

# EPS LANKA

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LOGO DESIGN & BRAND GUIDELINE





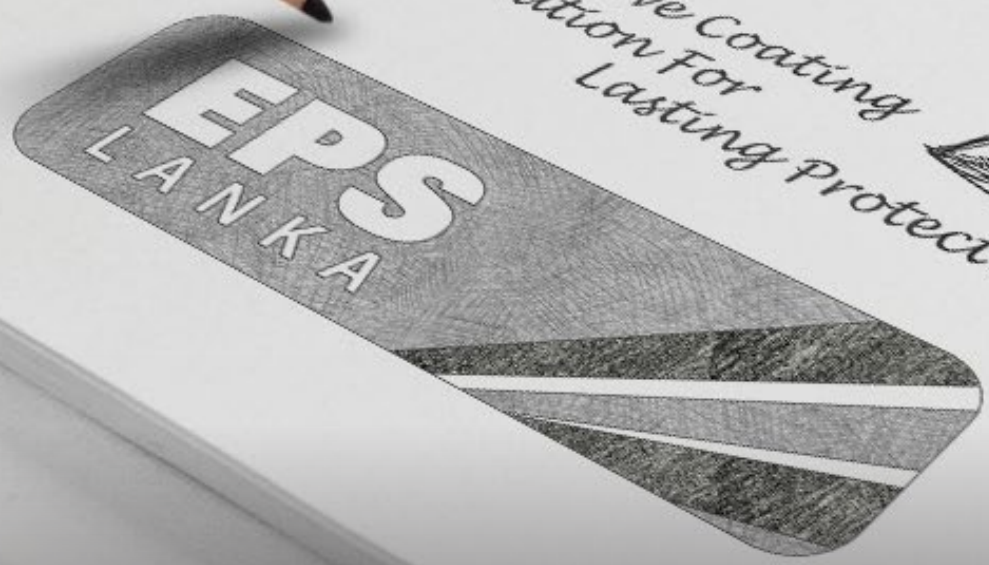
INNOVATIVE COATING SOLUTION FOR LASTING PROTECTION





*Innovative Coating  
Solution For  
Lasting Protection*

*tag line*



Company  
Name



Symbol

INNOVATIVE COATING SOLUTION FOR LASTING PROTECTION

Slogan

Logo Concept

Icon + Symbol + Text + Slogan



Designed and Developed by MIRACLE  
BEYOND IMAGINATION





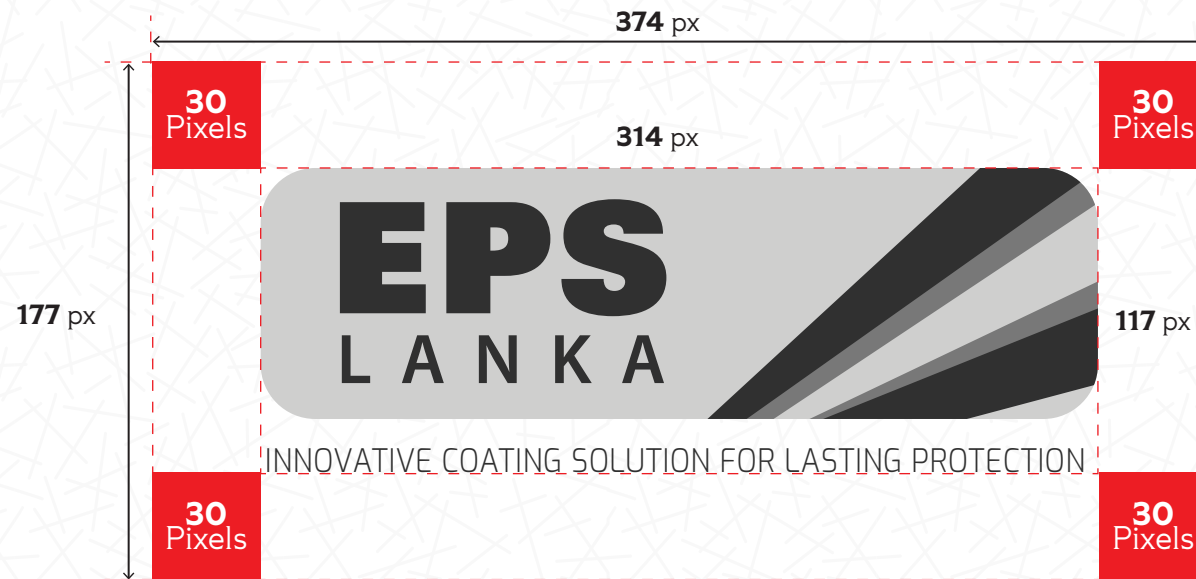
**EPS**  
**LANKA**

INNOVATIVE COATING SOLUTION FOR LASTING PROTECTION

Vertical Logo Design



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# Minimum Size

Determine the smallest size at which your logo should be legible and recognizable. This typically depends on the complexity of the design elements and the detail within the logo.

