

Eaglecom Marketing

BRAND GUIDELINES 2017

prepared by FREY UNION

01

INTRODUCTION



These guidelines describe the visual and verbal elements that represent Eaglecom Marketing's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Eaglecom Marketing's commitment to quality, consistency and style.

The Eaglecom Marketing brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Eaglecom Marketing name and marks.

SOARING

PARTNERSHIPS

02

MAIN LOGO



a) The Logo Symbol

Consists of a powerful element evoking the eagle's form and reinforcing the three core values of our company.

b) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper

case letters in gray tone of the chosen corporate color. The font that is used here is a modified version of Avenir.



03

MAIN LOGO



a) The Dark Grey Logo should be used when the background color is light.

b) The Gold Logo should be used when the background colour is any lighter than a pale peach.

c) The White/Reversed Logo should be used when the background color is dark.

Recommended formats: .eps | .ai | .png | .jpg

Please note that any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.



a

b

c

04

LOGO APPLICATION



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone is established around the corporate mark. This

exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark. Positioning of the wing itself and the company

name is critical - they have a fixed relationship that should never be changed in any way.

CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 3.33 mm



Logo Symbol

Minimum Size: 5 mm x 5 mm



05

PRIMARY FONT



The primary font is used most frequently, especially in major headlines and body copy. Avenir's simple lines and clean geometry reflects the modern sensibility of the Eaglecom Marketing brand.

Using the lighter weight for major headlines presents a simple, clear message. The heavy weight, in contrast, emphasizes solidarity and strength. These weights are interchangeable for headlines

depending on the topic. Note that the heavy weight should not be used for body copy except when text needs to be emphasized with a bolder weight.

PRIMARY CORPORATE FONT

A V E N I R L T . S T D

NAME

Avenir Lt. Std

DESIGNER

Adrian Frutiger

FOUNDRY

Linotype

CLASSIFICATIONS

Sans Serif

Geometric Sans

RECOMMENDED WEIGHTS

35 light

35 light oblique

85 heavy

85 oblique

35 Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

85 Heavy

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

06

SECONDARY FONT



he secondary font Montserrat is a beautifully balanced typeface, and is used in our palette for web-based properties or whenever Avenir is not available. Montserrat's geometric

forms complement the primary font when used in together. The heavy weights of Montserrat are leveraged in the type palette for impactful subheadlines. The ultra

light weight can be used in cases where Avenir Std 35 Light is unavailable.

PRIMARY CORPORATE FONT

M O N T S E R R A T

NAME

Avenir Lt. Std

DESIGNER

Julieta Ulanovsky

FOUNDRY

Google Fonts

CLASSIFICATIONS

Sans Serif
Geometric Sans

RECOMMENDED WEIGHTS

Ultra Light
Bold

Ultra Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

07

TYPE USAGE



Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy in an overall design project. Typographic hierarchy presents lettering so that the most

important words are displayed with the most impact so users can scan text for key information. Here, typographic hierarchy creates contrast between

elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Eaglecom Marketing layouts.

HEADLINE

Avenir Std 35 Light

This is an example of a headline

SUBHEADLINE

Montserrat Bold

THIS IS AN EXAMPLE OF A SUBHEAD

BODY COPY

Avenir Std 35 Light

This is an example of body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero

08

PRIMARY COLOUR PALETTE



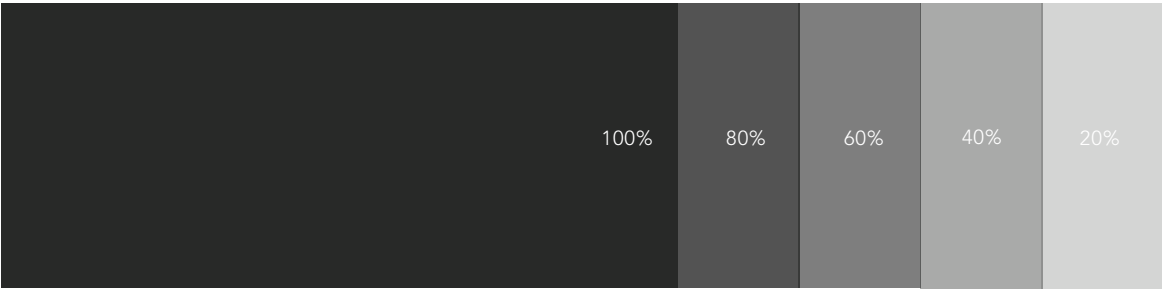
Color plays an important role in the Eaglecom Marketing corporate identity program. Consistent use of these colors will contribute to the cohesive and harmonious look of the ECM brand identity across all relevant media. Ensure that your

designer or printer has the appropriate colour codes when using these colors to ensure that they will be always be consistent. The primary colour palette focuses on 3 main colours to provide strong contrast and a

flexible, neutral background to build upon. Use these colours as the dominant color palette for all internal and external visual presentations of the company.

