



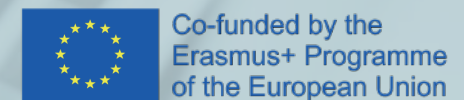
TOP

Transnational
Orientaexpress
Platform

LOGO GUIDELINES



OLTRE
COSTRUIAMO CARRIERE



Logo size

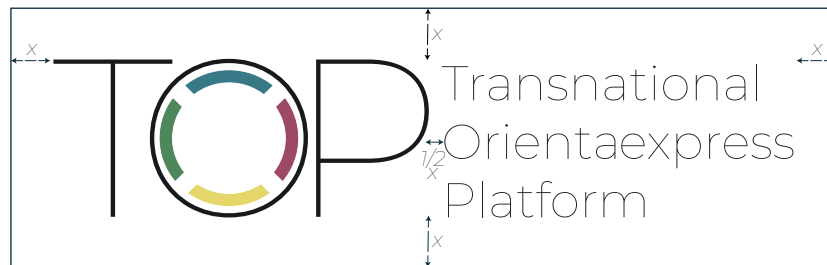
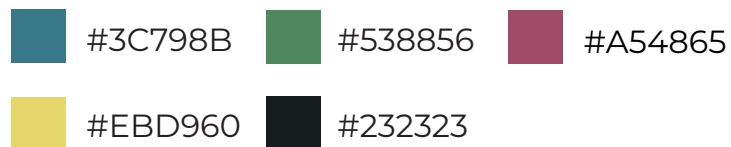


To **promote readability**, it is advisable never to go below 15 mm for paper and 50 px for the web.

For social profile images for app use, it is recommended to use only the pictogram.

Generic colour logo

Combination in positive, colour.
Logo in negative, white on colour background.



Colour use

In the TOP logotype the letters are in **Black** (#232323).
The pictogram has 4 colours: **Light Blue** (#3C798B),
Green (#538856), **Wine** (A54865) and **Yellow** (#EBD960).

These are the institutional colours to which constant reference should be made. If the logotype is printed on dark or brightly coloured backgrounds, the "negative" version should be applied, i.e. with white letters and pictogram.

Margins

The logo needs **minimum margins** to be respected in order to always be clearly visible, without additional graphic elements disturbing its legibility.
The space may be larger than this, but never smaller.

Typefaces

Montserrat

abcdefghijklmnopqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

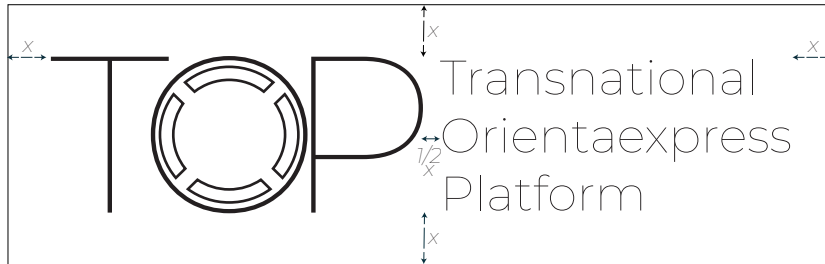
Font use

Monteserrat is the font used, present in regular and extralight versions.

Balanced shapes and gentle curves reassure the user on first approach and entice them to learn more.

Generic black logo

Positive combination, black.
Logo in negative, white on black background.



