



EGIA

B R A N D G U I D E L I N E S

TYPOGRAPHY

ROBOTO

ROBOTO REGULAR (Used for body copy)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Rb

ROBOTO MEDIUM (Used for body copy)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Rb

ROBOTO BOLD (Used for body copy/titles and headings)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Rb

ROBOTO BLACK (Used for titles and headings)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Rb

MULISH

MULISH REGULAR (Used for body copy)

Ms

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MULISH SEMIBOLD (Used for body copy)

Ms

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MULISH BOLD (Used for body copy/titles and headings)

Ms

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MULISH BLACK (Used for titles and headings)

Ms

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PRIMARY COLOR PALETTE

EGIA BLUE

PMS.285C
C.90
M.56
Y.0
K.0
R.0
G.109
B.183
HEX.006DB7

EGIA LIGHT BLUE

PMS.638C
C.70
M.15
Y.0
K.0
R.39
G.170
B.225
HEX.27AAE1

EGIA GREY

PMS.COOL GRAY 11C
C.63
M.56
Y.54
K.31
R.87
G.86
B.86
HEX.575656

EGIA BLACK

PMS.BLACK 6C
C.75
M.68
Y.67
K.90
R.0
G.0
B.0
HEX.000000

FRACTAL PATTERN

APPROVED TEXTURED BACKGROUND

LOGO

EGIA MAIN LOGO

EGIA

EGIA



Clear space must be equal to or larger than the size of the "E" in the logo.

EGIA BLUE 

0.75"


Minimum size is 0.75" w
or 54px.

LOGO

CONTRACTOR UNIVERSITY



Primary



Secondary



Clear space must be equal to or larger than the size of the two "C's" in the logo.



Clear space must be equal to or larger than the size of the "C" in the logo.



Minimum size is 1.5" w or 108px.



Minimum size is 0.75" w
or 54px.

LOGO
OPTIMUS



EGIA BLUE



EGIA BLACK



EGIA LIGHT BLUE



EGIA TEAL



Clear space must be equal to or larger than the size of the "O" in the logo.

1.5"



Minimum size is 1.5" w or 108px.

LOGO

EGIA FOUNDATION



Clear space must be equal to or larger than the size of the "E" in the logo.

EGIA BLUE



EGIA GREY



EGIA LIGHT BLUE



Minimum size is 1" w
or 72px.

INCORRECT USAGE

RULES FOR ALL EGIA LOGOS



CHANGE COLOR OF LOGO



SQUISH LOGO



MOVE LETTERS IN LOGO



BRIGHT COLORS BEHIND LOGO



OUTLINE LOGO



ROTATE LOGO



SKEW LOGO



BUSY IMAGE BEHIND LOGO



TO DOWNLOAD ANY OF THE EGIA BRAND ELEMENTS,
VISIT **[EGIA.ORG/BRANDTOOLS](https://egia.org/brandtools)**.