Combined Logo (horizontal) 4

Here it is again—our logo. Our logo is the most visible element of our identi-
ty—a universal signature across all e-print & e-banner communications. It's a
guarantee of quality that unites our diverse products and services.
We use the same version in print, on screen, and on the side of our buildings. It's
simple. Easy to understand.
The logo is made up of two elements: the logotype and background
While it is a simple logo, we must treat it nicely. The following pages cover the
correct usage to ensure the logo always looks its best.

Combined Logo (vertical)   **5**

If it's impossible to use the Primary Logotype for some reason, you have the option of using the Vertical logotype. It's still a good way of showing off the e-print & e-banner brand, so don't you worry!

Whole Unit Logo Colour 6

e-print word - only Process Color, white border and word

e-banner word - only white Color

www.e-print.com.hk

www.e-banner.com

|	**PANTONE**	**CMYK**	**RGB**
e-print blue	Pantone Process Cyan C	C 100 M 0 Y 0 K 0	R 0 G 133 B 202 HTML 0085CA
e-banner green	Pantone 368 C	C 57 M 0 Y 100 K 0	R 120 G 190 B 32 HTML 78BE20
e-print & e-banner word white	-	C 0 M 0 Y 0 K 0	R 255 G 255 B 255

# Exclusion Zone (horizontal)   **7**

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space —free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.
To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.
We prefer our logos to always be center aligned with website for horizontal logo.
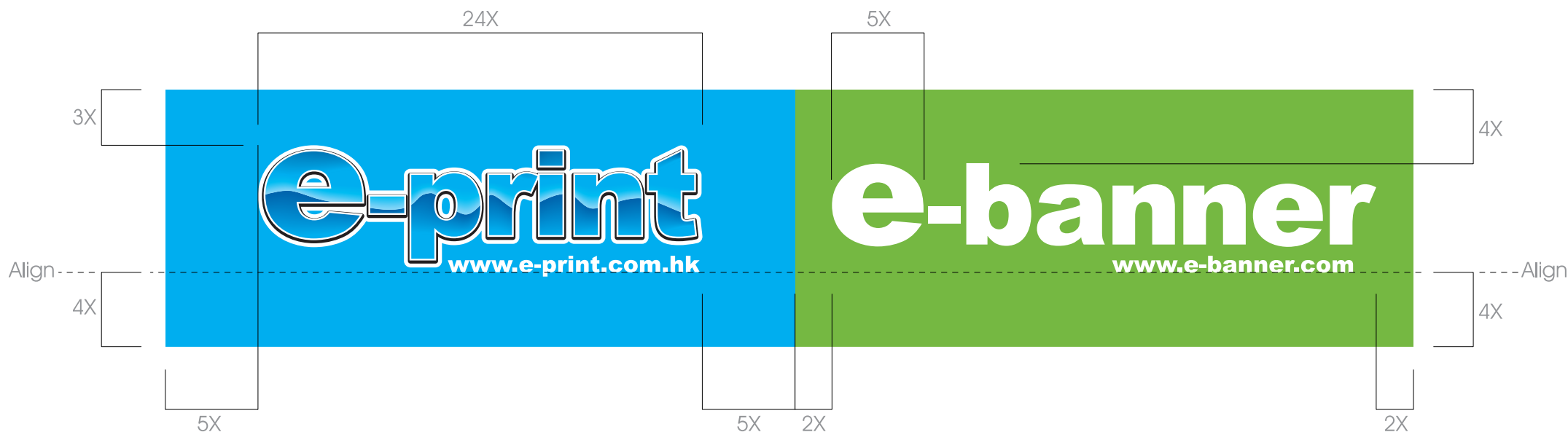
Exclusion Zone (vertical) 8

