

ECIA Member Logo Full Name

Trademark Usage Guidelines

Connect. Influence. Optimize.



FILE NAMES

Color Printing Applications

ECIA Member Full Name-BlueBlack.eps

On-Screen or Web Applications

ECIA Member Full Name-BlueBlack RGB.png



FILE NAMES

Knockout Applications

ECIA Member Full Name-BlueWhite.eps

On-Screen or Web Applications

ECIA Member Full Name-BlueWhite RGB.png



FILE NAMES

Black Printing Applications

ECIA Member Full Name-Black.eps

On-Screen or Web Applications

ECIA Member Full Name-Black RGB.png



FILE NAMES

Knockout Applications

ECIA Member Full Name-White.eps

On-Screen or Web Applications

ECIA Member Full Name-White RGB.png

ECIA Member Logo Full Name

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Usage Guidelines

Minimum Size

Must not appear smaller than 3/4 of an inch in height.

Color Printing

If printed in color must adhere to the following:

Blue = 100% Cyan

Black = 100% Black

Clear-Space

The ECIA member trademark should never have to compete visually with other graphical elements. Minimum clear-space has been established. Clear-space (1/2 X) is equal to half the height of the ECIA member trademark (see diagram). It is strongly suggested that this clear-space is always maintained; however, there are instances (i.e. like multiple trademarks in a sponsorship environment) where less space would be appropriate. Clear-space is always relative to the size of the ECIA member trademark.



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