

BRAND STANDARDS
PREPARED FOR



OVERVIEW

Throughout this guidebook you'll read about the best ways to use your new logo and kit of parts. Remember, the graphic components we use to communicate our image, reflect who we are, and how we interact with others. A consistent brand message and visual representation are important.

It's our hope you will be expressive, honest and creative, but be disciplined in speaking with a single unified voice. By being of one voice, we bring greater clarity to our brand, and we do it in a way that reinforces our uniqueness, credibility and our mission.

COLOR PALETTE

The color palette for EWWW Image Optimizer reflects a carefully selected range of contemporary cool temp hues and supports a friendly approach. When used over time, this limited palette responding back to the logo mark, will reinforce brand recognition as more than 60% of brand awareness and visibility stems from color.

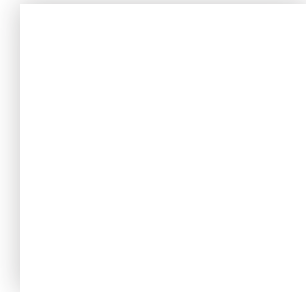
Primary Colors



PMS 426 C / COATED
C:70 M:65 Y:64 K:68
R:39 G:39 B:39 / #272727

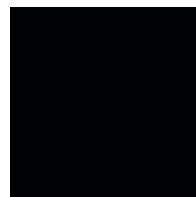


PMS 631 C / COATED
C:68 M:12 Y:16 K:0
R:63 G:174 B:201 / #3EADC9



WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255 / #FFFFFF

Secondary Colors



100 % BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0 / #000000



PMS 534 C / COATED
C:100 M:85 Y:28 K:15
R:30 G:61 B:114 / #1D3C71



50 % BLACK
C:0 M:0 Y:0 K:50
R:150 G:150 B:150 / #959595

FONT USAGE

The EWWW Image Logo typefaces convey a corporate, approachable quality emphasizing strength, legibility and speed. The use of these two fonts within a cohesive application adds character and visual appeal in an appropriate manner reinforcing the attributes of EWWW.

Gotham Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz

Eight Weight Classes

0123456789 Thin	0123456789 Book	0123456789 Black
0123456789 Extra Light	0123456789 Medium	0123456789 Ultra
0123456789 Light	0123456789 Bold	

Primary Fonts Used

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ———— **Gotham Black Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ ———— *Gotham*
 abcdefghijklmnopqrstuvwxyz ———— *Book Italic*

LOGOS

The correct usage of the EWWW Image Optimization Logo is essential to the identity process and establishing consistency across all applications and mediums utilized. The below color application should be used whenever possible and is the primary color combination. PMS colors and 4-color breakdowns have been selected for consistency purposes depending on the print medium, as well as RGB for digital media usage.

Primary Logo / CMYK / PMS / For Printing



CMYK / for 4-color process printing

C:70 M:65 Y:64 K:68

C:68 M:12 Y:16 K:0



PMS / for 2-color process printing

PMS 426 C / COATED

PMS 631 C / COATED

Primary Logo / RGB / Hexadecimal / for Digital Media Usage



RGB / Hex # / for Screen Reproduction

R:39 G:39 B:39 / #272727

R:63 G:174 B:201 / #3EADC9

LOGO STANDARDS

Although the primary logo should be applied whenever possible, in some instances it may be necessary due to format and medium limitations to utilize the below alternate EWWW logos which offer alternative color treatments.

Secondary Logos



1 Color Solid
100% BLACK



White Reversed
100% WHITE



White Reversed
100% WHITE

LOGO STANDARDS

The value and integrity of the EWWW logo and brand can become fragmented with incorrect usage. Typefaces, colors and design elements are defined to present the EWWW identity in a consistent and cohesive manner. Full commitment to the brand identity is critical as the rebrand is introduced on a local, regional and national level. Below are logo applications to be avoided.

Incorrect Logo Usage



Distortion



Typeface Change



Improper Color Usage



Additions to Logo



Low Resolution Reproduction



Deletions from Logo