



Logo Standards Manual

The Logo

The new logo which represents ECnet, Inc. appears here. To maintain a consistent level of quality in the reproduction of this mark, always use the electronic art provided. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally. Please note the minimum allowable size restriction and minimum amount of clear space allowable around the logo. Please refer to color sections for further color usage.

The Proportions of The Logo

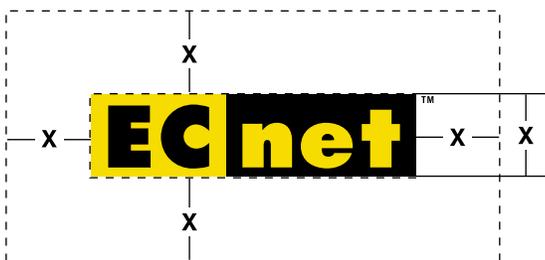
The proportions of the logo are not to be altered.

Minimum Clear Space

For greatest impact, we require that the ECnet's logo be printed with a minimum amount of clear space around all four sides. By doing so it will not be crowded or violated by typography and other graphic elements. The unit of measurement you should use for determining the minimum amount of clear space allowable is shown here as "X". We have defined "X" as the height of the ECnet logo. A minimum of 1 "X" of clear space must remain around the logo at all times. This rule applies regardless of the size of the logo. There is no maximum clear space allowance. This logo works best with plenty of space around it, feel free to give it lots of room whenever you can.

Minimum Size Requirements

The reproduction artwork posted on the ECnet server can be used to reproduce the ECnet logo in a variety of sizes. To ensure the Logo's integrity, clarity and impact, never reproduce it smaller than 1.125" (2.857cm) wide.



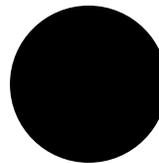
Color Usage

Color plays an important role in the ECnet identity, giving it more impact and consumer recognition. Whenever possible, use the two suggested spot colors for the logo. When two spot colors are not available, the next preference is four-color process. ECnet also has a third color, PMS 534, which has been chosen to compliment the logocolors. This color may be used as a background or accent color and should also preferably print as a spot color with the next preference being four-color process.

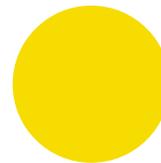
At times spot colors will not be used. These instances will be when placing full color ads in magazines or perhaps in other print materials where full color photography is being used. When printing in four-color process, CMYK equivalents of the ECnet colors must be used. Always specify the highest available line screen for four-color process.

Spot Colors

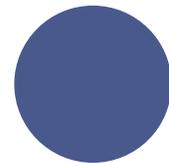
The spot color palette consists of three colors. The logo consists of Black and PMS 7406. The third complimentary color for use as a background or accent color is PMS 534.



Black



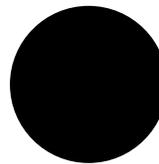
PMS 7406



PMS 534

Four-Color Process Colors

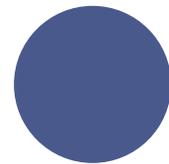
Please use the following CMYK formulas when printing in four-color process. ***NOTE:** The blue (PMS 534) has been altered from its standard conversion. Please follow the formula you see here.



C0 M0 Y0 K100



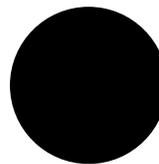
C0 M18 Y100 K0



*C100 M67 Y0 K37

Web Colors

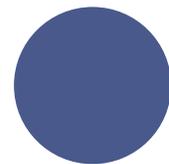
The following Hexadecimal formulas should be used when using the logo for web applications.



000000



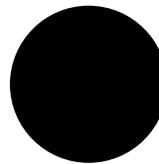
FFCC00



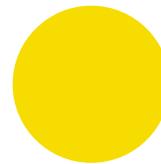
333366

RGB Colors

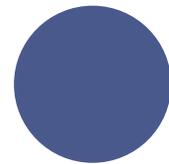
With the exception of web applications, the following RGB form should be used whenever the logo is to be viewed on-screen.



