Easy Surf logo guidelines

Designed by Igor Gott in 2018

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A couple words about logo guidelines

There are several basic elements that forming corporate identity: logotype, colors and fonts. It’s the starting point for any decoration tasks. These guidelines basicly are instructions for using the identity. It helps company employees, designers and polygraphist to follow the composed standards and allows to do their work correctly and qualitatively.

These guidelines includes files of all logo versions.
Always use these files. Don’t create a new images by yourself.

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1. Logotype

Sign

Sign — is the main element of the logotype.
Sign can be used as a stand alone logotype without title.

EasySurf_SIGN_gradient.SVG

Logotype on color background

Basic horizontal logotype
Basic logotype consists of the sign and the title “Easy Surf” composed in horizontal position. Logotype on color background is the most preferable version, use it in the most of any cases.

EasySurf_LOGO_basic_inverted.SVG

Logotype on white background

With white background you should use basic version.
It is possible to use gradient or flat fills for logotype.

EasySurf_LOGO_basic_gradient.SVG

When it is impossible to use color version, for example
in printing, the black version is becomes handy.

EasySurf_LOGO_basic_black.SVG

Logotype on image background

You can use image background behind the logotype. It is highly preferable to use green water images or similar colors.
Be sure that you use color version of logotype for bright image and inverted one for dark image background.

EasySurf_LOGO_basic_color.SVG

Compact version

When it is impossible to put logotype in a horisontal position you should use compact version that consists of the sign and the two-string title centered under the sign.

EasySurf_LOGO_compact_gradient.SVG

Inverted version

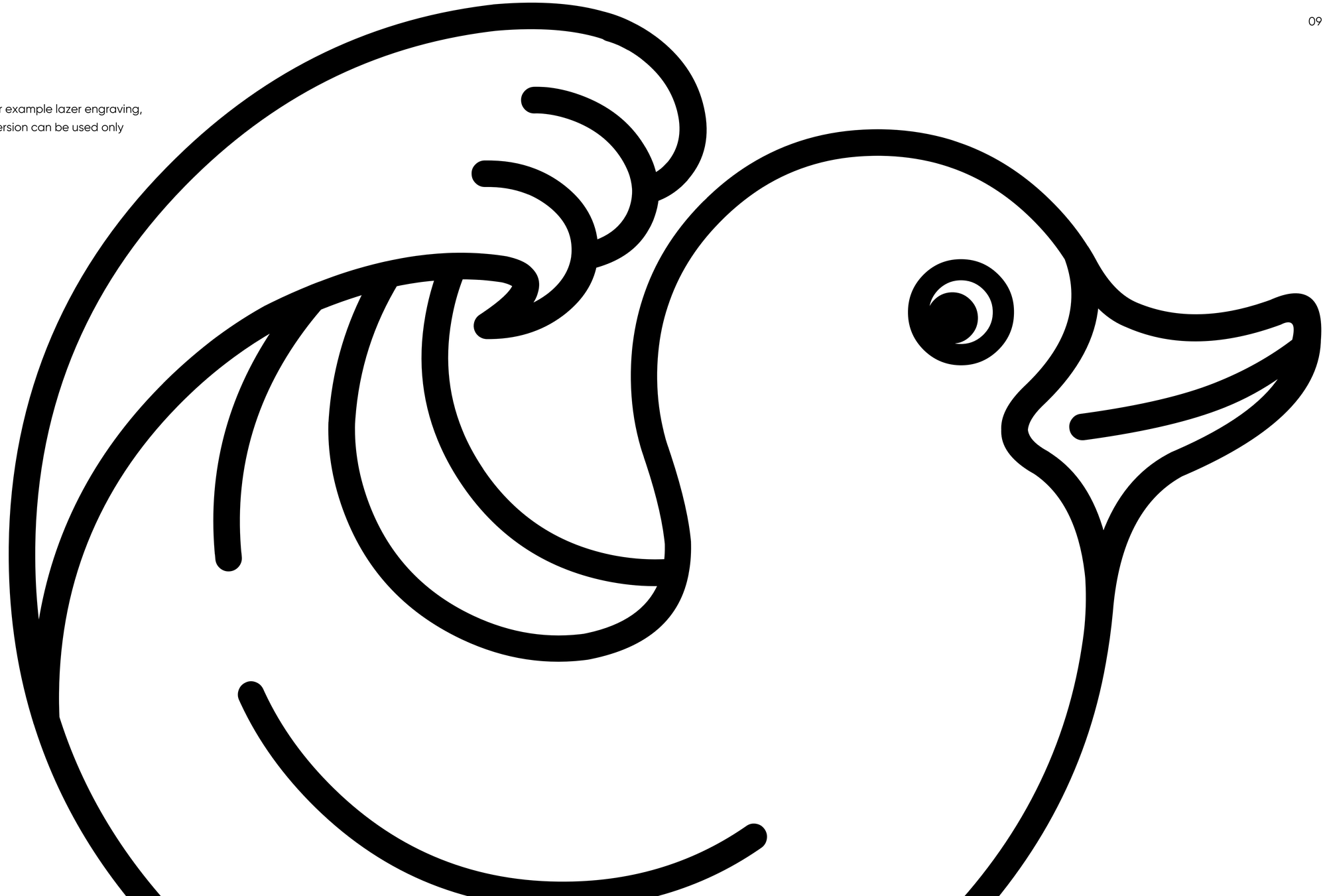
As you already know the inverted version of logotype is used on color or dark image backgrounds.
It is also can be used on a black color. Other colors are undesirable for the whole Easy Surf identity.

