EDU MAKE

Styleguide

Made by VRT
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Primary colors

VRT Violet 4

HEX	#5541F0
RGB	85, 65, 240
CMYK	80, 65, 0, 0
PMS	2726 C

VRT Midnight 6

HEX	#031037
RGB	3, 16, 55
CMYK	100, 90, 0, 65
PMS	2768 C

Secundary colors (not for use in logo)

VRT Emerald 4

HEX	#3ECF6E
RGB	62, 207, 110
CMYK	65, 0, 70, 0
PMS	2256 C

VRT Tangerine 4

HEX	#FF4944
RGB	255, 73, 68
CMYK	0, 90, 80, 0
PMS	Warm Red C

VRT Marine 4

HEX	#0081FF
RGB	0, 129, 255
CMYK	85, 35, 0, 0
PMS	2172 C

VRT Amber 4

HEX	#FFBE32
RGB	255, 190, 50
CMYK	0, 35, 95, 0
PMS	7408 C

Gradient colors (not for use in logo) (1/3)

VRT Violet 1

HEX	#EFEDFD
RGB	239, 237, 253
CMYK	10, 10, 0, 0
PMS	2706 C

VRT Violet 2

HEX	#C9C2F8
RGB	201, 194, 248
CMYK	26, 28, 0, 0
PMS	2705 C
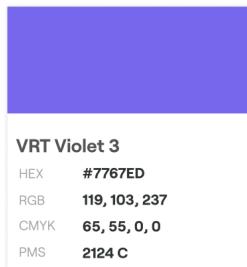
VRT Violet 3

HEX	#7767ED
RGB	119, 103, 237
CMYK	65, 55, 0, 0
PMS	2124 C
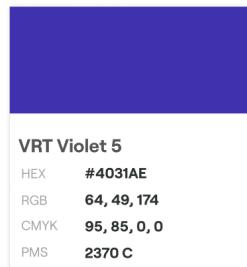
VRT Violet 5

HEX	#4031AE
RGB	64, 49, 174
CMYK	95, 85, 0, 0
PMS	2370 C
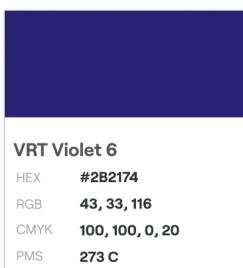
VRT Violet 6

HEX	#2B2174
RGB	43, 33, 116
CMYK	100, 100, 0, 20
PMS	273 C
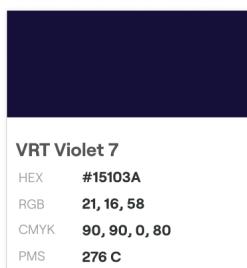
VRT Violet 7

HEX	#15103A
RGB	21, 16, 58
CMYK	90, 90, 0, 80
PMS	276 C
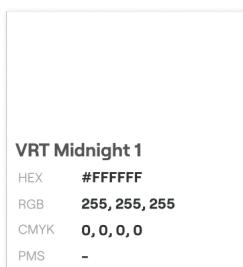
VRT Midnight 1

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PMS	-
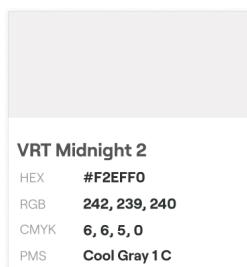
VRT Midnight 2

HEX	#F2EFF0
RGB	242, 239, 240
CMYK	6, 6, 5, 0
PMS	Cool Gray 1 C
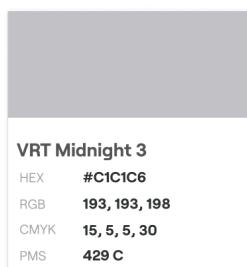
VRT Midnight 3

