

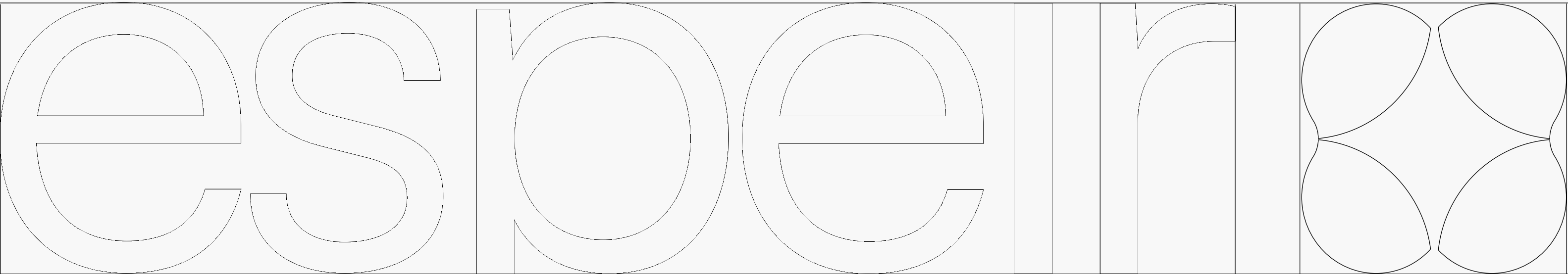
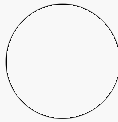
Logo

