

LOGO SET



ON WHITE
ERS_LOGO_ONWHITE_CMYK



REVERSE
ERS_LOGO_ONBLACK_CMYK



ON WHITE
ERS_LOGO_MONO



REVERSE
ERS_LOGO_REV

FILE CODES

To assist with identifying artwork files, a file naming convention has been developed. Each file has a name that consists of an identifier, identifying name, colour detail and file format.

Logo identifier

Colour type.
MONO
REVERSE
CMYK
RGB

ERS_LOGO_ONWHITE_CMYK.EPS

Background colour.
On White
On Black

File type.
EPS
JPEG
PNG

ISOLATION AREA

The isolation area is the space around the logo in which no other type, graphic and/or photographic elements must encroach. The isolation area assists to maintain the impact of the logo and ensures consistent reproduction.

The size of the isolation area is a distance of the height of the letter 'A' and must be consistent around the perimeter of the logo in all of its approved configurations.

This can be used to determine the isolation area for the logo at any size or in any composition.

Wherever possible, apply more space than the minimum specified here.



MINIMUM CLEARANCE = 1 X HEIGHT OF THE LETTER 'A'

MINIMUM SIZE

Minimum size standards have been developed to ensure that the logo is reproduced correctly at a small size. The minimum sizes for the logo are outlined below. Where possible, please reproduce the logo at a size larger than the minimum, especially where there may be issues with clarity or quality of reproduction. When providing logos to external parties, it is recommended you request a proof prior to publishing.

PRINT



WEBSITE



INCORRECT USAGE X

Don't change orientation.



Don't re-colour or rearrange.



Don't apply to low contrast backgrounds or box in the logo.