EasySurf_LOGO_basic_inverted.SVG

EasySurf_LOGO_compact_inverted.SVG

Stroke version

For very tiny sizes or for different special technics, for example lazer engraving, it is better to use stroke version of the sign. Stroke version can be used only as a stand alone logotype without title.



EasySurf_SIGN_stroke.SVG

Descriptors

Descriptor is used with a basic version of logotype when it is necessary to specify company's branch.
Descriptor's font is **Pacifico**.

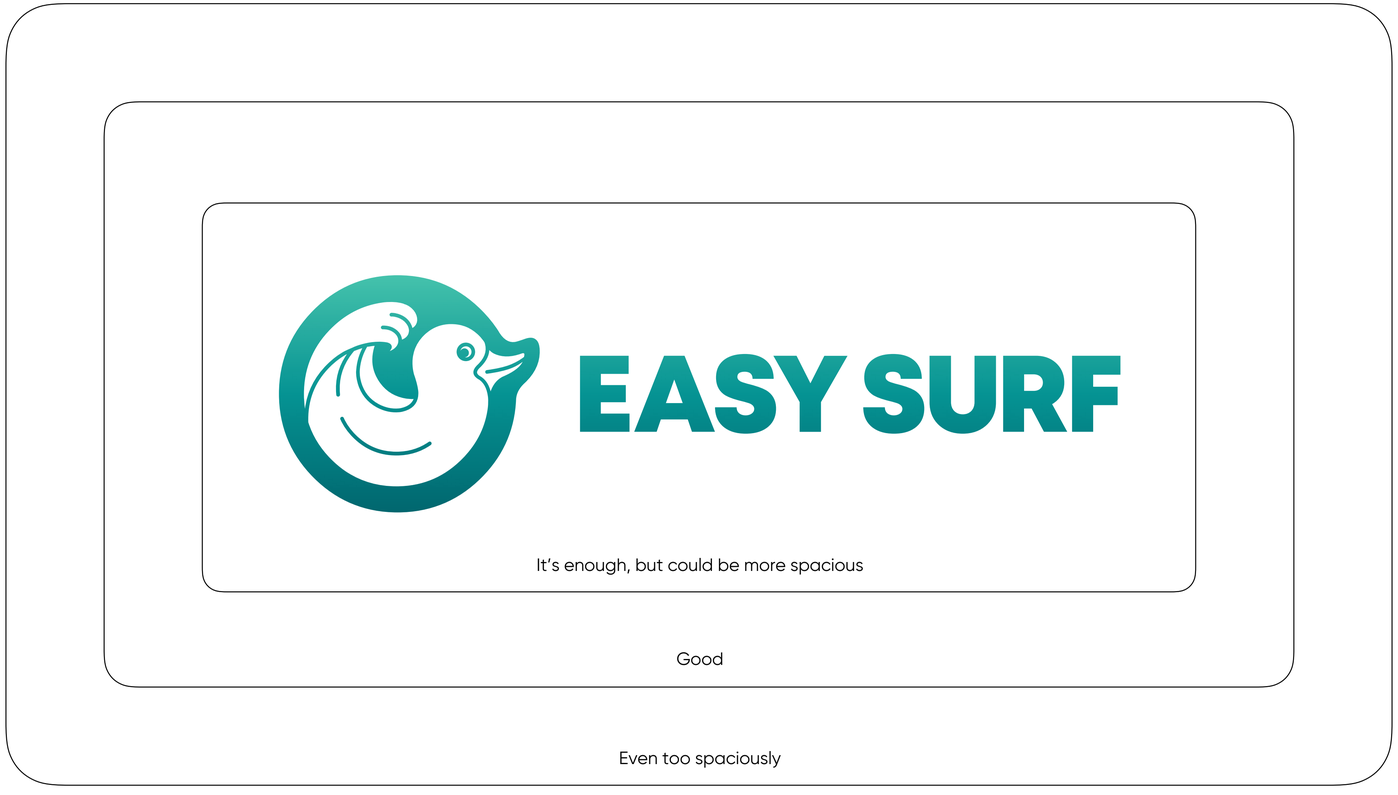
It is preferable to use logotype on a white background. Descriptor fills with "Sunset beach" color.

