



#### **PRIMARY COLORS**

# COLOR PALETTE



#### **SECONDARY COLOR**



## 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. 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 " $OA\Theta$ " 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

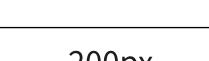
A minimum size of 200px is mandatory for the correct use of the logo and to ensure that all of its elements are fully visible and readable.











# **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.

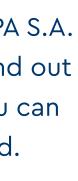
ThPA S.A. Logo

# 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.



ThPA S.A. PORT OF THESSALONIKI

Don't change the badge and text arrangement



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 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.

