Brand Guidelines

September 2018

EELQMS

EUROPEAN ENGINE
LUBRICANTS QUALITY
MANAGEMENT SYSTEM

Pantone 187c and Cool Gray 5c

Master logo with full title



Abbreviated logo



Pantone:

Red:
Pantone 187c

Grey:
Pantone Cool Gray 5c

CMYK:

Red:	Grey EELQMS:	Grey Strapline:
Cyan 22 %	Cyan 0 %	Cyan 0 %
Magenta 100 %	Magenta 0 %	Magenta 0 %
Yellow 70 %	Yellow 0 %	Yellow 0 %
Black 17 %	Black 40 %	Black 60 %

Pantone 187c and black

Master logo with full title



Abbreviated logo



Pantone:	CMYK:	
Red:	**Red:**	**Black:**
Pantone 187c	Cyan 22 % Magenta 100 % Yellow 70 % Black 17 %	Cyan 0 % Magenta 0 % Yellow 0 % Black 100 %
Grey:		
Pantone Black		

Black 80 %

Master logo with full title



Abbreviated logo



Grey EELQMS:	Grey Strapline:
Cyan 0 %	Cyan 0 %
Magenta 0 %	Magenta 0 %
Yellow 0 %	Yellow 0 %
Black 40 %	Black 60 %

Black

Master logo with full title



Abbreviated logo



White

Master logo with full title



Abbreviated logo



Recommended use on backgrounds

Wherever possible the logo and its variants must only ever appear on these backgrounds.



White



Black 10 % or less



White



Black 10 % or less



White



Black 10 % or less



White



Black 10 % or less

Logo placement on coloured backgrounds

When placing the EELQMS logo on a coloured background, only ever use the white abbreviated version. Never use the full title master logo.



The white abbreviated EELQMS logo can appear on a photographic background so long as the company descriptor is legible.

Recommendations for minimum size and exclusion zone



Master logo with full title
Minimum size: height 35mm - width 17mm





Abbreviated logo
Minimum size: height 14mm - width 10mm



For further information contact:

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