ThPA S.A.
LOGO USE

COLOR PALETTE

PRIMARY COLORS

Pure white

HEX
#FFFFFF

RBG
R:255 B:255 G.255

CMYK
C:0 M:0 Y:0 K:0

Dark Blue

HEX
#00386C

RBG
R:0 B:56 G.108

CMYK
C:100 M:60 Y:0 K:50

Yellow

HEX
#FFCB05

RBG
R:255 B:203 G.5

CMYK
C:0 M:20 Y:100 K:0

SECONDARY COLOR

Grey

HEX
#9B9B9B

RBG
R:155 B:155 G.155

CMYK
C:0 M:0 Y:0 K:50

ThPA S.A.
Primary Logo

The ThPA S.A. blue-yellow logo, pictured here, is our Primary Logo colorway, used only in situations where the brand palette is not being used.

The ThPA S.A. blue-yellow logo always looks best against a white background. A white background gives colors a clean, crisp contrast.

ThPA S.A.
PORT OF THESSALONIKI

ThPA S.A. Logo

EXCLUSION ZONE:

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone. The extent of the exclusion zone is equal to the height of the "ΟΛΘ" sign. It is prohibited to use any sort of artworks, typography or any other graphical artifacts within the exclusion zone.

ThPA S.A. Logo

MINIMUM SIZE

A minimum size of 200px is mandatory for the correct use of the logo and to ensure that all of its elements are fully visible and readable.

USE OF COLOR IN LIGHT & DARK BACKGROUND

ThPA S.A. Logo

REVERSED COLOR

If the primary ThPA S.A. logo appears on color or photographic backgrounds, there must always be sufficient contrast between the background and the logo colors. If there isn't sufficient contrast, use the reverse logo.

ThPA S.A. Logo

REVERSED SINGLE COLOR

If it's difficult for the full-color ThPA S.A. logo (primary or reversed) to stand out over a specific color or image you can use the monochrome logo instead.

ThPA S.A. Logo

REVERSED BLACK & WHITE

If color is not an option for technical reasons or if the brand colored logos contrast or competes with other visual elements, you have permission to use either the black or the reversed (grey-white) logo option.

EXAMPLES

ThPA S.A. Logo

LOGO MISUSE DONT'S

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or having other elements added to. Its orientation, color, and composition should remain as indicated in this document with no exceptions.

Don' t distort the logo in any way

Don' t place the logo against any background that doesn' t create contrast

Don't change the badge and text arrangement

Don' t change the original solid color with an outline

Don' t add drop shadow

Don' t change the letter spacing

Don' t add any kind of gradient or
Use one of the colored options indicated on page 6.