



Logo Usage Guidelines

The Elk Island Catholic Schools (EICS) Logo Usage Guidelines provides information to help build and maintain the strength and integrity of the EICS logo and brand.

Always check the guidelines in this document during your design process to help ensure the EICS logo is applied consistently.

All external documents and applications that use or promote the EICS logo must meet these guidelines.

For more information about the EICS logo and its proper usage, please contact 780-449-7487 or susan.johnson@eics.ab.ca

LOGO

- Always position the logo so that it is clearly visible and legible. Leave a clear space around the EICS logo. It should not overlap, touch or crowd text and other graphic elements.
- Accurate and consistent application of the logo is accomplished by using approved logo artwork files in approved colors. Do not compress, elongate or angle the logo in any way.
- Never add to, or delete from, the graphic elements that comprise the EICS logo. The logo icon and logo type should always be used together.
- Use only approved electronic artwork files. Never attempt to recreate the logo or logotype.

COLOR

- Always reproduce the logo in the approved colors.
- Color may vary depending on the method in which the logo is being displayed or reproduced. Using the guideline standards will help reduce the amount of variance that may otherwise occur.
- Exceptions may be made for certain promotional items, co-branded applications and print materials that cannot accommodate the EICS colors. These exceptions must be approved by the Community Relations Department.

TYPESTYLES

- The logo type should never be recreated or substituted. Only use the approved artwork files when reproducing the logo icon and type.
- Myriad is the preferred typeface for all EICS materials. Helvetica and Arial may be used as substitutions if Myriad is not available.

Myriad Roman

Myriad Italic

Myriad Bold

Myriad Bold Italic

Helvetica Medium

Helvetica Italic

Helvetica Bold

Helvetica Bold Italic

Arial Book

Arial Italic

Arial Bold

Arial Bold Italic

Logo Formats

The following logos have been approved for use.

Horizontal with tag



The logo should not be reproduced smaller than 1" height for the vertical format and 1.5" wide for the horizontal format.



Vertical with tag



Vertical without tag



The following examples demonstrate *some* of the incorrect uses of the EICS logo.



Two other horizontal formats are also available for limited use, and can only be reproduced with the approval of the Community Relations Department.

Horizontal with tag 2 (Regional Division No. 41)



Horizontal without tag



Color

The logo should always be reproduced in Black or Pantone 648 (Spot , CMYK or RGB) on a clear or white background.

Please contact the Community Relations Department, if an exception is required.



For one or two spot color applications:



Black
K = 100

Pantone
648

For process color (CMYK) or computer (RGB) applications:



C = 100
M = 62
Y = 0
K = 52

R = 0
G = 52
B = 104

The logo may also be reproduced in reverse, preferably on, but not restricted to, black or Pantone 648. If other colors are used, provide sufficient contrast between the color and the logo to ensure readability.

