



## LOGO CLEAR SPACE

The logo needs to be protected from competing visuals by surrounding it with a significant amount of clear space. Text, images and graphics must not violate this area for any reason.



## LOGO SIZE

There are no predetermined sizes for the eG Innovations Logo. Scale and proportions should be determined by the available space, aesthetics, function and visibility. There is no pre-set maximum size for logo.



## LOGO COLOR/SWATCHES

The eG color palette features a flexible range of vibrant colors, anchored by our primary Orange, The secondary tone is of dark gray express the brand color. This color scheme will represent the brand across collaterals and stationery

#F29305

#444444

### CMYK

C: 2 M: 49 Y: 100 K: 0

### RGB

R: 242 G: 147 B: 5

### CMYK

C: 67 M: 60 Y: 59 K: 44

### RGB

R: 68 G: 68 B: 68

Main Logo



Reverse Logo



## ACCEPTABLE USAGE



### FULL COLOR

The full color version of the eG Innovations brandmark is the primary identity. It is strongly recommended that this version be used in branded applications whenever possible.



### EMBLEM

The Monogram Emblem can be used in stickers and stationery.



### BLACK & WHITE

The standard black and white version of the logo can be used whenever necessary.



### GRAY SCALE

The Gray |scale version of the logo can be used whenever necessary and can be used as watermark.



**eG Innovations**