



Connect. Collaborate. Co-Create.

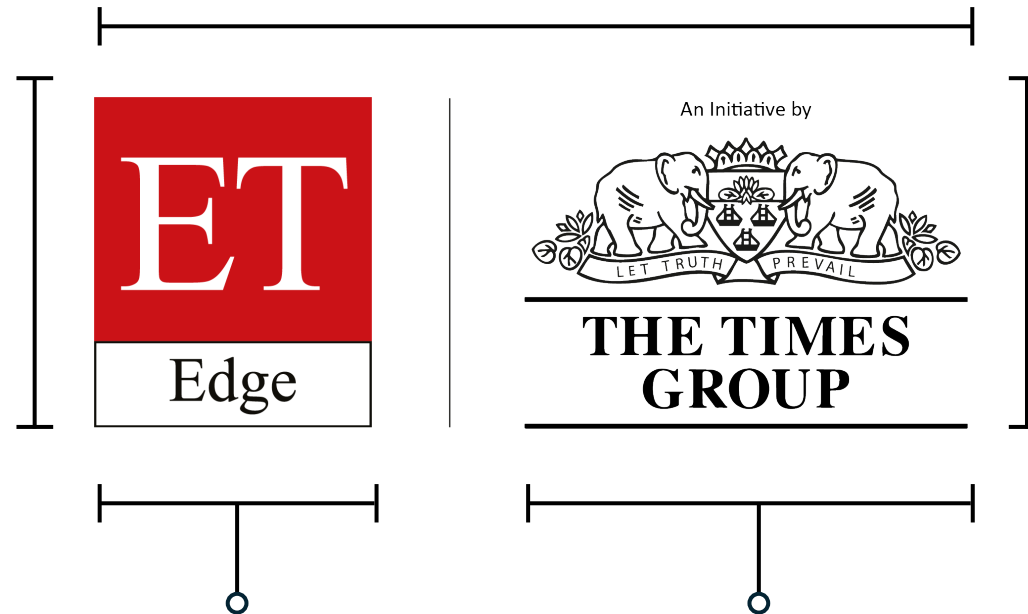
ET Edge
Corporate Identity.

Toolkit and branding guidelines.

Connect. Collaborate. **Co-Create.**



**A singular asset containing
two distinct corporate era.**



The Modern Initiative
(Agility, Focus, Impact).

The Legacy Parent
(Authority, Breadth, Heritage).

LOGO GUIDELINES

1. Logo variations
2. Logo fonts and colours
3. Clear space
4. Logo with tag line
5. Incorrect logo use

Logo Guidelines - Corporate Logo Variations

Primary Master Logo on white

Should preferably be used on a plain white or light colour background



Primary Master Logo on black or colour

Can be used on different colours.



Logo Guidelines - Logo Fonts and Colours

LOGO COLOURS:

Colour plays an important role in representing the ET Edge brand.

Colour breakdowns have been provided for both print and digital platforms.

All logo variations in all colour modes have been created and are available in the “Toolkit Elements” folder for your convenience, accompanied with this document.

LOGO FONTS:

ET – Times New Roman

EDGE – Times New Roman

An Initiative by – Calibri

The Times Group – Times New Roman



Primary Crimson Red

CMYK (Print)
C – 14%
M – 100%
Y – 100%
K – 4%

RGB (Digital)
R – 203
G – 18
B – 23

HEX CODE (Web)
#CB1217

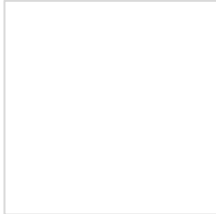


Primary Black

CMYK (Print)
C – 0%
M – 0%
Y – 0%
K – 100%

RGB (Digital)
R – 0
G – 0
B – 0

HEX CODE (Web)
#000000



Primary White

CMYK (Print)
C – 0%
M – 0%
Y – 0%
K – 0%

RGB (Digital)
R – 255
G – 255
B – 255

HEX CODE (Web)
#FFFFFF

Logo Guidelines - Clear Space

The required clear space for the ET Edge logo is illustrated below. A minimum clear space equal to or greater than “**E**” (ET Edge logo) is required on all sides surrounding the logo, so it does not compete with other images, graphics and text. Do not place any elements inside this clear space.

The logo should not be boxed in any particular shape, this is merely a demonstration of the ‘minimum’ clear space required around the logo at all times.

