



ECMA

EAST COAST MUSIC
AWARDS & CONFERENCE

ST. JOHN'S • FEB 12-15 • 2004

YA "KNOW YA_GOTTA"GO... **FLAT.. OUT!**

Visual Identity & Usage Standards

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The positive perception of the 2004 East Coast Music Awards and Conference depends to a large extent on the consistent application of its visual identity standards.

Whether on business cards, stationery, signs, posters, brochures or in audio-visual presentations, each design use of the visual identity communicates and reinforces the 2004 ECMA image to its audiences.

Following guidelines establish the basic look for each use of the identity. This way we will begin to build and strengthen awareness of our identity and event.

Questions About the Visual Identity Standards

Any questions concerning the use of the identification elements, or applications which are not standard, should be reviewed by the East Coast Music Association 2004 Event Committee.

Original artwork of the ECMA 2004 logo and slogan can be obtained for use on Macintosh and PC computers.

Address all inquiries to
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Logo

Tagline - Option 1

The Event Signature and Logo

The 2004 event signature consisting of the logo "ECMA" and tagline is the event's most important identification element. The two components form an inseparable unit with proportions which should not be altered. Both event signatures exist in English and French.

The Logo

The logo is custom-drawn and should not be used in text, or as part of a headline. When the event name is mentioned in a text, it should be written in the typeface that is being used. (e.g. 2004 East Coast Music Awards and Conference).

The Tagline

The tagline "YA KNOW YA GOTTA GO... FLAT OUT!" is drawn in outline based on the Decapot font. This enables the Mac and PC user to print the event signature as an EPS or TIFF file.

Tagline Options

The logo/tagline may be used in its entirety or it may be used only with the words "FLAT OUT!" if space is restricted.



Logo

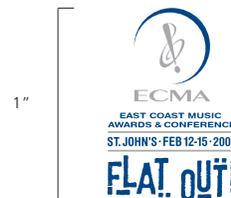
Tagline - Option 2



Space and Size Relationships

The first example shows specific construction proportions of the logo which may have to be referred to for special applications.

The minimum space indicated around the logo, as shown opposite, should remain free of all additional elements so as not to compromise the visual appearance of the logo.



Minimum Size

The second example indicates the minimum size of the event logo. Sizes smaller than this should be avoided.

Exceptionally, the logo without the tagline, may be used such as on promotional items (e.g. T-shirt). For this purpose the logo may be further reduced.



Event Colours

Preferred Colours

The event signature is in two colours; Dark Blue PMS 288 and Metallic Silver PMS 877 .

If the corporate signature needs to be reproduced using four-colour process, colors are achieved as follows:

Dark Blue

Cyan	100%
Magenta	65%
Black	30%

Metallic Silver

Black	40%
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Other Accepted Colours

When a two-colour signature is not practical or economical, a one-colour signature can be used as shown opposite.

These colours can also be used with the shortened tagline logo version as well.



Light backgrounds - Full colour



Light backgrounds - spot color



Dark backgrounds



Applications on Backgrounds

When applying the event signature or logo on light backgrounds the corporate colours may be used or alternatively the one-colour signature in either Dark Blue or Black.

Dark backgrounds require the signature to be reversed out white as shown opposite.



Do not screen logo when using spot colour applications



Do not change the alignments of any of the elements



Do not substitute specified fonts



Do not distort the logo



Do not use the full color logo when printing the signature on dark backgrounds



Do not use the reversed logo when printing the signature on light backgrounds



Do not frame the signature



Do not outline the logo

Incorrect Uses of the Event Logo and the Event Signature

The signature and logo is the primary identifier of the event. Its presentation should always be consistent with the guidelines as described in this manual.

Misuses of the event logo and signature as shown opposite are not permitted. This applies all logo and signature versions.



Merchandise Usage

The corporate identification on hats, T-shirts and promotional items such as bags, banners and CDs, etc. should use the signature and/or logo in a solid format

Depending on the background colour of the application, the logo may be used in Dark Blue PMS 288, as well as black or white as show here.