

ETHERNET **POWERLINK**

Font

The logo typeface is a modified Franklin Gothic Condensed in capital letters.

Both in font size and weight, POWERLINK (Franklin Gothic Condensed Heavy) dominates over ETHERNET (Franklin Gothic Condensed Regular) to accentuate the brand.

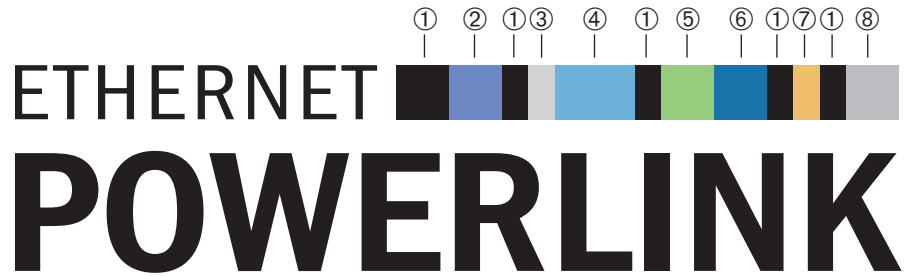
Color code / symbolism

Single, double and triple width units form a rhythmic color code which symbolizes the diversity of the EPSG member community.

Colors

Black fields provide a contrast against the largely blue color ambience. A lively overall color impression is achieved thanks to the green and orange fields.





CMYK

	c	m	y	k
① ■ black	-	-	-	100
② ■ violet	060	041	-	-
③ ■ light gray	-	-	-	020
④ ■ light blue	050	010	-	007
⑤ ■ green	044	-	067	-
⑥ ■ blue	080	035	-	020
⑦ ■ orange	-	021	063	007
⑧ ■ gray	-	-	-	030

Grayscales

	k
① ■	100
② ■	040
③ ■	020
④ ■	040
⑤ ■	030
⑥ ■	060
⑦ ■	020
⑧ ■	030



Additional elements

Two different additional elements can be used in a subline to complement the logo.

These text elements are also set in Franklin Gothic Condensed and in the same font size as "ETHERNET", but in mixed case letters.

The mixed case typeface and proper spacing from the logo is intended to identify the add-on as an extra line and not a direct modification of the logo.

ETHERNET 
POWERLINK


safety technology

ETHERNET 
POWERLINK

real-time technology

14,4 | 2 | 2 | 1 | 1 | 3 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |

2
1,3
4,5
2
2

ETHERNET 
POWERLINK
real-time technology

**ETHERNET POWERLINK
Standardization Group**


In this case the "ETHERNET
POWERLINK" logo is
supplemented by adding
"Standardization Group" in
a line that matches the full
width of the logo.

Franklin Gothic Condensed is
used in mixed case letters.

In contrast to the additional
elements "safety technology"
and "real-time technology",
there is less space between
this line and the logo, which
in effect creates a distinct
compact logo for the ETHERNET
POWERLINK Standardization
Group.

ETHERNET 
POWERLINK
Standardization Group

14,4 | 2 | 2 | 1 | 1 | 3 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |

2 | ETHERNET 

1,3 |

4,5 | **POWERLINK**

1,3 |

2,5 | Standardization Group