E Demonstrated around the logo



Minimum clear space required
around the ET Edge logo



Nothing must obstruct the minimum
white space required around the logo



Logo Guidelines – Logo with Tagline

LOGO AND TAG LINE ON EVENT COLLATERAL

Minimum margin size based on logo, but can be increased in right proportion.

TAG LINE

- Font:** Calibri Bold
- Colour:** Black / White
- Size:** A4 / smaller - Minimum 9 pt
- Position:** Tag line on top side.
Centre aligned and sits on top of the same horizontal line as the bottom of the logo.

Primary Master Logo on white
Should preferably be used on a plain white or light colour background

CONCEPTUALIZED & EXECUTED BY



Primary Master Logo on black or colour
Can be used on different colours.

CONCEPTUALIZED & EXECUTED BY

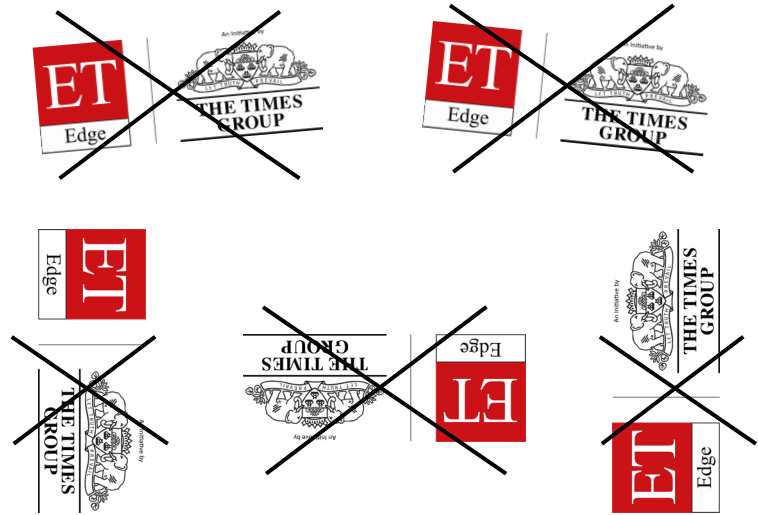


Logo Guidelines - Incorrect Logo Use

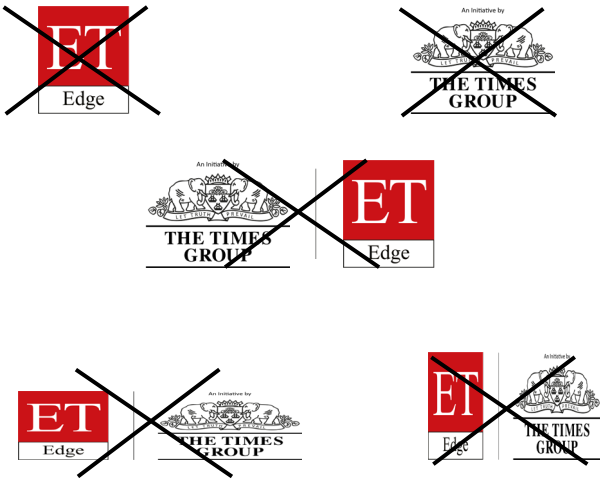
The Master logo should preferably be placed on a white background but may be placed on colour backgrounds, on lighter backgrounds the black version of the logo should be used as demonstrated below.



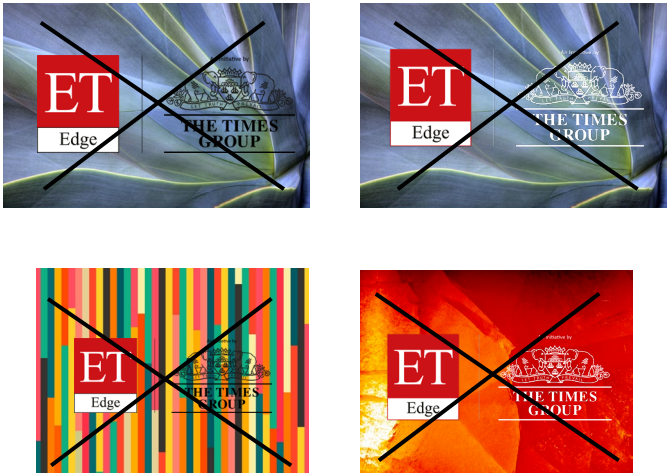
Do not under any circumstances change the orientation of the logo



Do not alter the shape, form or size of the logo in any way



Do not use the logo on a busy background



Thank You!

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