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space —free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.
To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.
We prefer our logos to always be center aligned with Align centre for vertical logo.
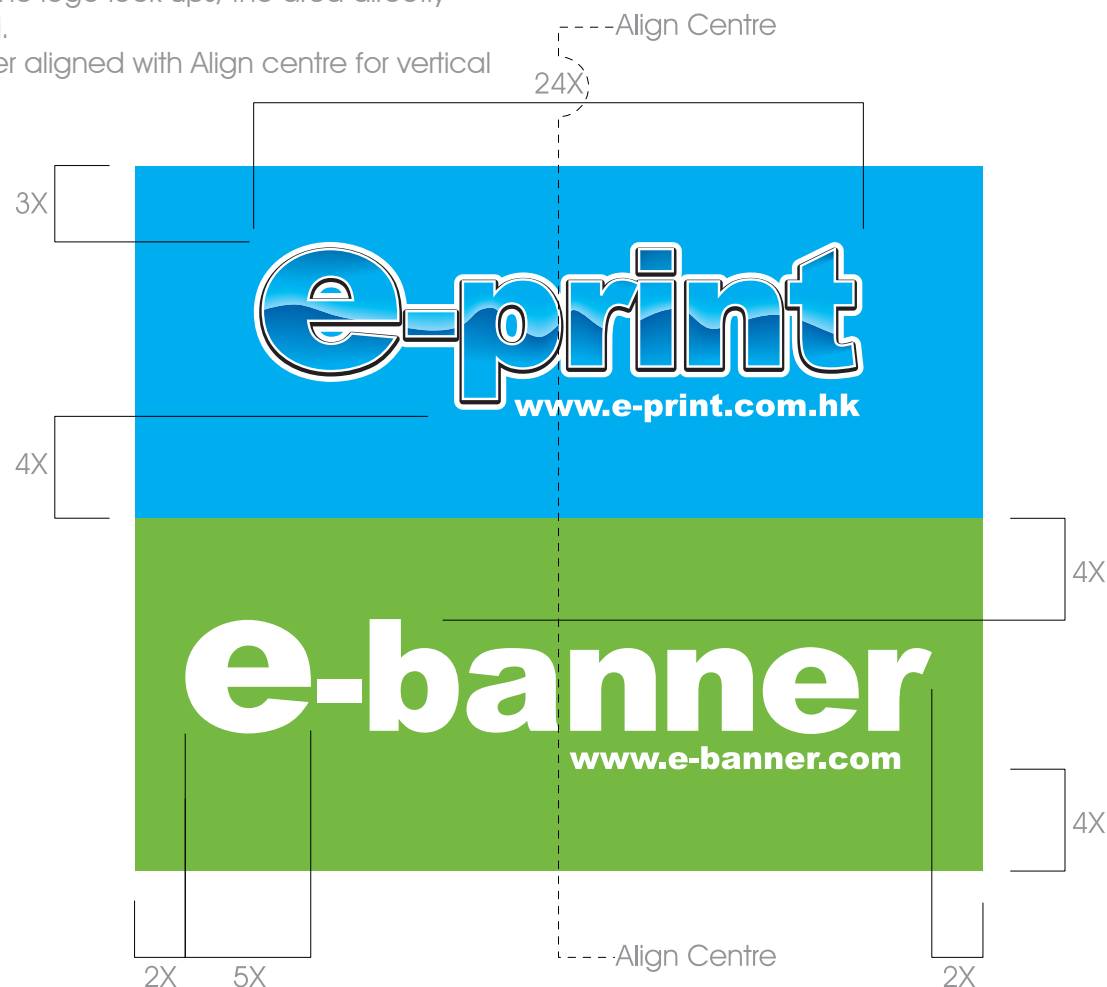
Logo Sizes

Logo A - (horizontal)

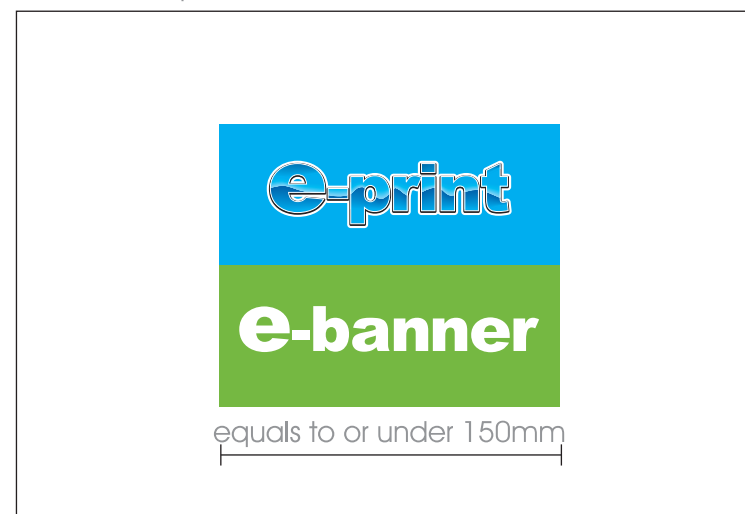use when over 150mm

use when equals to or under 150mm

over 150mm

equals to or under 150mm

Logo B - (vertical)