HEX	#C1C1C6
RGB	193, 193, 198
CMYK	15, 5, 5, 30
PMS	429 C

VRT Midnight 4

HEX	#69788C
RGB	105, 120, 140
CMYK	60, 40, 25, 20
PMS	2373 C
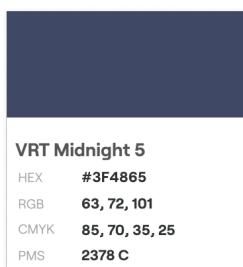
VRT Midnight 5

HEX	#3F4865
RGB	63, 72, 101
CMYK	85, 70, 35, 25
PMS	2378 C
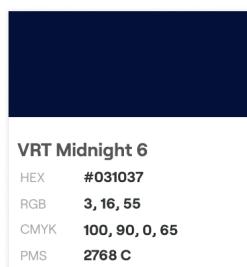
VRT Midnight 6

HEX	#031037
RGB	3, 16, 55
CMYK	100, 90, 0, 65
PMS	2768 C
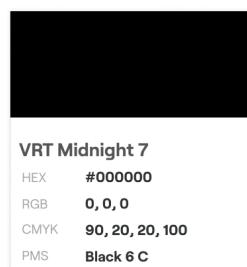
VRT Midnight 7

HEX	#000000
RGB	0, 0, 0
CMYK	90, 20, 20, 100
PMS	Black 6 C

Gradient colors (not for use in logo) (2/3)
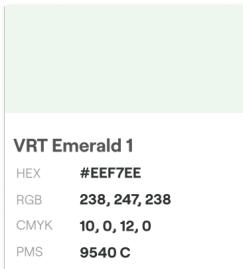
VRT Emerald 1

HEX	#EEF7EE
RGB	238, 247, 238
CMYK	10, 0, 12, 0
PMS	9540 C
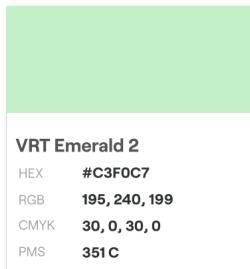
VRT Emerald 2

HEX	#C3F0C7
RGB	195, 240, 199
CMYK	30, 0, 30, 0
PMS	351 C
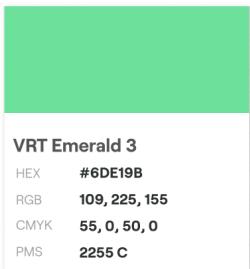
VRT Emerald 3

HEX	#6DE19B
RGB	109, 225, 155
CMYK	55, 0, 50, 0
PMS	2255 C
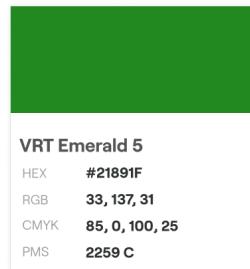
VRT Emerald 5

HEX	#21891F
RGB	33, 137, 31
CMYK	85, 0, 100, 25
PMS	2259 C
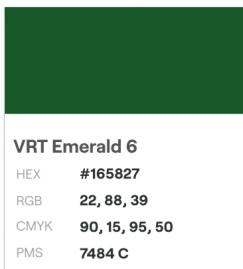
VRT Emerald 6

HEX	#165827
RGB	22, 88, 39
CMYK	90, 15, 95, 50
PMS	7484 C
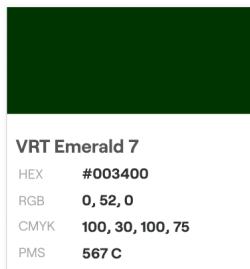
VRT Emerald 7

HEX	#003400
RGB	0, 52, 0
CMYK	100, 30, 100, 75
PMS	567 C

VRT Tangerine 1

HEX	#FFF2F6
RGB	255, 242, 246
CMYK	0, 10, 6, 0
PMS	9285 C

VRT Tangerine 2

HEX	#FFBFC3
RGB	255, 191, 195
CMYK	0, 35, 20, 0
PMS	176 C
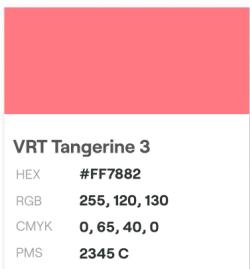
VRT Tangerine 3

