eTrade for all
Connecting the dots
by-products examples
<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Recommended</th>
<th>RVB Recommended</th>
<th>HEX Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>UN blue</td>
<td>c 68 m 34 y 0 k 0</td>
<td>r 75 g 146 b 219</td>
<td>#5491ce</td>
</tr>
<tr>
<td>warm green</td>
<td>c 52 m 0 y 100 k 5</td>
<td>r 148 g 193 b 26</td>
<td>#94c11a</td>
</tr>
<tr>
<td>egg yellow</td>
<td>c 0 m 35 y 85 k 0</td>
<td>r 249 g 178 b 49</td>
<td>#f9b231</td>
</tr>
<tr>
<td>sun orange</td>
<td>c 0 m 66 y 100 k 0</td>
<td>r 237 g 110 b 0</td>
<td>#ed6e00</td>
</tr>
<tr>
<td>deep red</td>
<td>c 0 m 100 y 79 k 20</td>
<td>r 189 g 19 b 32</td>
<td>#bd1320</td>
</tr>
<tr>
<td>magenta</td>
<td>c 0 m 95 y 27 k 0</td>
<td>r 230 g 24 b 107</td>
<td>#e6186b</td>
</tr>
<tr>
<td>digital purple</td>
<td>c 50 m 100 y 0 k 0</td>
<td>r 148 g 22 b 128</td>
<td>#941680</td>
</tr>
<tr>
<td>cool gray</td>
<td>c 30 m 17 y 20 k 5</td>
<td>r 184 g 192 b 193</td>
<td>#b8c0c1</td>
</tr>
<tr>
<td>mid gray</td>
<td>c 42 m 34 y 34 k 24</td>
<td>r 136 g 135 b 135</td>
<td>#888787</td>
</tr>
</tbody>
</table>
museo sans rounded

The quick brown fox jumps over the lazy dog bold

The quick brown fox jumps over the lazy dog light

The quick brown fox jumps over the lazy dog extra bold

The quick brown fox jumps over the lazy dog

Use :
Foundry :
Designer :
Price :
Info :
Availability :

Logo body and main titles
Exljbris (via fonts.com)
Jos Buivenga
6 styles from 76.90€
italic not included
Desktop, web, app, server

filson soft

The quick brown fox jumps over the lazy dog

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The quick brown fox jumps over the lazy dog

Use :
Foundry :
Designer :
Price :
Info :
Availability :

tagline and undertitles
Mostardesign Studio (via fonts.com)
Olivier Gourvat
16 styles from 193.99 €
italic version included for each style
Desktop, web, app, e-book, server
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Verdana

Use:
Info:
Availability:

Arial

Use:
Info:
Availability:
abstract
E-commerce assessments
Payments
Infrastructure & services
Trade logistics
Legal & regulatory
Skills development
Financing for e-commerce

Year of creation
Type of business
Maps / program scope
Organization
Activities carried
Donors
Website
animation ideas

waves, lines

On action, the main line produces motion waves, alternatively passing in front and to the background of the logo's text body.

It can also be animated into a straight line flow with delicate & subtle movements.

spinner, loader

The colored ring spins dynamically on itself.
- **logo safe zone & sizes**

  **safe proportions**
  For optimal readability, please respect a safe zone that equals 1/5 of the logo height at your desired size.

  **web & e-mail signature**
  - **safe zone:** 17 px
  - **recommended size:** 218 x 85 px
  - **minimum size:** 150 x 48.5 px

  **Letter size**
  - **safe zone:** 3.6 mm
  - **recommended size:** 45 x 17.5 mm
  - **minimum print size (without slogan):** 30 x 12 mm