Logo & identity basic guidelines

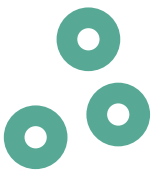
The content of this brief manual provides the basic tools and guidelines to ensure the correct use of Mistral's visual identity elements: logo, typeface and colour palette.

mistral

References for the logo design.

NW WIND

HEALTH



3 CASE STUDIES

Grayscale version of the logo.

Monochrome version of the logo.

Black version of the logo.

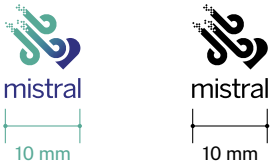
White version of the logo.

Clear space.

When the Mistral logo is used with other logos or other elements, a clear space should be maintained to ensure integrity, legibility and visibility. No other element should fall within this area. Use the height of two letters 't' of the Mistral wordmark as a measuring tool to help maintain clearance.

Minimum size.

The minimum size allowed for the use of the logo is 10mm base.



Typography.

For all paper or digital documentation, the use of the Open Source sans serif typeface *Public Sans* is suggested.
This typeface has a very large family, with a large number of different weights in both the roman and italic versions.

Public Sans

Aa

www.fontsquirrel.com/fonts/public-sans

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^¨”.

LIGHT

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^¨”.

REGULAR

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^¨”.

MEDIUM

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^¨”.

SEMIBOLD

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^¨”.

BOLD

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^¨”.

EXTRABOLD

Color palette.

CMYK 80/0/50/0
RGB 90/170/150
HEX #5AAA96

CMYK 100/95/5/0
RGB 50/50/130
HEX #323282

CMYK 100/30/50/40
RGB 20/90/90
HEX #145A5A

CMYK 0/0/3/5
RGB 246/245/241
HEX #F5F5F0

CMYK 0/0/0/100
RGB 34/34/34
HEX #222222

Allowed and not allowed variants.

Here are some examples of logo variations that can be used and others of variations that should be avoided.

Main logo

Grayscale variant is allowed

Do not rotate

Do not deform

Do not change the colours

Do not use a different font

Do not apply any effect

Do not apply to backgrounds that hinder readability

Monochrome version can be applied on coloured backgrounds, taking care that legibility is preserved.

Examples of embossed use.

Example of a monochrome version of the logotype being used on a photograph.

Example of a monochrome version of the logo used on a slide in a presentation.

Example of using the logo
in the header of a website.

mistral

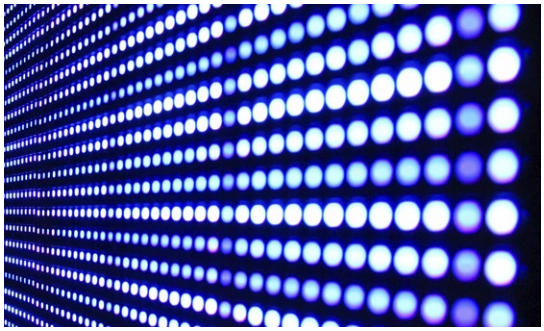
Project Partners Deliverables

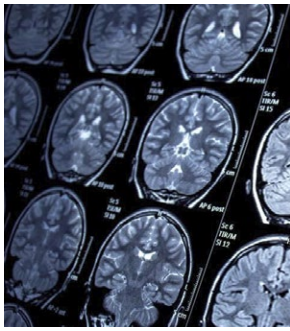
Public and envir

Ilibusan alictur a

Mus corum impo pudit aut mi, exer ipicium fugias do era dit laborrum l quam numquuntu Gitatqui cor sit q