R0 G0 B0



R255 G204 B0



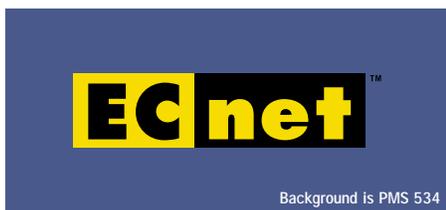
R51 G51 B102

Spot Color Usage: Logo Examples

The ECnet logo should appear in two colors. If two colors are not available, a black and white application is provided.

Two Color Logo Applications

Two colors are preferred for the ECnet logo. ECnet's colors are Black and PMS 7406. The logo may also reverse out of a large field of PMS 534. The background field must be large enough so that it does not appear to be part of the logo.



Black & White Logo Application

The logo should only be printed in black when there are no more colors available. The yellow (PMS 7406) areas of the logo will appear in a 20% screen of black.

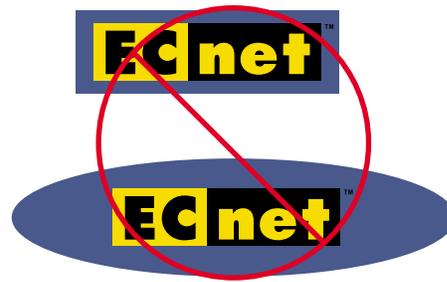


Improper Usage

On this page you will find examples of unacceptable uses of the ECnet logo. Never use the logo in these manners.

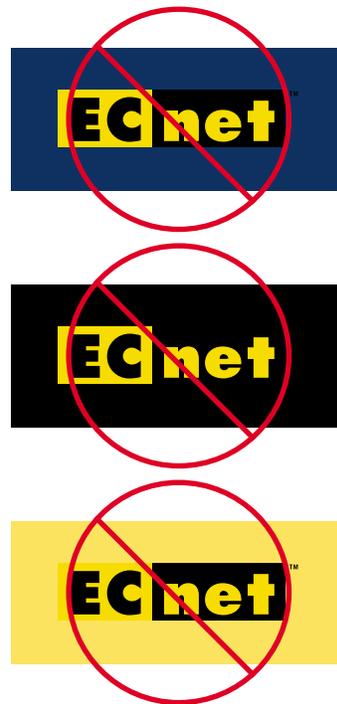
Do Not Place Logo in Shapes

Never use shapes and place elements inside them. These shapes become logos and confuse the viewer.



Do Not Colorize the Logo so That It Is Not Legible

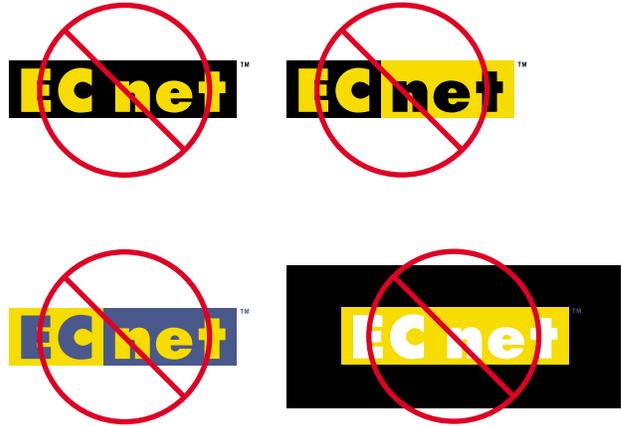
Never color elements so that legibility suffers. Always choose a background color that contrasts the logo. Remember that the backgrounds need to be large enough so that they do not become shapes.



Improper Usage Cont'd.

Do Not Use Unauthorized Colors

Never reproduce the logo in colors other than those specified in this Standards Manual.