EasySurf_LOGO_branch_School&Hotel.SVG

Secure area

It is always better to keep area secure around the logo.

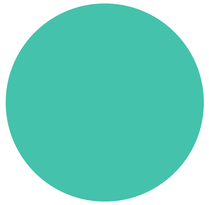
You need to save “air” around the logo and
keep other elements outside this area.



2. Identity elements

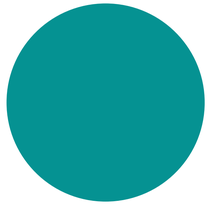
Colors

The corporate Easy Surf identity color palette uses three basic colors and two additional key colors.



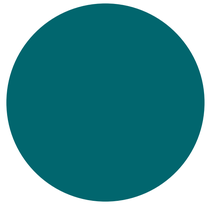
Bright wave

#45C2AC
R:69 G:194 B:172
C:66 M:0 Y:42 K:0
Pantone 7465 C



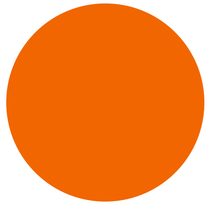
Green wave

#059292
R:5 G:146 B:146
C:84 M:23 Y:44 K:2
Pantone 7716 C



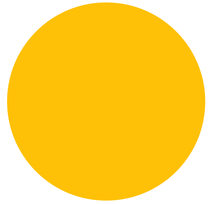
Dark wave

#01666E
R:1 G:102 B:110
C:91 M:44 Y:49 K:18
Pantone 5473 C



Sunset beach

#F16600
R:241 G:102 B:0
C:1 M:73 Y:100 K:0
Pantone Bright Orange C

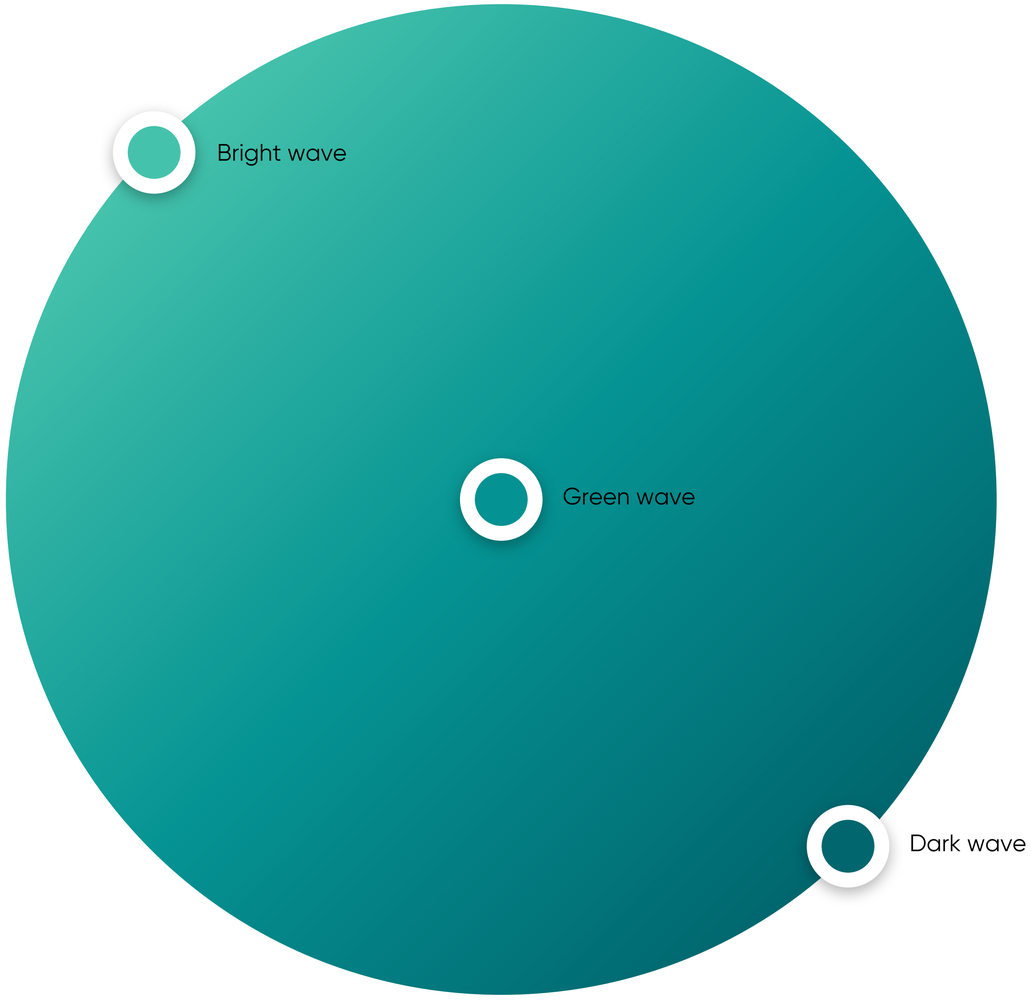


Golden sun

#FFC107
R:255 G:193 B:7
C:0 M:24 Y:100 K:0
Pantone 116 C

Gradient

Easy Surf gradient uses three basic colors in line.
It is preferable to make diagonal gradient.



Pattern

Styleform element

The base of Easy Surf pattern is a wave element from the sign.
One piece of the pattern can be multiplied to infinite-size canvas.

EasySurf_PATTERN_piece.SVG

Pattern usage

The most advantageous look pattern has on a gradient background.
Pattern can be used with other colors, for example with “Sunset beach”.
It is preferable to make a small scale for the pattern.

EasySurf_PATTERN_canvas.SVG

Fonts

Easy Surf identity uses a pair of font types: **Mont** and **Pacifico**

Mont Heavy

Surfing is a surface water sport in which the wave rider, referred to as a surfer, rides on the forward of a moving wave.

Mont Extra Light

Waves suitable for surfing are primarily found in the ocean, but can also be found in lakes or in rivers in the form of a standing wave or tidal bore. However, surfers can also utilize artificial waves such as those from boat wakes and the waves created in artificial wave pools.