HEX	#FF7882
RGB	255, 120, 130
CMYK	0, 65, 40, 0
PMS	2345 C
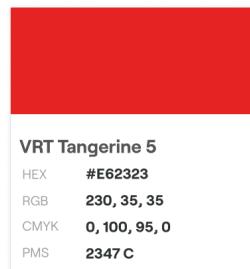
VRT Tangerine 5

HEX	#E62323
RGB	230, 35, 35
CMYK	0, 100, 95, 0
PMS	2347 C

VRT Tangerine 6

HEX	#AD1E1E
RGB	173, 30, 30
CMYK	0, 100, 95, 35
PMS	7628 C
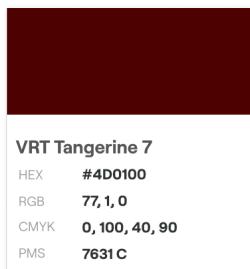
VRT Tangerine 7

HEX	#4D0100
RGB	77, 1, 0
CMYK	0, 100, 40, 90
PMS	7631 C

Gradient colors (not for use in logo) (3/3)
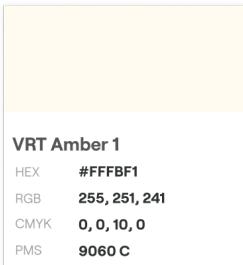
VRT Amber 1
HEX	#FFFBF1
RGB	255, 251, 241
CMYK	0, 0, 10, 0
PMS	9060 C

VRT Amber 2
HEX	#FDEDCE
RGB	253, 237, 206
CMYK	0, 7, 24, 0
PMS	7401 C
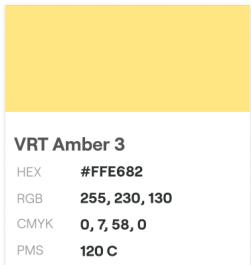
VRT Amber 3
HEX	#FFE682
RGB	255, 230, 130
CMYK	0, 7, 58, 0
PMS	120 C
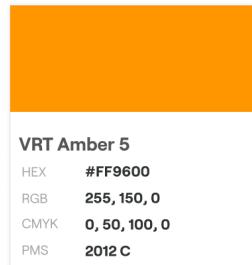
VRT Amber 5
HEX	#FF9600
RGB	255, 150, 0
CMYK	0, 50, 100, 0
PMS	2012 C
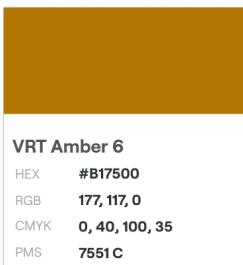
VRT Amber 6
HEX	#B17500
RGB	177, 117, 0
CMYK	0, 40, 100, 35
PMS	7551 C
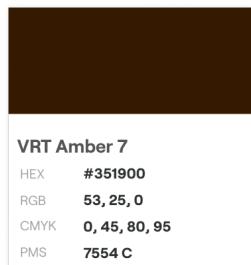
VRT Amber 7
HEX	#351900
RGB	53, 25, 0
CMYK	0, 45, 80, 95
PMS	7554 C
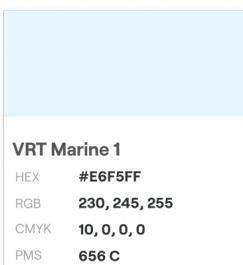
VRT Marine 1
HEX	#E6F5FF
RGB	230, 245, 255
CMYK	10, 0, 0, 0
PMS	656 C
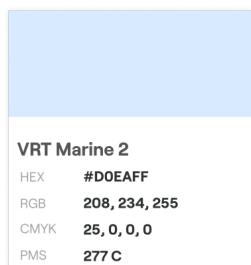
VRT Marine 2
HEX	#D0EAFF
RGB	208, 234, 255
CMYK	25, 0, 0, 0
PMS	277 C
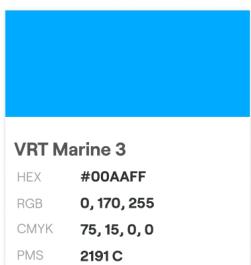
VRT Marine 3
HEX	#00AAFF
RGB	0, 170, 255
CMYK	75, 15, 0, 0
PMS	2191 C
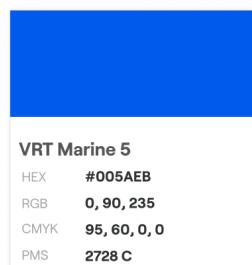
VRT Marine 5
HEX	#005AEB
RGB	0, 90, 235
CMYK	95, 60, 0, 0
PMS	2728 C
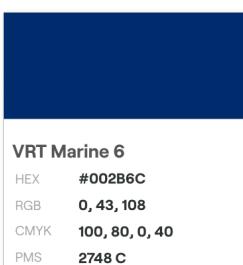
VRT Marine 6
HEX	#002B6C
RGB	0, 43, 108
CMYK	100, 80, 0, 40
PMS	2748 C
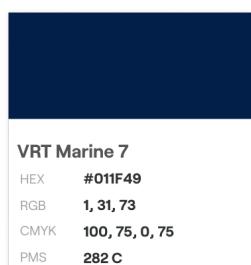
VRT Marine 7
HEX	#011F49
RGB	1, 31, 73
CMYK	100, 75, 0, 75
PMS	282 C

