

Usage of the ESCP Business School logo

Guidelines for partners using the logo

These are the guidelines for the use of the ESCP **corporate blue logo**.

The **white version** of the logo is only used on corporate blue background or dark plain photographic background without image details.

The **black monochrome version** is for one colour printing and screen printing.

Corporate blue

2735C

#240085

C95 M100 J00 N00

R36 V00 B133

Brand Block

Please note that there is **never a frame around the logo**, it should blend in the background without margins.



Logo

The logo cannot be distorted. It is not allowed to add campus or programme names, or any additional baseline or text.



Breathing zone

The light blue zone in this template is the breathing zone of the logo.

It is compulsory when the logo is placed next to other logos or on a media of large format.



Minimal size

For documents -when space is limited - and for usage such as partnership web sites.

When used in combination with other logos the breathing zone must be respected.



Restrictions

 USE THE LOGO VERTICALLY	 MODIFY THE COMPONENT PLACEMENT
 DISTORT THE LOGO	 OTHER COLOUR
 MODIFY THE COMPONENT PROPORTION	 SWITCH THE STAR
 USE ON A DETAILED IMAGE BACKGROUND	 USE ON A BACKGROUND COLOUR