

EMS Logo

The EMS logotype consists of the following elements:

The wing in orange

The letters EMS in blue

The three lines in orange

The uniquely-designed combination of letters used to identify EMS is intended as the primary brand for the service.

The characters EMS are essentially made up of six lines.

In the logo these six lines are found again in the wing on the left.

The three lines on the right are a graphic element that reinforces the logotype.

In order to maintain optimum recognition, the elements must be used properly, shown correctly and protected against misuse.



Speed Post

The Speed Post is **always** placed after the letters EMS.

The Speed Post must be placed on the same base line as the letters EMS.

The Speed Post is not placed immediately after the letter **S** in EMS.

A blank is formed when a vertical line is drawn from the upper orange line.

At that line the Speed Post starts.

The height of the Speed Post is the same as the height of the three line above it.

The letters of the Speed Post must have the same slant as the letters EMS.

The type face to be used is "Univers".

The Speed Post letters must be printed in blue.



Colour system

Logo used with Speed Post after EMS:

When two colours are available, the characters EMS and Speed Post should be blue and the horizontal stripes plus wings figure in orange.

If only one of the two colours orange and blue can be used, the logo should be reproduced entirely in blue.

The logo may also be reproduced entirely in black if black-and-white printing is required.



Standard Colours

The colour scale of the Pantone Matching System, abbreviated as PMS, is the standard system used in the printing industry for determining exact colours for printing.

The printing ink is modified according to the type of paper used in order to produce the desired PMS colour in the final product.

This is of great importance for the correct representation of the EMS logo.

For two-colour printing

Blue **Orange**
PMS 286 PMS 151

For full-colour printing

Blue **Orange**
100 % cyan 50% magenta
50% magenta 100% yellow

Note. These colour samples serve as a starting-point only.
For other materials like paint, plastic, spraywork, etc, the colours below are indicative only.

PMS 286	PMS 286	PMS 286	PMS 286	PMS 286
PMS 286	PMS 286	PMS 286	PMS 286	PMS 286
PMS 151	PMS 151	PMS 151	PMS 151	PMS 151
PMS 151	PMS 151	PMS 151	PMS 151	PMS 151

Typography

The typography to be used for the optional service name and/or text is Univers.

Standard type face: Univers

Univers is widely available from typesetters and dye transfer systems. It is accepted as one of the most readable fonts and can be reduced without losing legibility or detail.

Univers Condensed 67 Bold oblique shall be used when the optional service name is placed after the letters EMS.

Univers 55 Regularis recommended for use in all correspondence formats and in general for all kinds of body copy in printed materials such as brochures.

Univers 65 Bold is recommended for headlines, sub-headings in printed material such as brochures.

Univers Condensed 67 Bold oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers 55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