Logo
Safe area and minimum size
Color usage

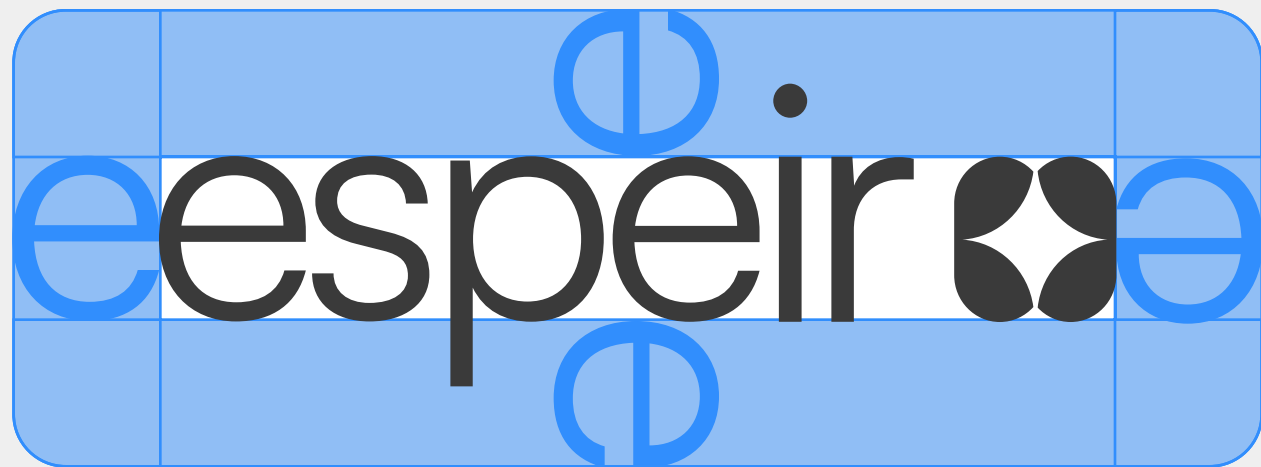
Mono version
Logo pairing
Misuses

01

Logo

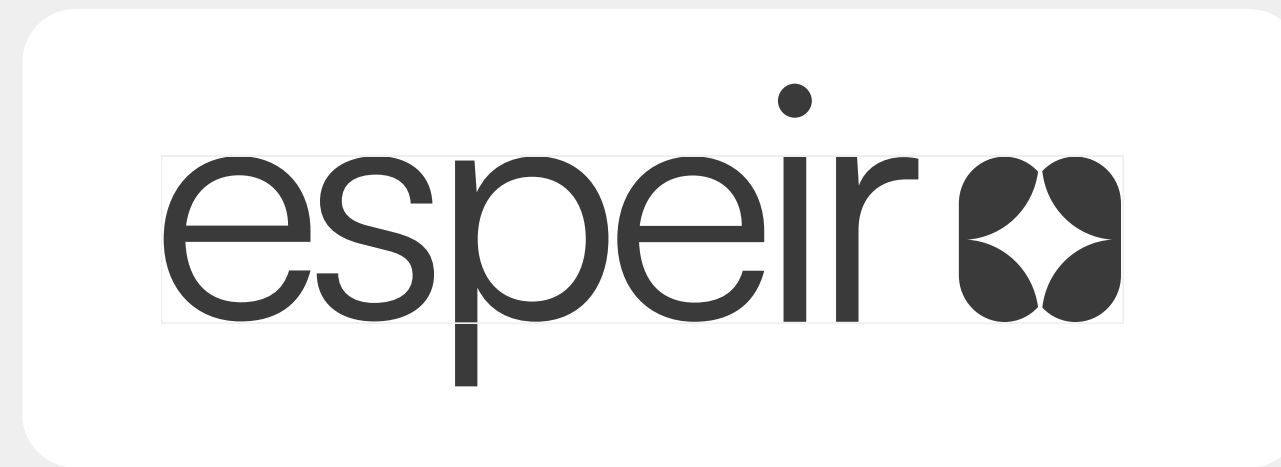


Safe area and minimum size



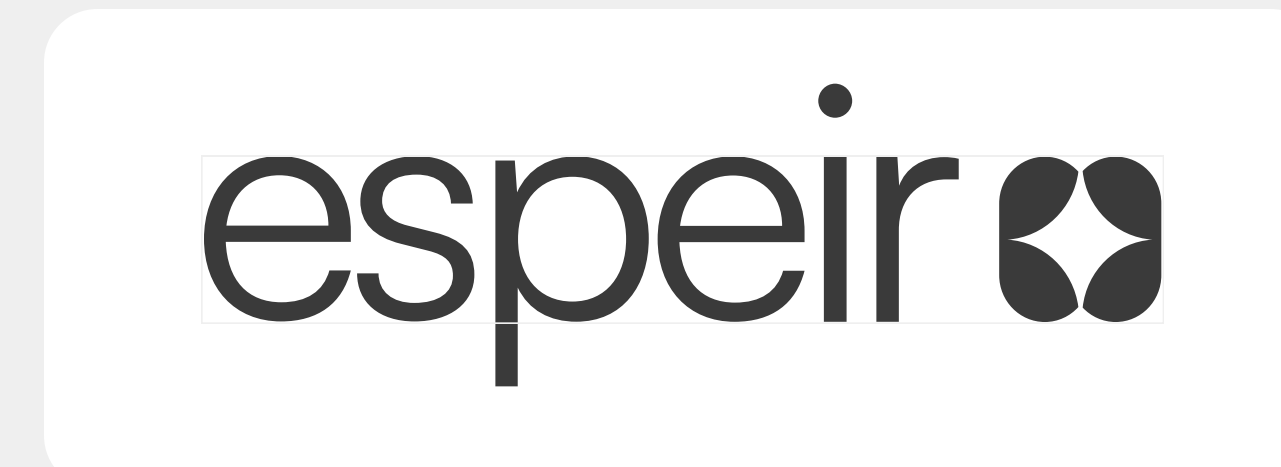
Safe area

Keep clear space equal to the **wordmark cap height (c)** on all sides.



Minimum Size Screen

In order to ensure the legibility of the hero lock-up across applications, it must not be reproduced at any size below **25px** high on screen.



Minimum Size Print

In order to ensure the legibility of the hero lock-up across applications, it must not be reproduced at any size below **0.5mm** high on print.

Color usage

Whenever possible, the Espeir logo should be displayed in the most appropriate brand-approved color for the application.

