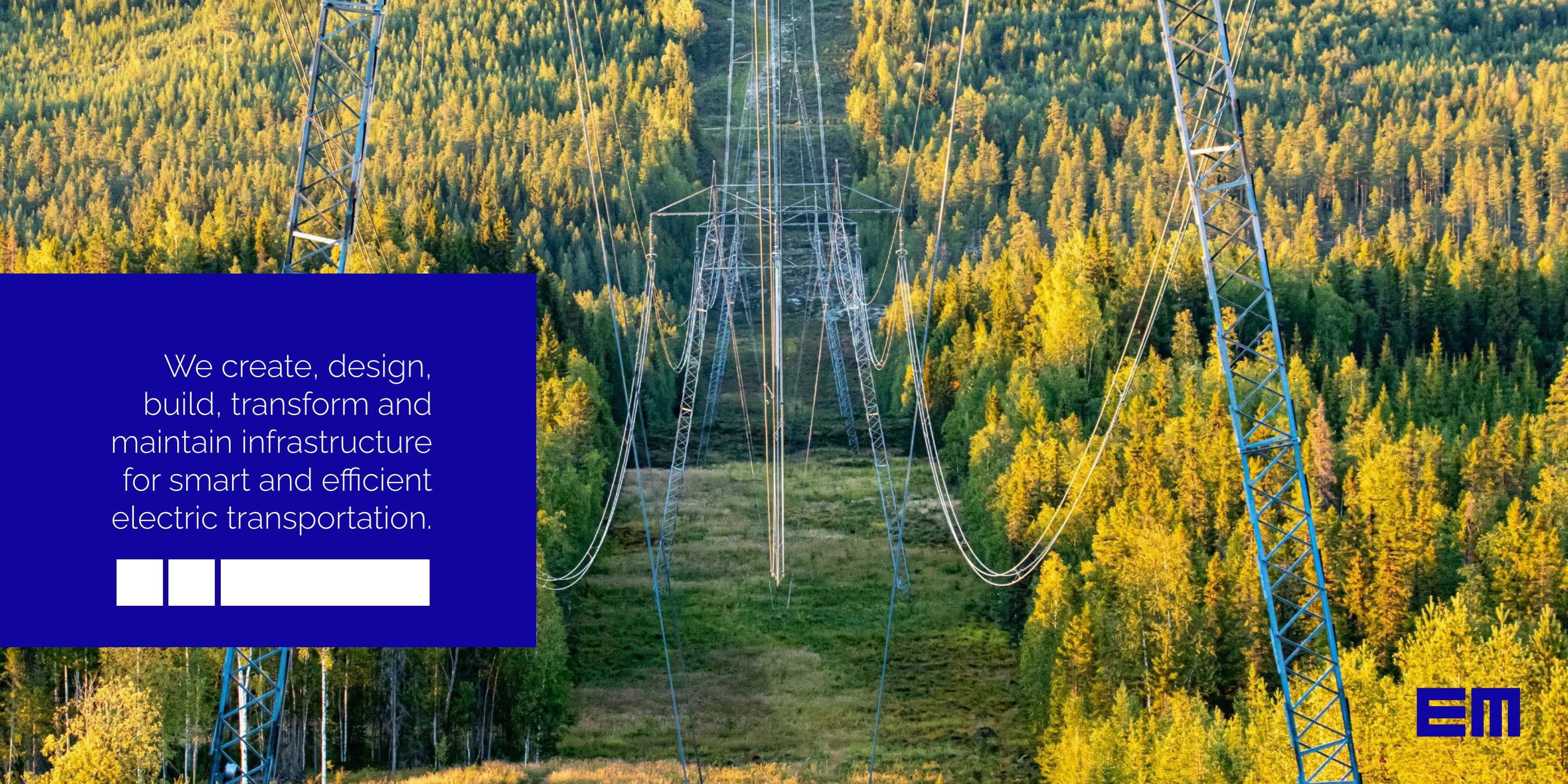
EM





EM

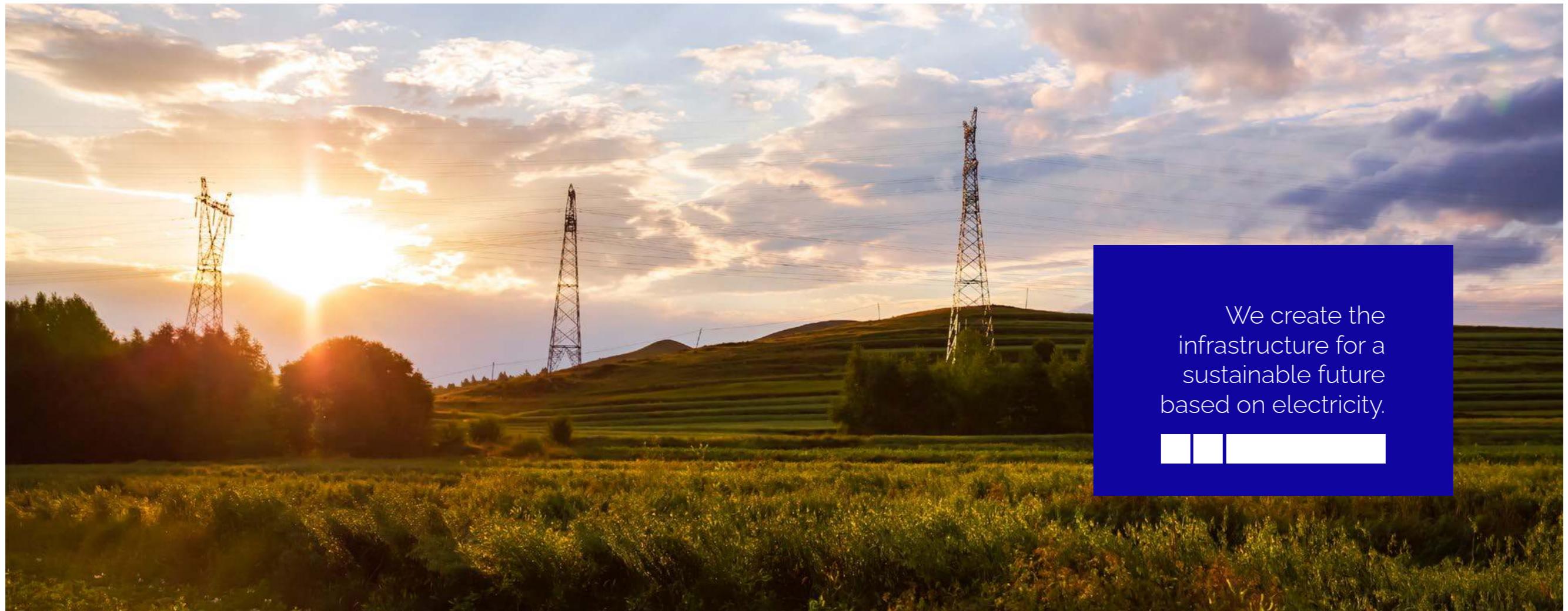
We are a high performance global leading engineering company, specialized in smart energy transportation, with headquarters in Romania and projects all around the world.



We create, design,
build, transform and
maintain infrastructure
for smart and efficient
electric transportation.



EM



We create the
infrastructure for a
sustainable future
based on electricity.



Cover Facebook

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040581 Bucuresti, Romania
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Chief Financial Officer

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str. Candiano Popescu, nr. 1,
040581 București, România
021 267 41 34 | electromontaj.ro



