



# ELDORADO

Global Mutual Aid Club

ELDORADO Brandbook

# Logo

Layout options on brand background. *Version with slogan*

• *Vertical layout*



• *Horizontal layout*



**ELDORADO**

Global Mutual Aid Club

**ELDORADO**

Global Mutual Aid Club

• *Black-and-white versions*



**ELDORADO**

Global Mutual Aid Club

**ELDORADO**

Global Mutual Aid Club

• *Additional symbols*



# Logo

Layout options on white background. Version without slogan

• *Vertical layout*



• *Horizontal layout*



**ELDORADO**

**ELDORADO**

• *Black-and-white versions*



**ELDORADO**

**ELDORADO**

Global Mutual Aid Club

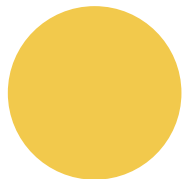
• *Additional symbols*



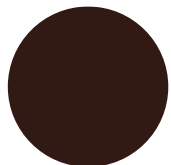
# Logo

## Brand Colors

### • Main colors

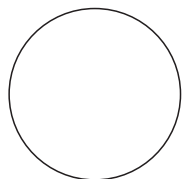


CMYK 3 19 87 0  
RGB 242 201 86



CMYK 48 63 56 73  
RGB 48 26 19

### • Additional colors



CMYK 0 0 0 0  
RGB 255 255 255



CMYK 0 67 81 0  
RGB 254 110 58

### • Background gradients



▲  
CMYK 48 63 73  
RGB 48 26 19

▲  
CMYK 58 53 56 42  
RGB 242 113 33

### • Logo gradient



▲  
CMYK 3 19 87 0  
RGB 242 201 86

▲  
CMYK 24 50 100 44  
RGB 1 161 252

### • Additional gradient



▲  
CMYK 3 19 87 0  
RGB 242 201 86

▲  
CMYK 0 67 81 0  
RGB 254 110 58

# Logo

## Prohibited Use

• *Non-uniform scaling*



• *Change in element layout*



• *Using colors different from brand colors*



• *Use of complex background*



• *Change in logo font*



• *Rotation of logo*

