Styleguide

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Introduction

Consistent use of the ECONZ logo is essential to building strong communications worldwide. The following guidelines graphically illustrate ECONZ brand standards and correct usage. Guidelines are provided for colour, spacing, usage and placement.

The ECONZ core brand message and attributes are carried through all mediums of communications through the intelligent use of color, typography, photography, and other ECONZ brand elements. Proper usage is important to ensure the quality of the experience of every ECONZ customer and potential customer.

The brand elements include: The ECONZ logo, the ECONZ logo with strapline and the ECONZ E.

ECONZ logo

The ECONZ logo is composed of a glassy E, three red squares and custom logotype. These elements are in a fixed position to each other and must never be altered. To ensure legal protectability and to promote proper use, the logo must never be redrawn, condensed, elongated, embellished or altered in any way.

Do not reproduce this logo from anything other than approved final art or approved electronic files. When using the logo on a computer, do not attempt to recreate it yourself as it may be accidentally modified, altered or distorted.

Approved artwork can be obtained via e-mail from the Creative Manager. gregh@econz.com

Tagline Use

The ECONZ logo with strapline should be used at all times except when space is an issue. All style guidelines for the ECONZ logo should be followed for the ECONZ logo with a tagline.

Colour Use

Logo visibility is the objective when selecting color. Every part of the logo must be clearly visible.

Positive logos should be applied to light value backgrounds less than 40% black on the gray scale. Reverse logos are applied to dark value backgrounds more than 50% black on the gray scale. This includes any photographic background providing adequate contrast.

The various colour schematics are detailed below.

Print Colours

	Name	Pantone®#	C	M	Y	K
	Green	368 2X	84	11	100	2
	Grey	425	60	52	56	25
	Red	186	12	100	98	3

Print Colours on black

	Name	Pantone®#	C	M	Y	K
	Green	368 2X	84	11	100	2
	Grey		0	0	0	0
	Red	186	12	100	98	3

Colour Use...

Web Colours

	Name	Hex #	R	G	B
	Green	009E0F	0	158	15
	Grey	60605B	96	96	91
	Red	CE1126	206	17	38

Web Colours on black

	Name	Hex #	R	G	B
	Green	009E0F	0	158	15
	Grey	FFFFFF	0	0	0
	Red	CE1126	206	17	38

Greyscale Colours

	Name	%K
	Green	47
	Grey	62
	Red	58

Proper Color Use

4-color:

4-color reverse on 100% black:

4-color reverse on all other colors:

2-color:

1-color (greyscale):

Logo Use in Animations

Logotype usage in animations, video, etc. will be reviewed on a case-by-case basis. If logo is used in a size smaller than 320 x 240 pixel resolution, use the logo without the tagline. Logo may be animated but must hold static for a minimum of 90 frames (3 seconds) either prior to or after the animation is completed. No animation that would distort the logo, i.e. morph, unconstrained scale etc... is allowed.

For more information please contact Creative Manager gregh@econz.com

Area of Isolation

To ensure optimum legibility, a clear area surrounding the logo must be maintained. This area is referred to as the “area of isolation”. The minimum area of isolation is derived from the height of the letter “z” in the ECONZ logotype. This area is the minimum allowable distance between the signature and all other imagery including: typography, photography, design elements, and page trim. A generous amount of clear space is always recommended.

Sizes

To promote visual continuity, standard logo sizes have been developed for specific applications. Use these standard sizes whenever possible. They are available from http://www.econz.com/creative

Logo for use in larger space applications

Logo for use in small space applications

Minimum size: brand with strapline: 40mm wide

Minimum size: brand no strapline: 25mm wide

Logo Misuse

The integrity of the ECONZ brand is maintained through proper use. Inaccurate reproductions of the logo will erode ECONZ's ability to legally protect it, as well as confuse audiences. Examples of typical logo misuse are demonstrated here. For questions regarding proper logo usage, please contact Creative Manager gregh@econz.com

Unacceptable logo usage:

Do not change the relationshipbetween the 'E' symbol, red squares and logotype.

Do not distort logo.

Do not deviate from approved colors.

Logo Misuse...

Do not change logotype of logo.

Do not add to logo.

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Do not use logotype without ’E’ symbol.

Do not use logotype without red squares.

Use of ECONZ logo with other ECONZ product brands

When using the ECONZ brand in conjunction with other ECONZ product brands then use the ECONZ powered logo as seen below.

All rules apply to the ECONZ powered brand that apply to the ECONZ wireless logo as detailed in this document.

Approved users can download artwork directly from our creative image bank http://www.econz.com/creative

For questions regarding proper logo usage, please contact Creative Manager gregh@econz.com

The Flat E

In some circumstances it is inappropriate to use the glassy E. In these cases use ECONZ logo with flat E seen here.

Approved users can download artwork directly from our creative image bank http://www.econz.com/creative.aspx

For questions regarding proper logo usage, please contact Creative Manager gregh@econz.com

Use of ECONZ in Text

When using the “ECONZ” name in text, use all capital letters - ECONZ. Do not use initial cap or lower case, “Econz” or “econz”.

Questions

All logo and artwork requests should be directed to the Creative Manager. gregh@econz.com

Approved users can download artwork directly from our creative image bank http://www.econz.com/creative

To apply for a login and password to the creative image bank please contact the Creative Manager. gregh@econz.com