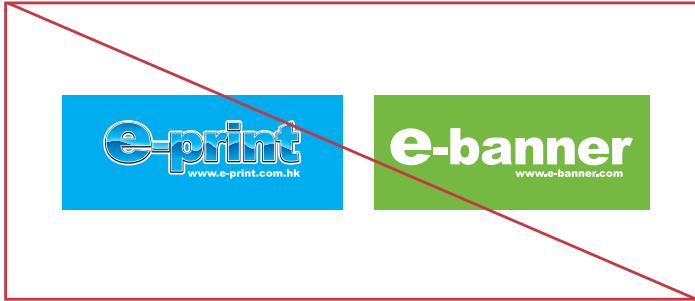use when over 75mm

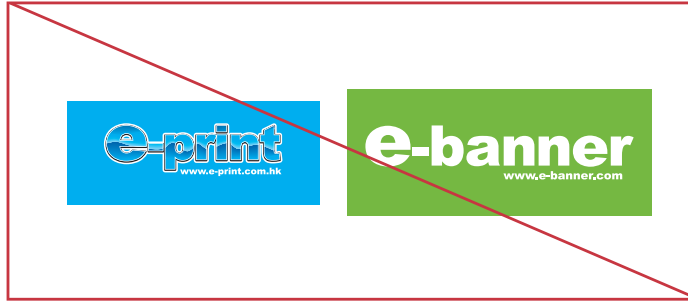use when equals to or under 75mm
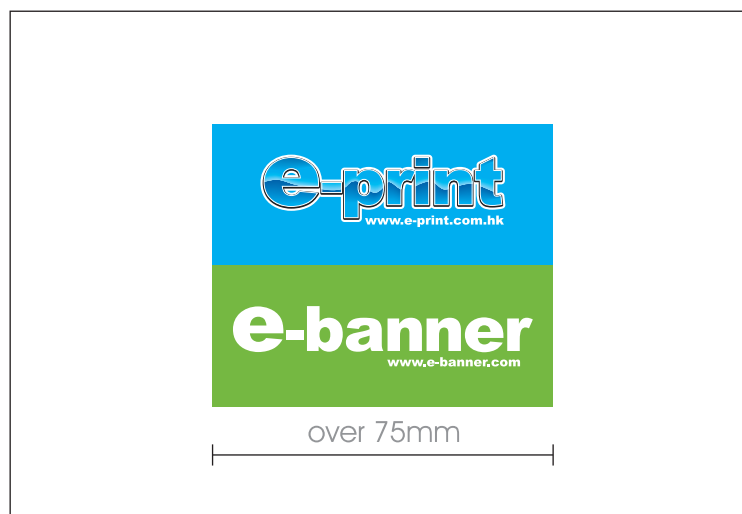
over 75mm

equals to or under 150mm

Incorrect Logo Use
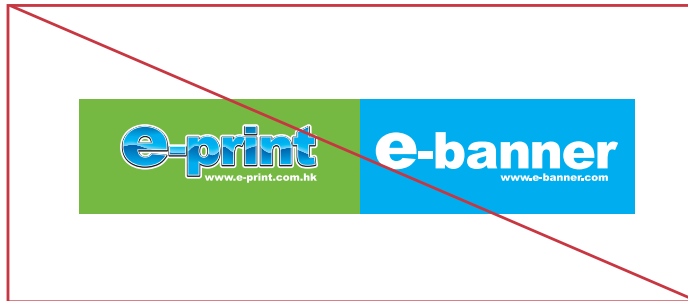
DO NOT change the spacing of the logo

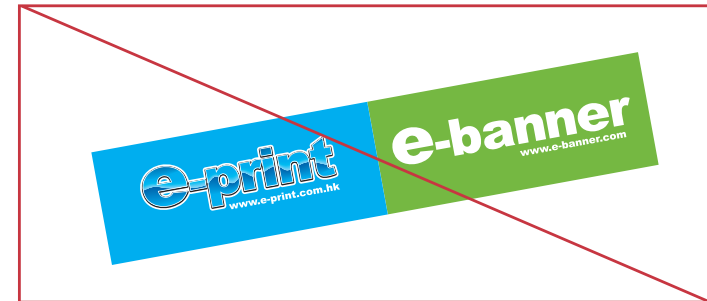DO NOT change the relative sizes of the logo elements
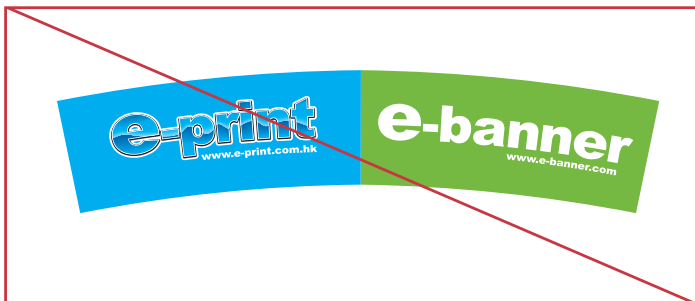
DO NOT place the logo on patterned background

DO NOT change the fonts of the logo

DO NOT invert the specified logo colours

DO NOT place the logo on an angle

DO NOT distort the logo elements

DO NOT change the logo colours

DO NOT place the logo on a same background colour