



Our Style

Using the new EPDA identity

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Our identity is all about the impression we
continue to create.



Clearance areas

To ensure that our corporate marque appears prominently at all times, there should always be a clear space area around it, as shown below.

We have a preferred minimum clear space area which should be increased wherever possible.



Minimum sizes

The marque has been designed to be versatile for all situations.

However, to maintain legibility and recognition, the marque should never be used smaller than the stated minimum size.

Minimum size = 35mm



35mm

How not to use the marque

To ensure that our corporate marque is always reproduced in a consistent and legible way, a few rules need to be adhered to. Situations to avoid are shown below:

- ✘ Never change the colour of the marque



- ✘ Never outline the marque



- ✘ Never distort the marque



- ✘ Never put the marque on colours that clash with the marque



- ✘ Never use a drop shadow under the marque



- ✘ Never change the proportion of the elements of the marque



- ✘ Never use different typefaces for the marque



- ✘ Never change the construction of the marque



The marque is always reproduced in CMYK wherever possible:

Use the black marque when colour printing is not available, eg. in a newspaper.

Only use the white version of the marque reversed out of the dark solid colour or the dark background of an image.



Example applications

General rules:

When available, position the marque to the left of any application.

When using colour, try and keep a white 'strip' running across the top of the application. This allows maximum exposure for the marque (as shown in the examples).

Web page

The screenshot shows the EPDA website homepage. At the top left is the EPDA logo, which consists of a circle of yellow stars surrounding the text "EPDA EUROPEAN PLASTICS DISTRIBUTORS ASSOCIATION". To the right of the logo is a navigation menu with the following items: Home, EPDA membership (with a dropdown arrow), Plastics (with a dropdown arrow), Members (with a dropdown arrow), Education (with a dropdown arrow), News & Events (with a dropdown arrow), and Contact.

The main content area has a dark blue background. On the left, there is white text that reads: "The EPDA annual conference—Prague, Czech Republic 2-5 June 2011". Below this, in smaller yellow text, it says: "The EPDA's Annual Conference has a long tradition of providing a priceless and insightful experience to its attendees." To the right of this text is a photograph of a cityscape with a river and several bridges, likely Prague. Yellow left and right arrow icons are positioned on either side of the photograph.

Below the main content area, there is a light grey section with three columns of text. The first column is titled "Features of the EPDA" and contains several lines of placeholder text. The second column is titled "Primary benefits of joining the EPDA" and also contains placeholder text. The third column is titled "Become a member of the EPDA" and contains placeholder text. At the bottom right of this section is a yellow button with the text "Join the EPDA" and a right-pointing arrow icon.

Example applications

Print cover





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