Colour use

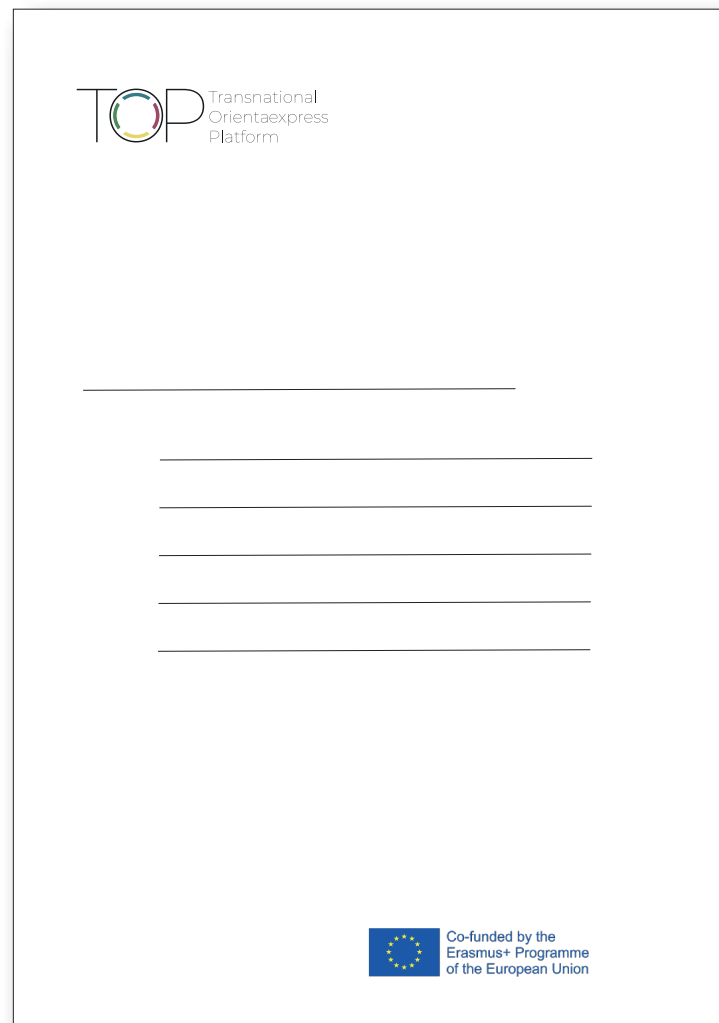
Reproduction on printed matter using the colour black is possible, although not recommended.

Margins

Margins are used as in the colour version.

Logo applications

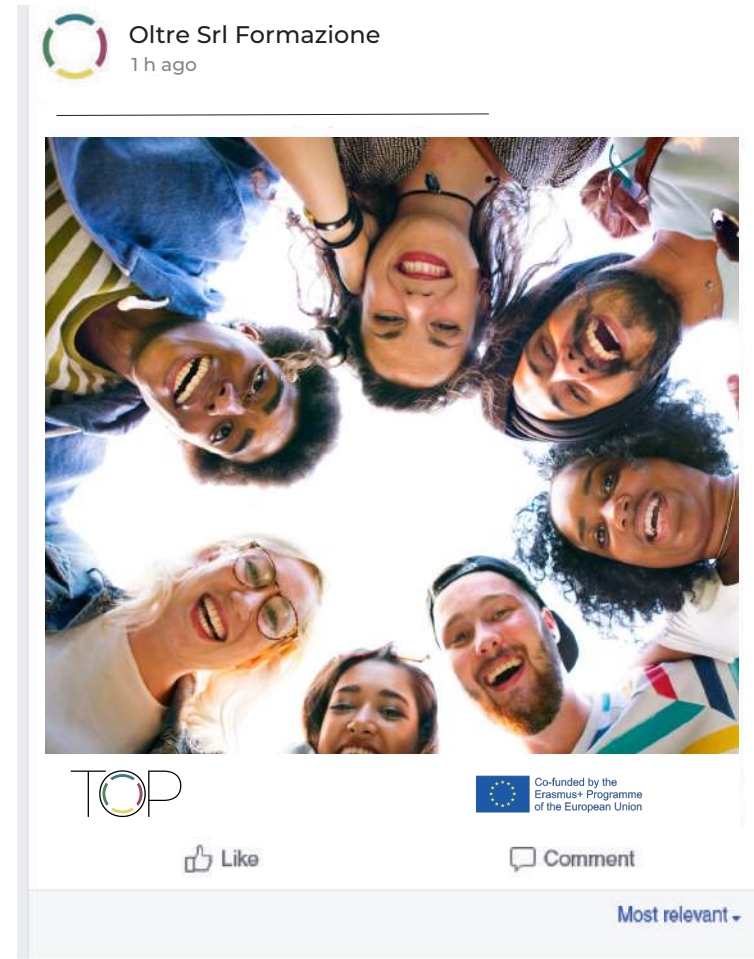
Mockup examples



* The TOP logo will always be used alongside the EU logo, in every communication and never separated from it.

Logo applications

Social media communication examples



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