



ENVIRONMENTCONTROL

A BUILDING SERVICE COMPANY

BRAND GUIDE 2013

LOGO - TYPOGRAPHY - COLOR

BRAND

OVERVIEW & OBJECTIVE

ONE-STOP BRAND SHOP

The goal of the brand guide is to present you with all the relevant Environment Control brand information in one place. We hope this guide will answer any questions you have as well as present you with all the logos, typography and color information you may need to complete a branding or promotional project.

IN THIS GUIDE YOU WILL FIND:

- Logo Standards
- Logo Do's and Don'ts
- Corporate Fonts
- Corporate Colors
- Download Links for Logos, Font and Color Palette

LOGO

STANDARD HORIZONTAL

OPTIONS



STANDARD HORIZONTAL

Strive to use this mark whenever possible. Be aware of sizing this lockup below 1/2" as the tag line may become illegible. If legibility becomes an issue, please use the version below without the tag line.



STANDARD HORIZONTAL WITHOUT TAG LINE

This version should be used when the tag line is not necessary or the application of the logo renders the tag line illegible – such as a small size.



STANDARD HORIZONTAL WITH .COM

This is a rare version that should only be used in specific applications when referencing the company website.

LOGO

What Color is That?

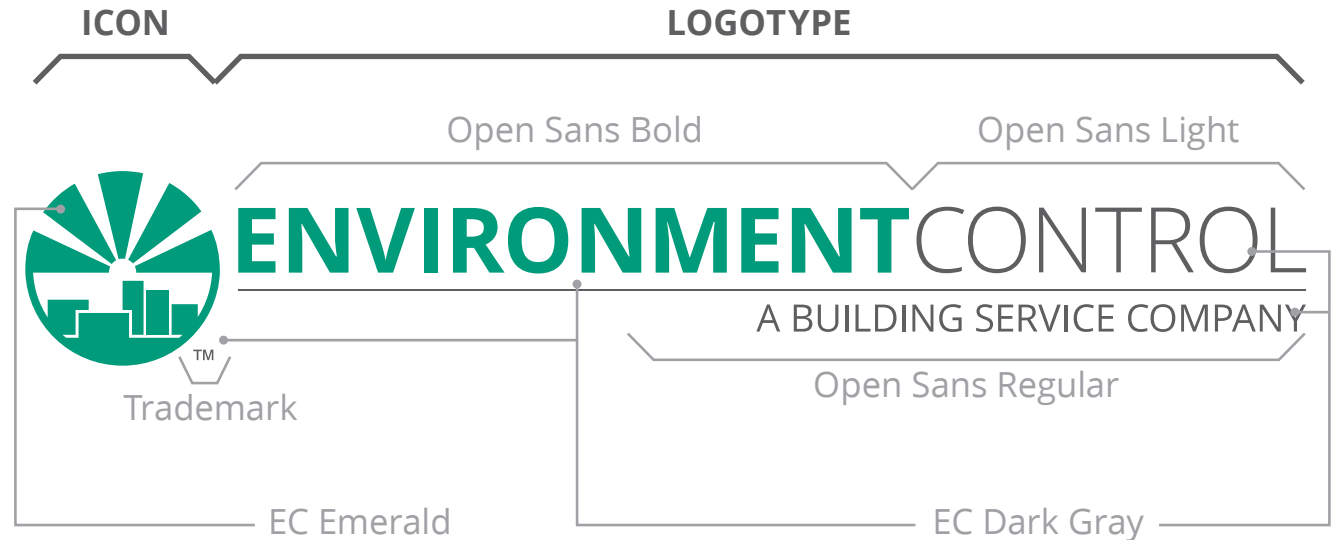
The new logo is made with two colors: EC Emerald (PMS 340 C) and EC Dark Gray (PMS 425 C). See the Color Palette section for details on the new color scheme for Environment Control.

What Font is That?

The Logotype is based on the Open Sans font family. See the Typography section for details and the Downloads section for how to obtain the typefaces.

STANDARD HORIZONTAL

ANATOMY



LOGO

SINGLE COLOR OPTION

One Color Wonder

All logos are available in a single color version. We've supplied the logo in white for dark backgrounds and black for light backgrounds. They can also be reproduced in any of the approved colors listed in the Color Palette section in this guide.



LOGO

DO'S & DON'TS

CLEAR SOME SPACE



Use the "E" as a guide to create a minimum area of clear space between the logo and other elements around it.

BACKGROUND CHECKS



Be aware of how the background can effect the legibility of the logo. Switch to a single color to create contrast and pop.



Wild backgrounds can be tamed with the use of a frame placed around the logo. Use the clear space guide from above to work out the size.

GENERAL DON'TS

ENVIRONMENT



DON'T rearrange the logo elements.

ENVIRONMENT



Environment CONTROL

DON'T change the typography.