## Print



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200 px

## Web



150 px



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## Logo Icon

The EPS logo icon is a stylized representation of the letter 'EPS Lanka' combined with a signal element, symbolizing guidance and direction. The icon is designed to be versatile and recognizable, making it ideal for use in various branding materials and digital platforms.





Web Site Logo



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## Logo Color Usage

These colors create the dominant color scheme for all print and web communication. The logo is to be used in these colors.





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Correct Logo Application



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**James Doe**  
 Chief Director  
 A : 45-1, Anson Road Singapore - 0989  
 W : email@mailid.com, www.myweb.com  
 P : +880 - 12345 - 6789

Date: 10 September, 2019

This is a sample letter that has been placed to demonstrate typing, remat (Your Company), letterhead design. When positioned properly, it will serve to work in harmony with all other elements letterhead.

This letterhead design is meant to project an image of professionalism reliability. By using simple align we have created a very spacious feeling. The simplicity suggest, renththe -spaciousnes contributes h aesthetics the layout. These basic qualities along with the (Your Company)

This letterhead design is meant to project an image of professionalism reliability. By using simple align we have created a very spacious feeling. The simplicity suggest, renththe -spaciousnes contributes h aesthetics the layout. These basic qualities along with the (Your Company)

This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stationery we have created a very spacious feeling. The simplicity suggests strength the spaciousnes contribute part of the (Form of your logo).

*John Smeeth*  
 John Smeeth  
 Manager

+000 12345 6789  
 +000 12345 6789

unwebsite@name.com  
 unname@email.com

Street Address Here  
 Singapore, 2222



# PRIMARY TYPOGRAPHY

## Futura Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & \* ()

{ } [ ] < > ? : " ' | \ /



# SECONDARY TYPOGRAPHY

## Poppins Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & \* ()  
{ } [ ] < > ? : " ' | \ /

Regular  
Font

**Bold  
Font**



# Color Palette

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## Primary Color



## Secondary Color





# Logo Usage



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SOLUTION FOR LASTING  
PROTECTION**