In cases where contrast is required, use the designated alternate wordmark color to ensure clear and consistent legibility across print and digital.



espeir 



espeir 



espeir 

Color usage

When using a colored background, use one of the following brand blues at 100%: #328EFD, #6786F5, #70AEF9, or #76ADE1. In this case, the logo should appear in white #FFFFFF (RGB 255, 255, 255).

The logo consists of the word "espeir" in a lowercase, sans-serif font, followed by a square icon containing two stylized, overlapping shapes that resemble a pair of eyes or a flower. The entire logo is centered on a solid blue background.

espeir 

The logo consists of the word "espeir" in a lowercase, sans-serif font, followed by a square icon containing two stylized, overlapping shapes that resemble a pair of eyes or a flower. The entire logo is centered on a solid grey background.

espeir 

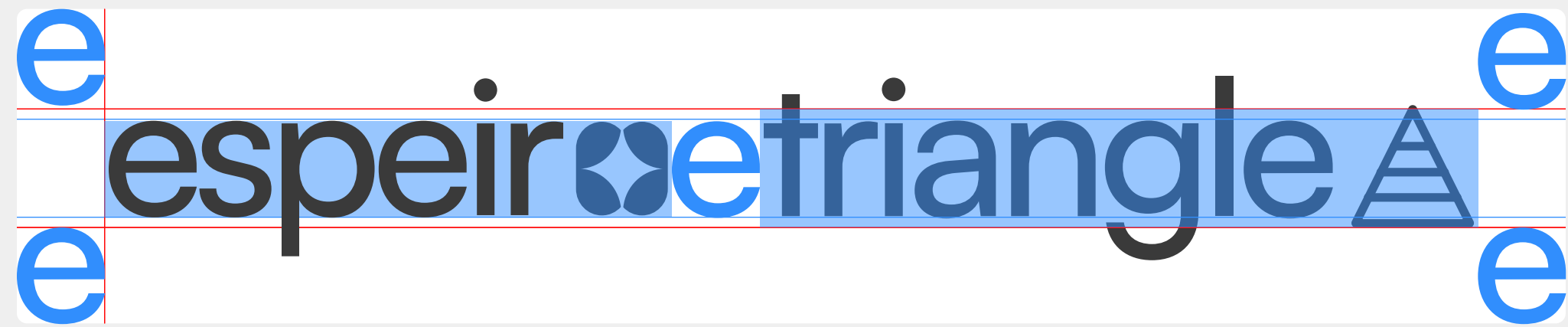
Mono version

When using black-and-white or grayscale applications, place the logo on a solid dark background #3A3A3A (RGB 58, 58, 58 at 100%). In this case, the logo should appear in white #FFFFFF (RGB 255, 255, 255).

Conversely, on a white background #FFFFFF (RGB 255, 255, 255), the logo should appear in dark #3A3A3A (RGB 58, 58, 58).

The logo consists of the word "espeir" in a lowercase, sans-serif font, followed by a stylized icon of two overlapping circles. The entire logo is rendered in white against a solid dark gray background.The logo consists of the word "espeir" in a lowercase, sans-serif font, followed by a stylized icon of two overlapping circles. The entire logo is rendered in dark gray against a solid white background.

Logo pairing



Safe area

Keep clear space equal to the **wordmark cap height (e)** on all sides.



Minimum Size Screen

In order to ensure the legibility of the hero lock-up across applications, it must not be reproduced at any size below **25px** high on screen.

Logo pairing - stacked



Sizing and Placement

When pairing another logo with the Espeir logo, follow one of these three options (in this order) to maintain visual balance:



Spacing

The spacing between the two logos—and each logo's clear space—should be at least equal to the wordmark cap height (e).

Logo pairing - examples



Misuses

For readability and consistency, keep the lock-up unchanged and place it only on a clean, uncluttered background.



espeir

Don't

Distort or modify the lock-up.



espeir

Don't

Apply effects to the lock-up (e.g., a drop shadow).



espeir

Don't

Use colors outside the brand palette.



espeir

Don't

Position the lock-up on top of a visually busy image.