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DON'T change the colors.



ENVIRONMENTCONTROL
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DON'T distort the logo.

RESOURCES

All in the Family

We have purposely chosen a deep font family with various weights in both standard and italic. The font is available for download and can be used for all corporate communications. Please see the Downloads section for details on how to get the font.

TYPOGRAPHY

Open Sans Condensed Light

Open Sans Light

Open Sans Regular

Open Sans Bold

Open Sans Extrabold

Open Sans Condensed Light Italic

Open Sans Light Italic

Open Sans Regular Italic

Open Sans Bold Italic

Open Sans Extrabold Italic

RESOURCES

EC: Emerald City






EC Emerald Green is based on PMS 340 C. This classic color was chosen as an update to represent the clean and crisp face of Environment Control. Paired with white, black or the three grays of the color palette give a modern feel and forward outlook.

The Black and Grays may be represented as a single color black. The value for the gray scale is listed in the brackets under the CMYK formula.

The Orange and Lime are used as support and contrast colors for web and print elements such as buttons, rules and borders. The Icon should not be dressed in these colors.

The EC Color Palette is available as a download. Please see the Downloads section for details.

COLOR PALETTE

<p>EC EMERALD [PMS 340 C]</p>		<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>0 155 122</td> <td>#009B7A</td> <td>100 00 66 9</td> </tr> </tbody> </table>	RGB	WEB	CMYK	0 155 122	#009B7A	100 00 66 9
RGB	WEB	CMYK						
0 155 122	#009B7A	100 00 66 9						
<p>BLACK [PMS BLACK C]</p>		<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>0 0 0</td> <td>#000000</td> <td>75 68 67 100 [K = 100]</td> </tr> </tbody> </table>	RGB	WEB	CMYK	0 0 0	#000000	75 68 67 100 [K = 100]
RGB	WEB	CMYK						
0 0 0	#000000	75 68 67 100 [K = 100]						
<p>EC DARK GRAY [PMS 425 C]</p>		<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>95 96 98</td> <td>#5F6062</td> <td>62 53 51 23 [K = 77]</td> </tr> </tbody> </table>	RGB	WEB	CMYK	95 96 98	#5F6062	62 53 51 23 [K = 77]
RGB	WEB	CMYK						
95 96 98	#5F6062	62 53 51 23 [K = 77]						
<p>EC MEDIUM GRAY [PMS 423 C]</p>		<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>159 161 164</td> <td>#9FA1A4</td> <td>40 32 31 11 [K = 44]</td> </tr> </tbody> </table>	RGB	WEB	CMYK	159 161 164	#9FA1A4	40 32 31 11 [K = 44]
RGB	WEB	CMYK						
159 161 164	#9FA1A4	40 32 31 11 [K = 44]						
<p>EC LIGHT GRAY [PMS 420 C]</p>		<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>220 221 222</td> <td>#DCDDDE</td> <td>13 9 9 0 [K = 15]</td> </tr> </tbody> </table>	RGB	WEB	CMYK	220 221 222	#DCDDDE	13 9 9 0 [K = 15]
RGB	WEB	CMYK						
220 221 222	#DCDDDE	13 9 9 0 [K = 15]						
<p>EC ORANGE [PMS 021 C]</p>	<p>A SUPPORT COLOR FOR PRINT AND WEB ELEMENTS SHOULD NOT BE USED FOR ICON COLOR</p>	<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>240 92 0</td> <td>#F05C00</td> <td>0 78 100 0</td> </tr> </tbody> </table>	RGB	WEB	CMYK	240 92 0	#F05C00	0 78 100 0
RGB	WEB	CMYK						
240 92 0	#F05C00	0 78 100 0						
<p>EC LIME [PMS 382 C]</p>	<p>A SUPPORT COLOR FOR PRINT AND WEB ELEMENTS SHOULD NOT BE USED FOR ICON COLOR</p>	<table border="1"> <thead> <tr> <th>RGB</th> <th>WEB</th> <th>CMYK</th> </tr> </thead> <tbody> <tr> <td>189 232 0</td> <td>#BDE800</td> <td>31 0 100 0</td> </tr> </tbody> </table>	RGB	WEB	CMYK	189 232 0	#BDE800	31 0 100 0
RGB	WEB	CMYK						
189 232 0	#BDE800	31 0 100 0						

RESOURCES

DOWNLOADS

LOGOS



Download the Standard Horizontal logos here:

<http://environmentcontrol.com/brand-guide/resources/logo-horiz-standard.zip>

TYPOGRAPHY

Download the Open Sans family here:

<http://environmentcontrol.com/brand-guide/resources/open-sans.zip>

COLOR PALETTE

Download the approved Color Palette here for Adobe Illustrator:

<http://environmentcontrol.com/brand-guide/resources/color-palette.zip>