Pacifico

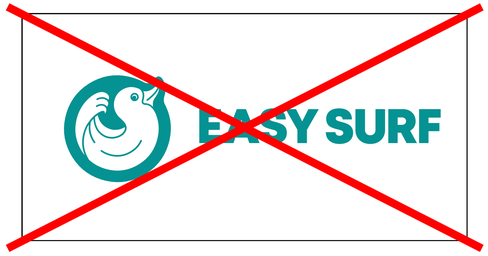
For hundreds of years, surfing was a central part of ancient Polynesian culture.

Mont-Heavy.OTF, Mont-ExtraLight.OTF, Pacifico-Regular.TTF

3. Unacceptable usage

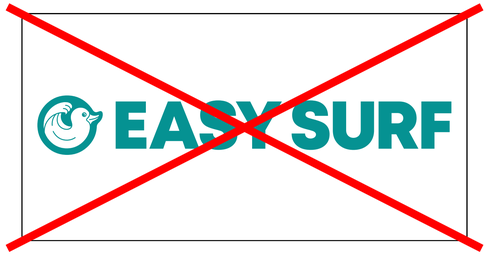
Unacceptable deformation

Here are the most often cases with “Don’t do this” with the logotype.

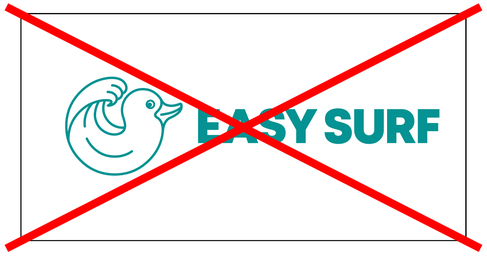


Don’t rotate the sign

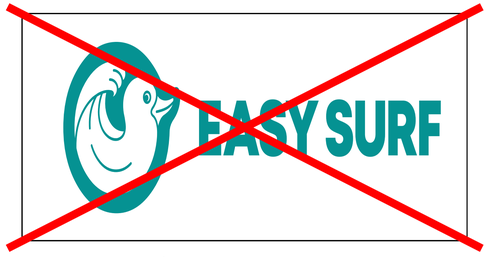
Don’t change the position of the elements



Don’t change scale of elements separetely

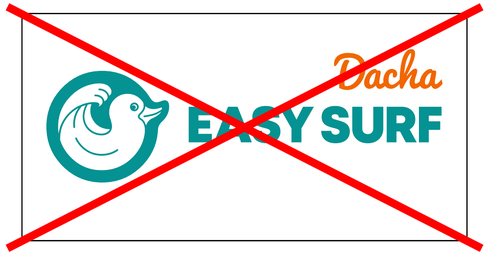


Don’t use stroke sign with the title



Don’t stretch the logotype

Don’t put square title anywhere but under the sign



Don’t change position of the descriptor

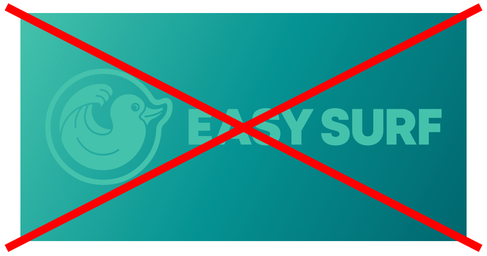
Don’t use composition of basic and compact versions

Unacceptable colors

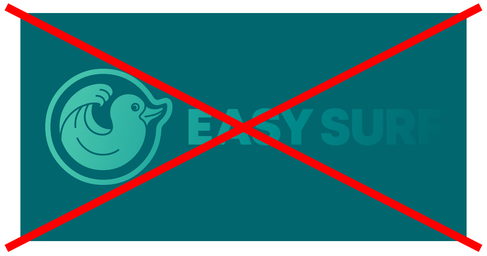
Here are the most often cases with “Don’t do this” with the logotype.

Don’t use inverted logo on a bright background

Don’t use basic version on a dark background



Don’t use color logo with color background



Don’t use gradient logo with color background

Don’t use “Non-wave” colors to fill the logo

Don’t use “Non-wave” colors to fill the background

Don’t use color logo with color background

Don’t use complicated spotty images for background