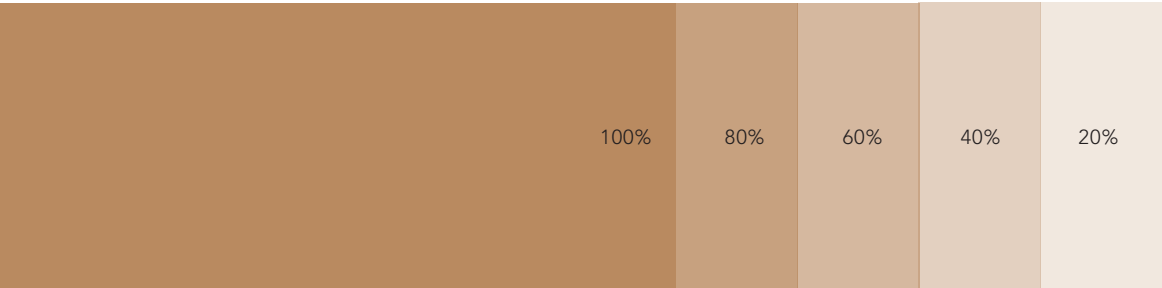
GREY

CMYK : C70 M64 Y64 K65
PMS : 426U
RGB : R042 G043 B042
Web : #2a2b2a



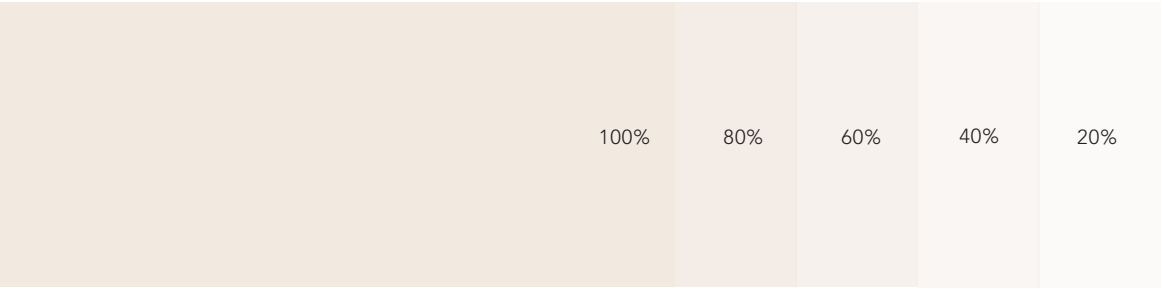
COPPER/GOLD

CMYK : C23 M46 Y67 K04
PMS : 874U
RGB : R185 G137 B096
Web : #b98960



CREAM

CMYK : C04 M07 Y09 K0
PMS : -
RGB : R241 G231 B244
Web : #f1e7e0



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SECONDARY
COLOUR PALETTE

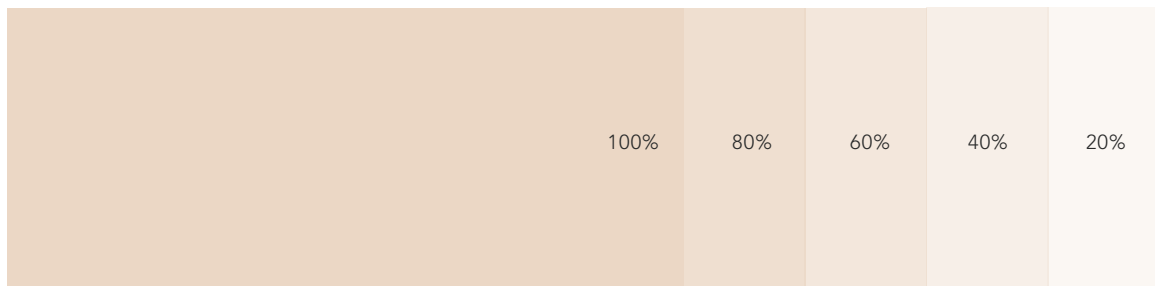
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Eaglecom Marketing.

Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in any given application.

Use them to accent and support the primary color palette.

BLUSH

CMYK : C07 M14 Y20 K00
PMS : 4685U
RGB : R235 G215 B198
Web : #ead7c6



GREEN

CMYK : C67 M45 Y66 K28
PMS : 555U
RGB : R080 G098 B082
Web : #506252