5.

Logo EDUmake

The symbol is a negative space of the EDUbox logo represents a checkbox on a ballot paper
ratio is 1/2.5
margin is 1 time size of symbol
Font of name is Roobert VRT Heavy

Only in the title is EDUmake written in all kapitalletters. When the word EDUmake is used in written text, the first 3 letters are kapital letters, the last 4 letters are in small letters.

How to not use the logo

Safe area and minimum size

To maintain the clarity and integrity of the logo, a minimum clear space free from other graphic elements must be observed in all applications (except when used in app icons, or social media profiles). Wherever possible, apply additional clear space beyond the minimum requirement.

Keeping the minimum size will ensure that the logo always maintains clarity and legibility. In digital use, the minimum size the logo can be used is 60px wide and in print use, the minimum size the logo can be used is 5mm.

Icon

EDUmake icon is shaped by the negative space of the EDUbox logo. It represents a checkbox on a ballot paper. May never be used without the EDUmake text.
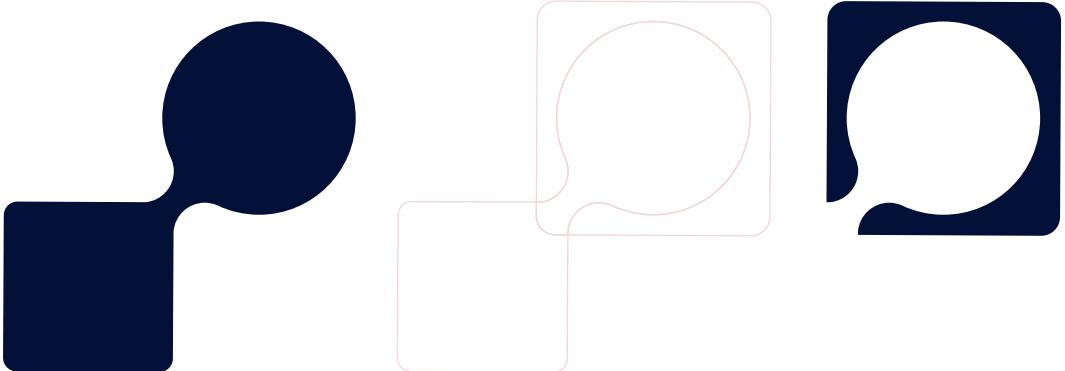
Logo used on negative background

The logo may only be in white displayed when the background is dark enough.

Do

Don't

Text paragraphs

Roobert VRT Regular
12pt/5mm
left align
no hyphenate

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