electromontaj.ro



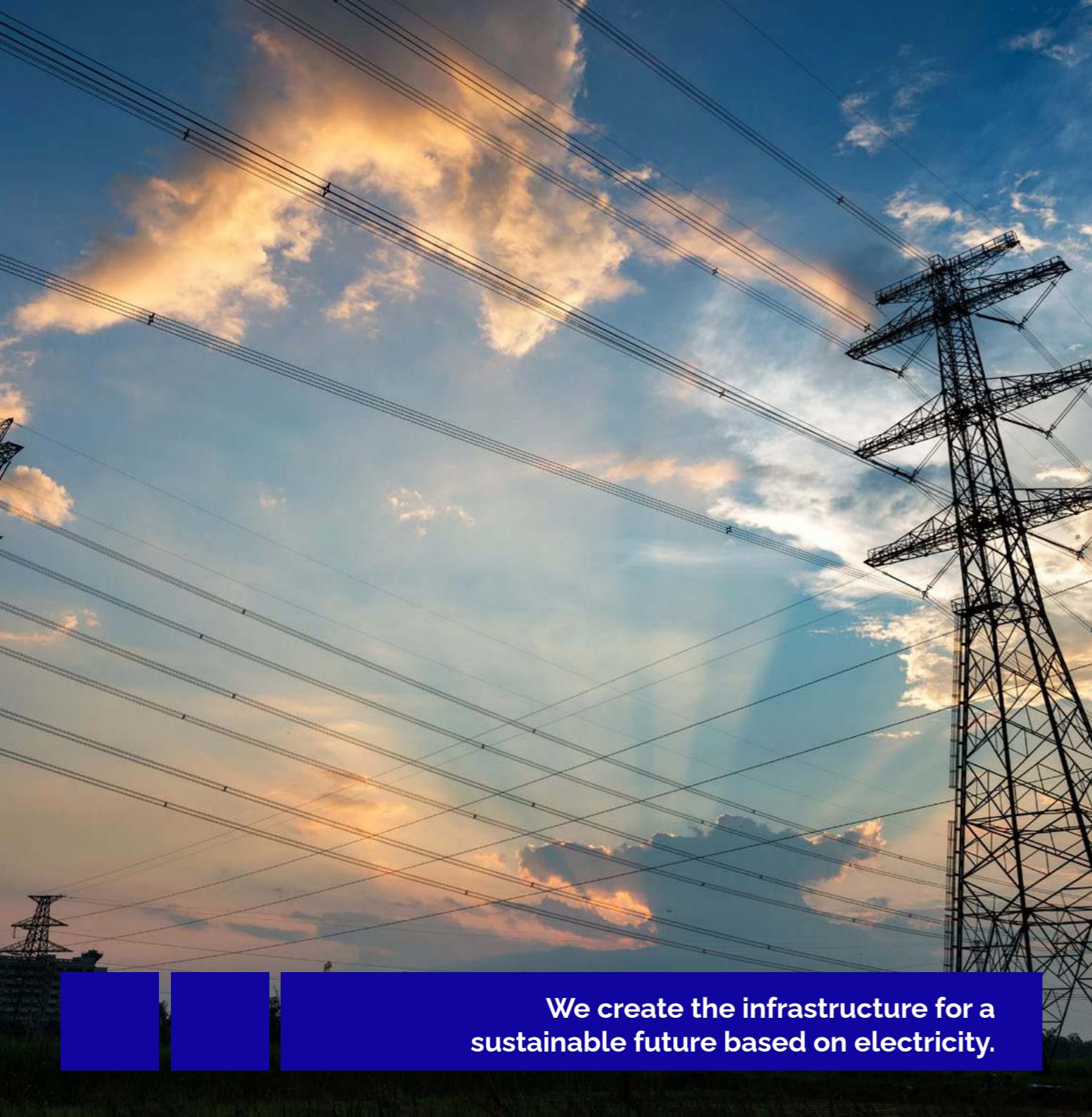
We create the
infrastructure
for a sustainable
future based on
electricity.

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Layout Facebook



**We create the infrastructure for a
sustainable future based on electricity.**



We create the infrastructure for a
sustainable future based on electricity.

