

# **Entertainment Brokers International Logo Enhancement**

OCTOBER 2008

## Objectives

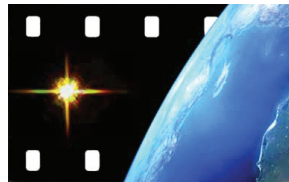
Rework the EBI logo to retain its recognition in the marketplace and to achieve the following:

1. Have a consistent treatment for the logotype: Entertainment Brokers International
2. Have a consistent treatment for the line: A Member of the OneBeacon Insurance Group
3. Exist in a top-quality, high resolution format to ensure consistent brand standards across all media
4. Create a spot color version of the logo which can be easily reproduced across a variety of applications including promotional items, apparel, etc.
5. Present a sophisticated logomark to the marketplace



# Entertainment Brokers International

A Member of the OneBeacon Insurance Group



# Entertainment Brokers International

A MEMBER OF  
THE ONEBEACON  
INSURANCE GROUP

**NOTES:**

Original Logo

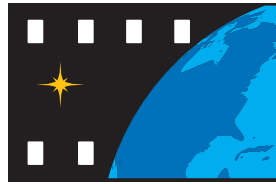
OneBeacon Tagline shown in 2 possible configurations. Placement of tagline dependent upon space and medium.

**Fonts Used:**

EBI - Eurostile

A OneBeacon Member -

ITC Stones San



# Entertainment Brokers International

A Member of the OneBeacon Insurance Group



# Entertainment Brokers International

A MEMBER OF  
THE ONEBEACON  
INSURANCE GROUP

**NOTES:**

Identity shown in spot colors  
which presents a bolder, cleaner  
mark

**Fonts Used:**

EBI - Eurostile  
A OneBeacon Member -  
ITC Stones San



ENTERTAINMENT  
BROKERS  
INTERNATIONAL



ENTERTAINMENT  
BROKERS  
INTERNATIONAL

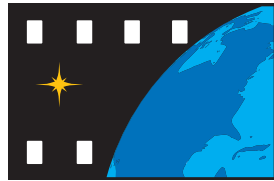
*A Member of the OneBeacon Insurance Group*

**NOTES:**

Identity shown in spot colors  
which presents a bolder, cleaner  
mark

**Fonts Used:**

EBI - ITC Stones San  
A OneBeacon Member -  
ITC Stones San



Entertainment Brokers  
International



Entertainment Brokers  
International

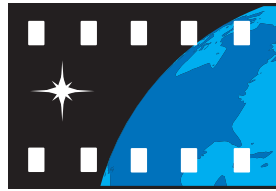
A MEMBER OF THE ONEBEACON INSURANCE GROUP

**NOTES:**

Identity shown in spot colors  
which presents a bolder, cleaner  
mark

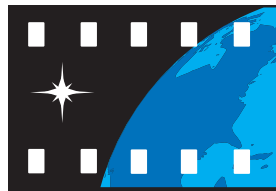
**Fonts Used:**

EBI - Helvetica Med. Condensed  
A OneBeacon Member -  
Helvetica Med. Condensed



ENTERTAINMENT  
BROKERS  
INTERNATIONAL

*A Member of the OneBeacon Insurance Group*



**EBI**  
ENTERTAINMENT  
BROKERS INTERNATIONAL

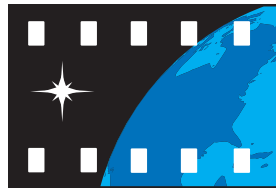
*A Member of the OneBeacon Insurance Group*

**NOTES:**

Film strip carried across earth  
for more cohesive, layered,  
interesting identity  
White star used to reduce no. of  
colors in logomark

**Fonts Used:**

EBI - Eurostile, ITC Stone San  
A OneBeacon Member -  
ITC Stones San Italic



**EBI**

*A Member of the OneBeacon Insurance Group*

ENTERTAINMENT  
BROKERS INTERNATIONAL



ENTERTAINMENT  
BROKERS INTERNATIONAL



**NOTES:**

Elements rearranged and size relationships altered to create more balance and cohesion in identity. Logomark moved to right creates a "forward movement" to identity.

**Fonts Used:**

EBI - Interstate  
A OneBeacon Member -  
Interstate

A Member of the OneBeacon Insurance Group