



Corporate Identity Guidelines

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Contact:



Goethestraße 24
D – 88079 Kressbronn

Phone.: +49 7543 9529400
info@my-Sea.com

www.my-Sea.com

Introduction

mySea is an online travel guide, which can help you find the most beautiful locations and avoid the biggest disappointments.

You will not only find helpful information on **mySea** about harbours, anchorages or buoys, but also about restaurants, shopping amenities, sail makers, mechanics, etc. and even contact information on the closest doctor or taxi driver.

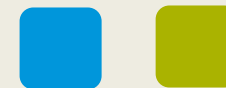
The name, logo and the signet were launched 2013 by **mySea**, a service of Euminia GmbH and serve primarily the easy recognition of **mySea** products, services, partnerships and links.

Base of a strong and trustworthy brand is a consistent corporate image as part of an integrated corporate communication. Compliance with the guidelines in this Guideline is therefore absolutely necessary.

Logo



Century Gothic modified



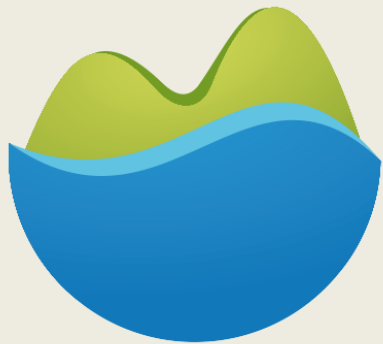
Logo

Typography

Colours

[Designlements Logo – Overview](#)

Logo



Signet



Colours

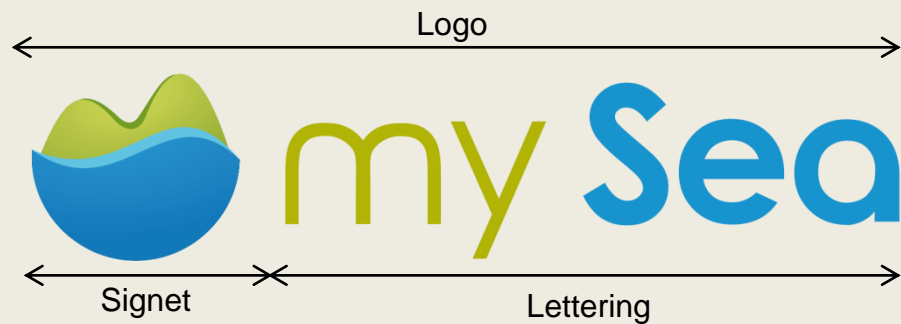
Designlements Signet –
Overview

Logo

Default logo



Logo



Default logo

Signet and lettering form the logo of **mySea**. The logo is a unit and cannot be changed, modified or shown cut. An exception is the signet provided by **mySea**.

Logo



Logo in colours



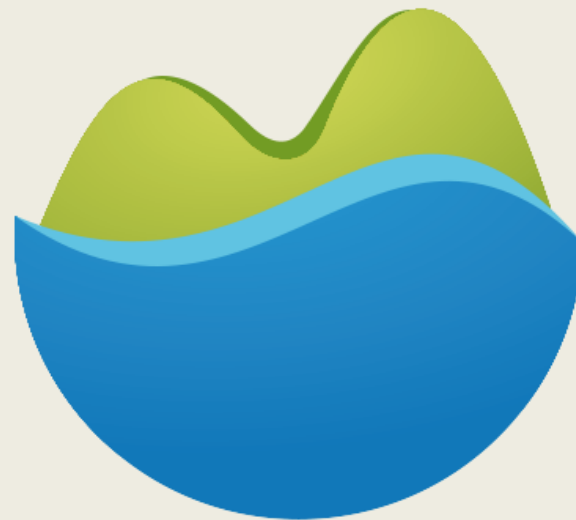
Logo in greyscale

Colour- and greyscale versions

In general, the color logo should be used. Exceptions are applications such as advertisements or other promotional materials, when a color image is not possible. Not permitted is the use of grayscale **mySea** logo on:

- web pages, apps
- posters, stickers , flyers

For different use of the **mySea** logo must be obtained a written approval from Euminia GmbH.



Proportional scaleable

Logo - Scale

The logo is not allowed to be smaller than shown in the minimum height of 1.5 cm. This also applies to the signet. Bigger is possible, as long as the proportions are strictly adhered to.

Logo

Logo – Free space

The free space is part of the logo. He represents a constant size by word and figurative mark.

Exceptions must be agreed upon the Euminia GmbH






Unzulässige Anwendungen

Not allowed is:

- change proportions
- generating color variants
- changes to the master artwork
- rotate the logo
- create outlines
- fence in free form
- cutting or cover the free space

Colours

		Pantone	CMYK	RGB
Blue		Pantone 2925C	80%, 27%, 0%, 0%	0, 150, 219
Green		Pantone 583C	39%, 17%, 100%, 1%	170, 179, 0