Layout Facebook

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Email signature

Ionuț Dragoș BÎLTEANU

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Email signature



Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam fringilla orci vel erat ornare vulputate. Morbi quis enim vel tellus placerat scelerisque nec eget mi. Proin quis liqua pulvinar, rutrum mauris sit amet, laoreet risus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas et nisl quis metus pretium sodales non quis nisi. Etiam nulla urna, dignissim vel rutrum sed, sagittis ut orci. Aenean quis condimentum eros. Curabitur commodo a arcu vitae varius. Nullam arcu dolor, mattis ac nunc blandit, ullamcorper viverra odio. Praesent vel ornare leo, quis dignissim nibh. Ut fermentum tortor vel pulvinar aliquet. Morbi in consectetur justo, sit amet dictum risus. Sed ullamcorper in massa sit amet efficitur. Nulla malesuada, felis vitae efficitur ullamcorper, dolor quam sodales augue, aliquet tincidunt purus ex vitae mi.

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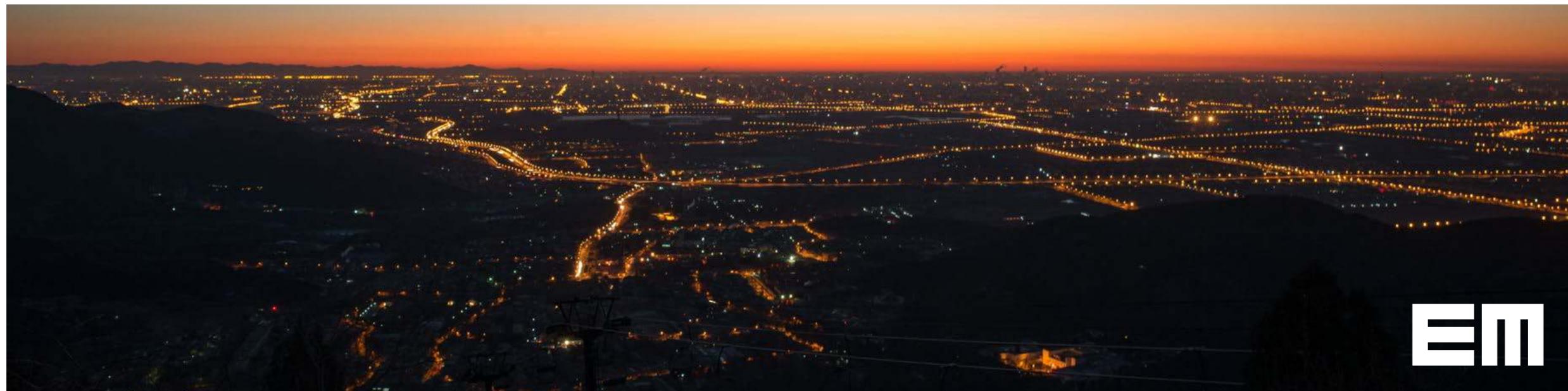
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Layout word





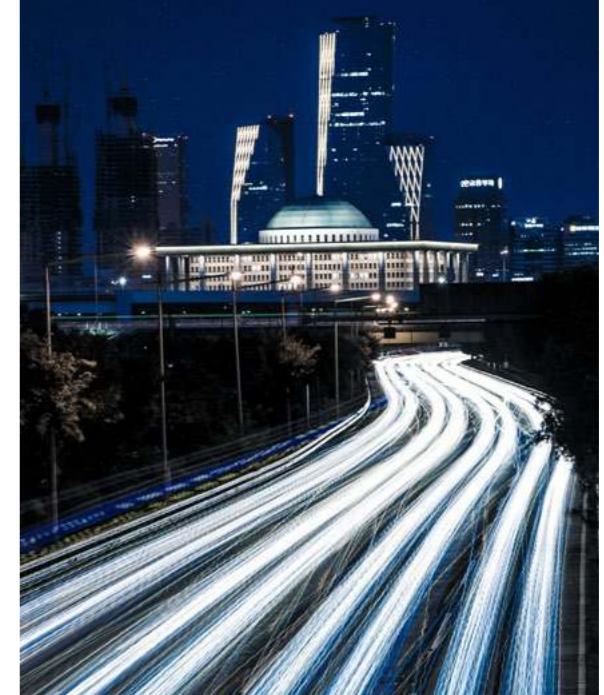


EM



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Style Guide - ELECTROMONTAJ