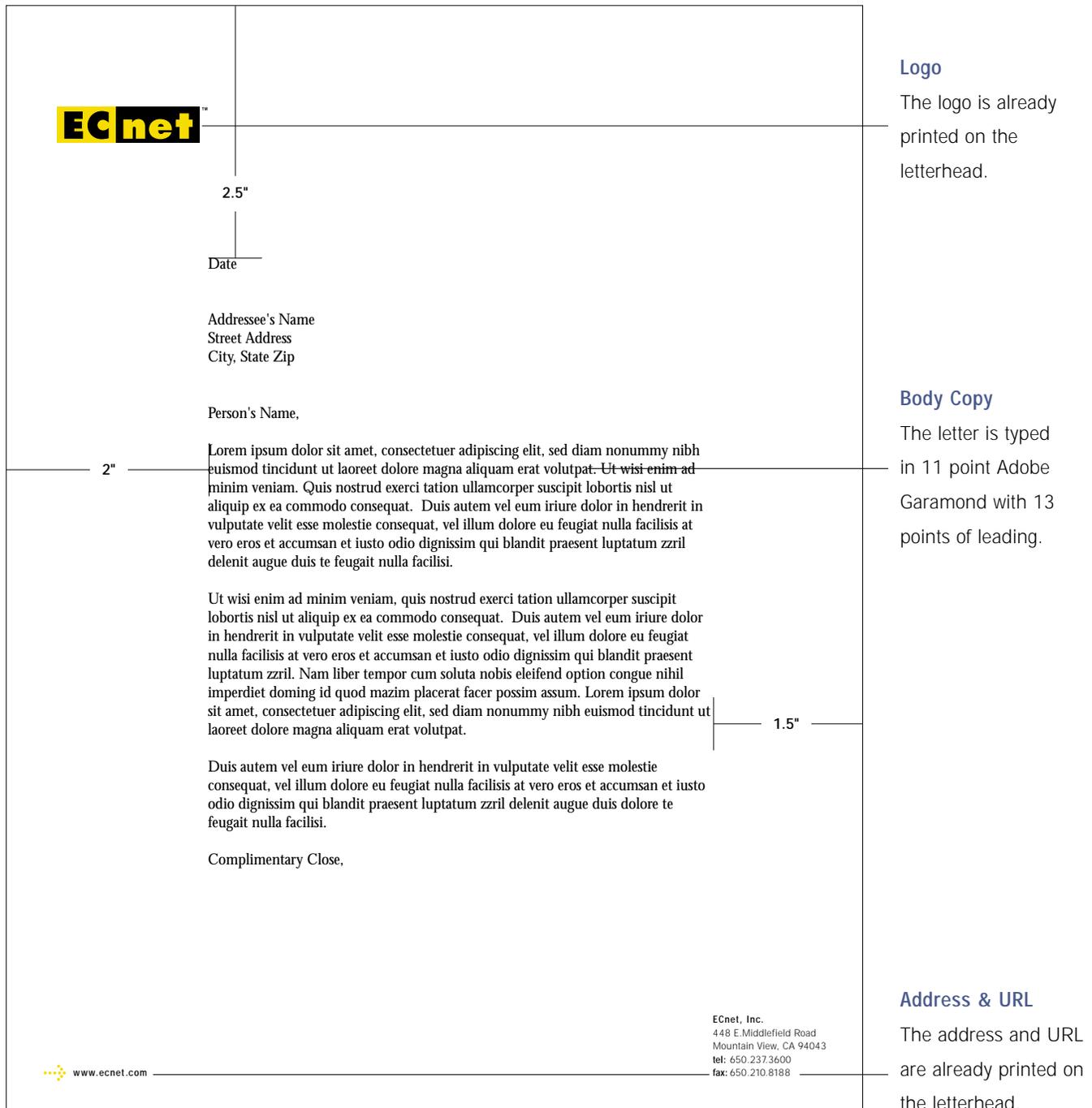
Do Not Use Drop Shadows or Apply Any Type of Effects

Never attempt to use drop shadows or apply any other type of effects. Always use the electronic art as provided.



Business System: Letterhead 8.5" x 11"

While the address block will vary from office to office, the same guidelines will be used throughout ECnet to control the size and position of elements in printed materials. The diagram below shows the standards for letterhead.



Logo

The logo is already printed on the letterhead.

Body Copy

The letter is typed in 11 point Adobe Garamond with 13 points of leading.

Address & URL

The address and URL are already printed on the letterhead.

Business System: Letterhead A4

This alternate size has been produced for countries other than the United States, where A4 size is the standard size used. While the address block will vary from office to office, the same guidelines will be used throughout ECnet to control the size and position of elements in printed materials. The diagram below shows the standards for A4 letterhead.