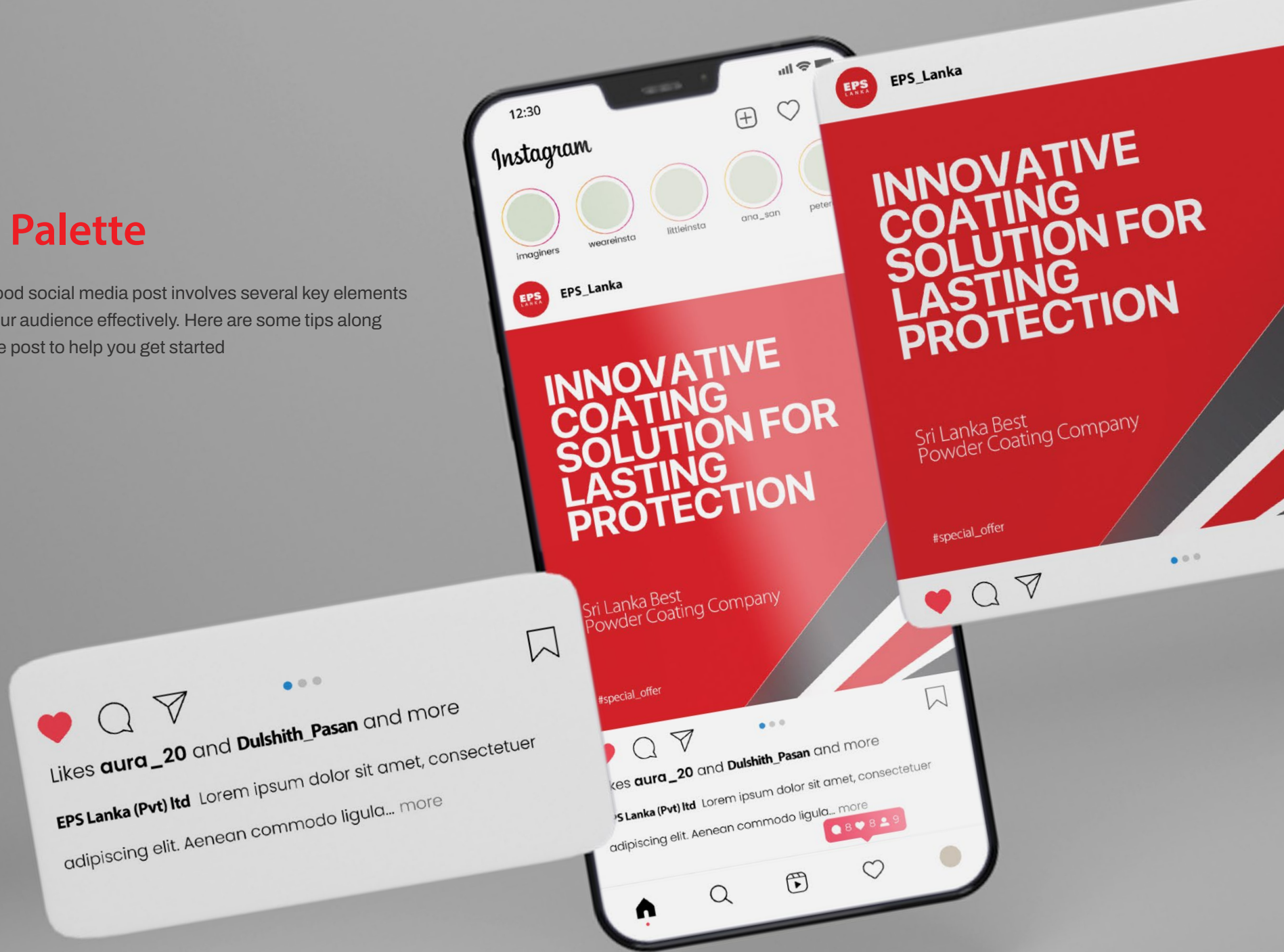
**EPS**  
L A N K A

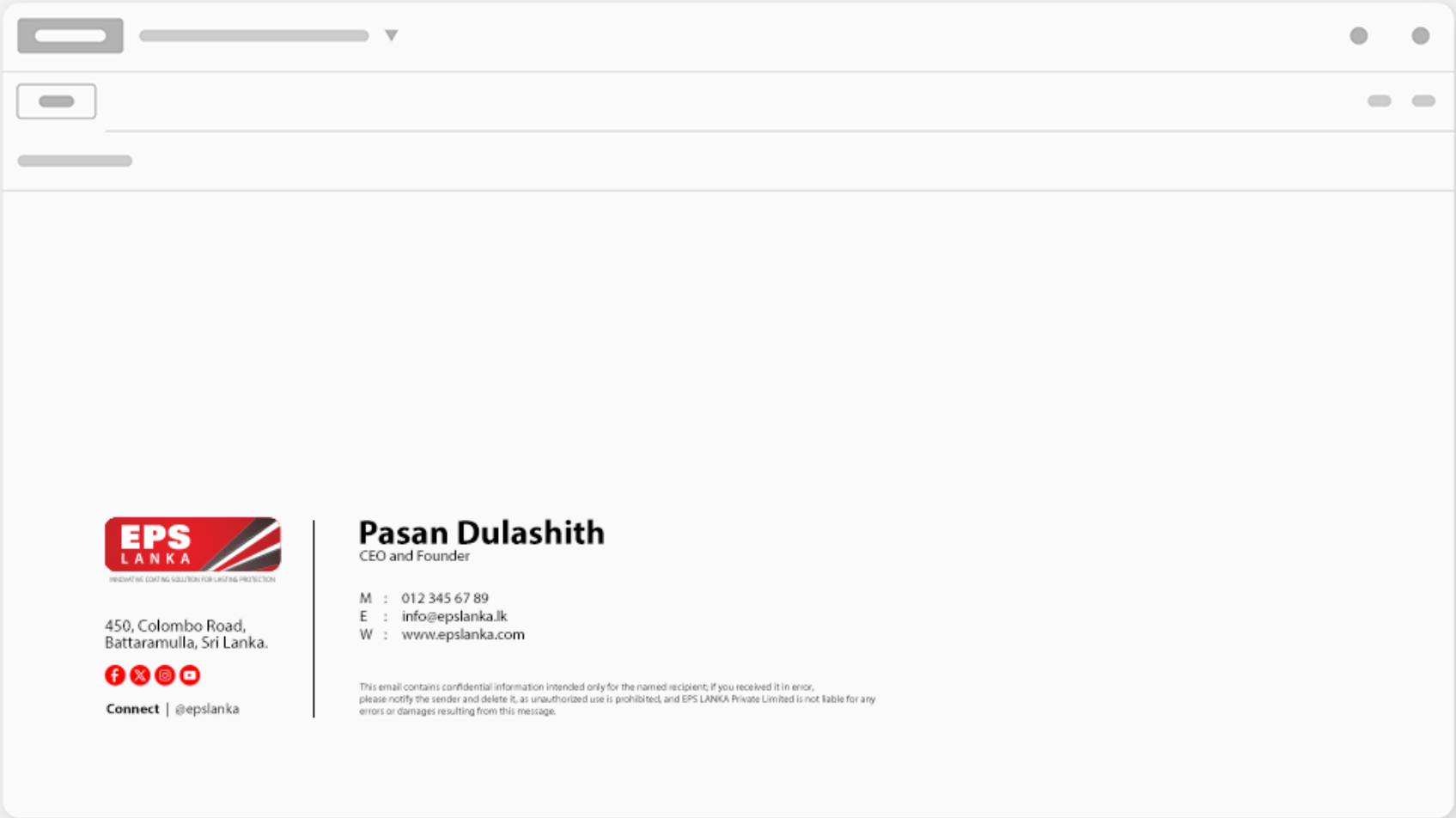
**EPS LANKA**  
@eps\_lk

 Liked

## Color Palette

Creating a good social media post involves several key elements to engage your audience effectively. Here are some tips along with a sample post to help you get started





450, Colombo Road,  
Battaramulla, Sri Lanka.



Connect | @epslanka

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[www.epsilanka.lk](http://www.epsilanka.lk)



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**MIRACLE**

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