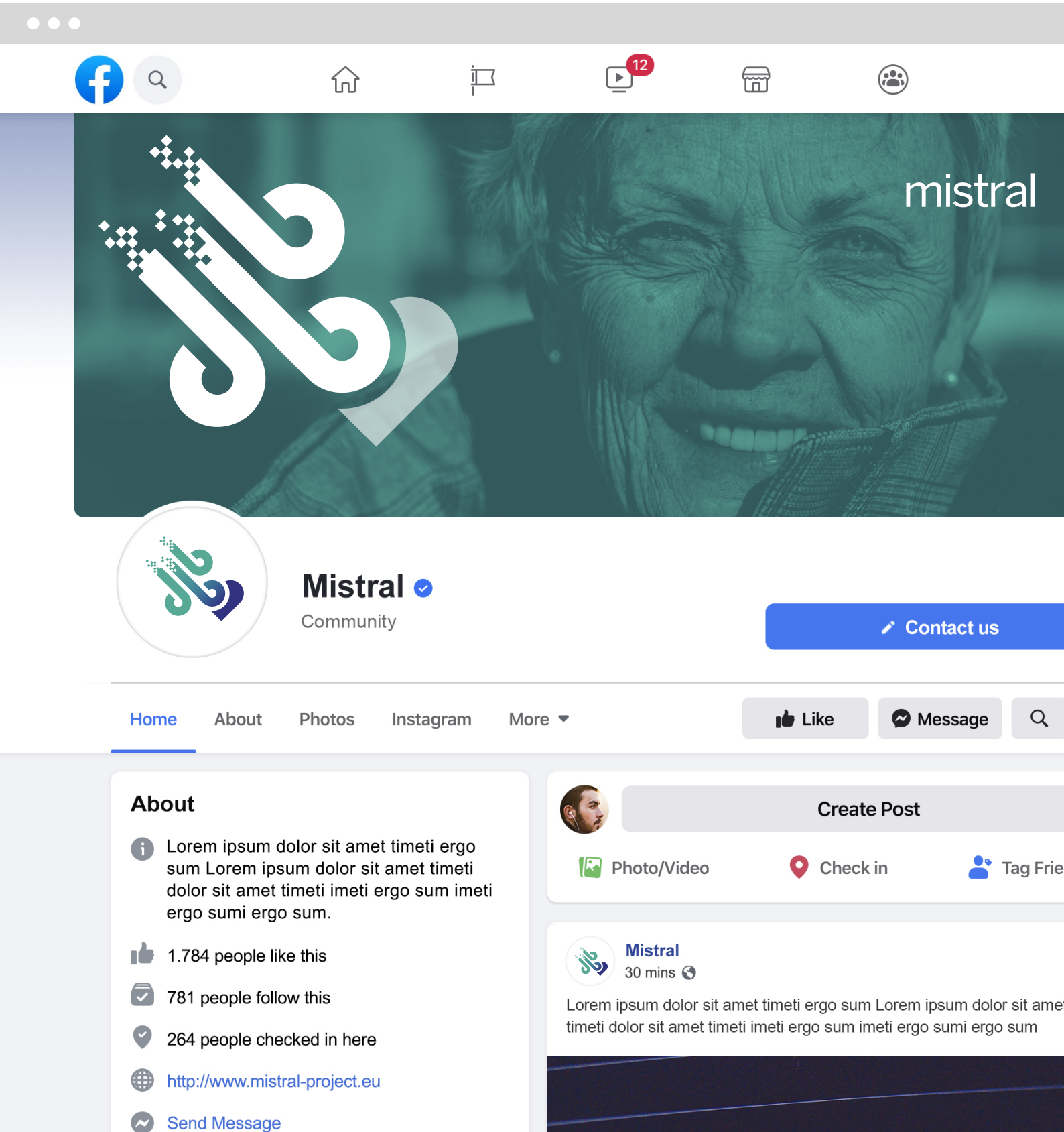
Read More ›





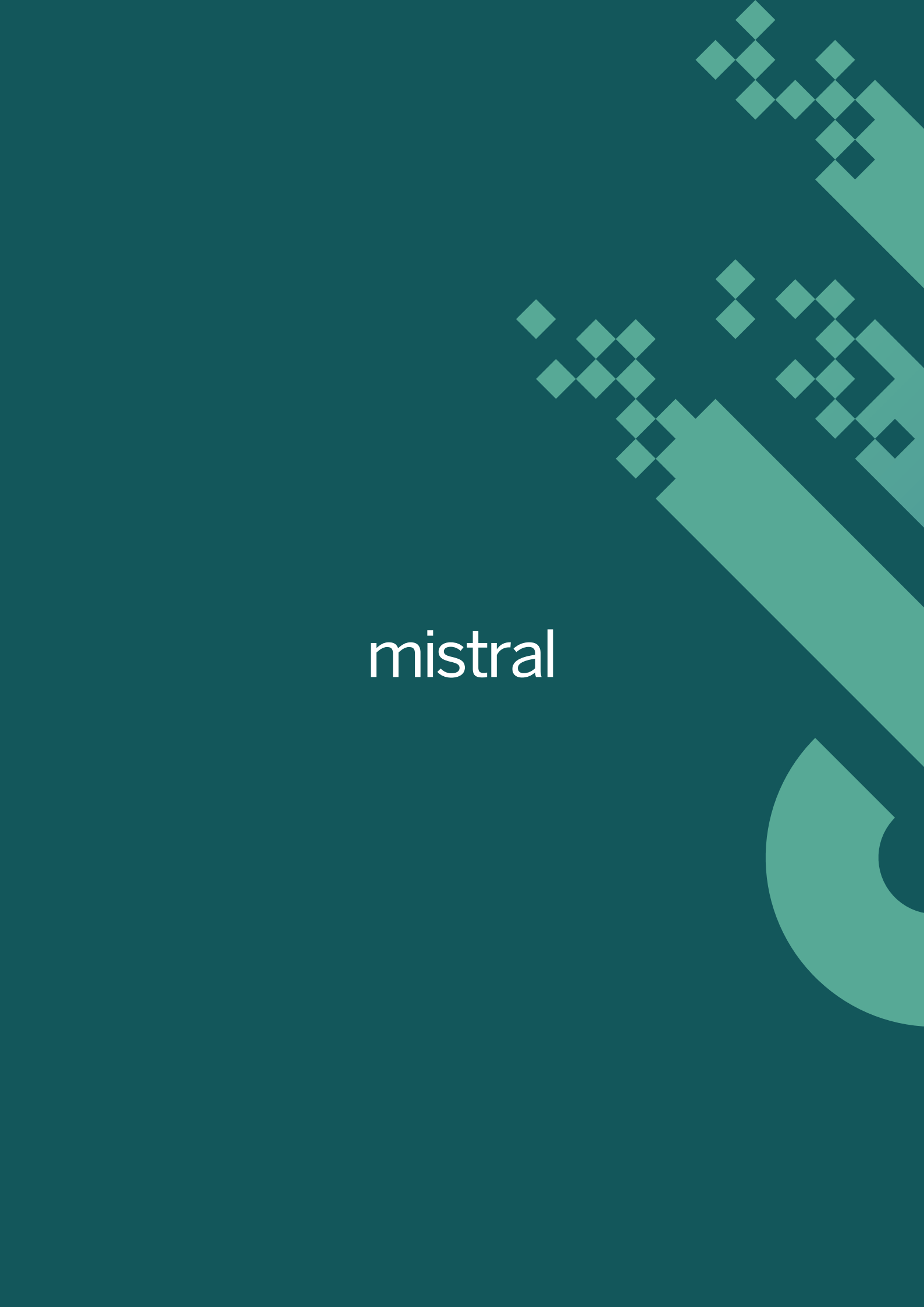
Example of using the logo
in the interface of a device.

Example of using the logo in social media.



Logo file directory.

	VECTOR	**mistral-logo-colors.pdf**	CMYK • transparent background
	RASTER	**mistral-logo-colors.tif**	CMYK
		mistral-logo-colors.jpg	RGB
		mistral-logo-colors.png	RGB • transparent background
	VECTOR	**mistral-logo-monochrome-green.pdf**	CMYK • transparent background
	RASTER	**mistral-logo-monochrome-green.tif**	GRAYSCALE
		mistral-logo-monochrome-green.jpg	RGB
		mistral-logo-monochrome-green.png	RGB • transparent background
	VECTOR	**mistral-logo-grayscale.pdf**	CMYK • transparent background
	RASTER	**mistral-logo-grayscale.tif**	GRAYSCALE
		mistral-logo-grayscale.jpg	RGB
		mistral-logo-grayscale.png	RGB • transparent background
	VECTOR	**mistral-logo-monochrome-black.pdf**	CMYK • transparent background
	RASTER	**mistral-logo-monochrome-black.tif**	GRAYSCALE
		mistral-logo-monochrome-black.jpg	RGB
		mistral-logo-monochrome-black.png	RGB • transparent background
	VECTOR	**mistral-logo-monochrome-white.pdf**	CMYK • transparent background
	RASTER	**mistral-logo-monochrome-white.png**	RGB • transparent background


mistral