



Brand Standards Guide / January 2018

ABOUT OUR BRAND

EGA's visual identity includes a logo and vibrant set of colors that reflect our artistic, knowledgeable, and community-infused organization.

The logo itself is simple and clean, making our name easy to read. A needle with an eye, the main differentiator of our work from that of other art forms, is the main emphasis of the logo. The six brand colors are vibrant and varied, a visual representation of our passion and creativity as well as the colorful variety of the work we do and the people we are.

WHAT IS A BRAND?

A "brand" is a unified combination of image, text, and color that communicates to the viewer the essence of a company or organization. It is our visual identity and seeks to accurately communicate our values with the current culture.

Brand standards are a set of definitions of what our brand looks like. This brand standards guide explains approved usage of our logos, colors, and fonts.

Maintaining a consistent visual identity both nationally and locally aids our goal of being easily recognizable in the embroidery world and beyond.

Questions can be directed to marketing@egausa.org.

CONTENTS

01	Logo Usage	1
01.1	Our Logo	2
01.2	Clear Space	3
01.3	Signature Variations	4
01.4	Incorrect Usage	9
02	Color	10
02.1	Color Palette	11
02.2	Secondary Color Palette	12
02.3	DMC Floss – Pantone Equivalents	13
03	Typography	14
03.1	Primary Fonts	15
03.2	Alternate Fonts	17
04	Social Media	19
04.1	Social Media Icons	20
05	Contact	21

01 LOGO USAGE

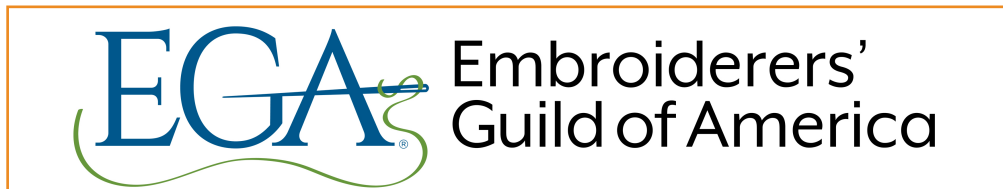
01.1 OUR LOGO



01.2 CLEAR SPACE

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving ample space around the logo we make sure it stands out on all of our communications.

Note: The safety area around each logo is a consistent 25% of its width and height on each side.



01.3 SIGNATURE VARIATIONS



PRIMARY LOGO

The primary logo is the preferred format that should be used whenever possible.



Embroiderers' Guild of America

VERTICAL ALTERNATE LOGO

The vertical alternate format is available for when the primary format is not ideal or cannot be used.



HORIZONTAL ALTERNATE LOGO

The horizontal alternate format is available for when the primary format is not ideal or cannot be used.

01.3 SIGNATURE VARIATIONS - PRIMARY

Our logo is available in a number of variations. Preferred is the 2-color spot and 2-color process versions. 1-color and reverse versions are also available for specific needs.

FULL COLOR POSITIVE PRIMARY

Primary logo should be used wherever the logo can be applied in full color. This logo should be placed on backgrounds that are white or light in color.

Recommended application examples: print collateral, stationery, on-screen, web, signage, advertising, banners, sponsorships and merchandise.

ONE COLOR PRIMARY

Limited use logo to be used when a full-color logo cannot be reproduced.

Recommended application examples: one-color advertising and one-color screen printing.



EGA 2Color Spot.eps

Two-Color Spot - PMS 7462 and 576
For use only in two-color spot litho or silkscreen applications.



EGA 2Color Process.eps

Two-Color Process - PMS 7462 and 576
For use only in four-color process litho applications.



EGA 1Color Spot 7462.eps

One-Color Spot - PMS 7462
For use in one-color spot litho or silkscreen applications.



EGA 1Color Spot Black.eps

One-Color Spot - Black
For use in one-color spot litho or silkscreen applications.

01.3 SIGNATURE VARIATIONS - VERTICAL ALTERNATE

Our logo is available in a number of variations. Preferred is the 2-color spot and 2-color process versions. 1-color and reverse versions are also available for specific needs.

FULL COLOR POSITIVE PRIMARY

Primary logo should be used wherever the logo can be applied in full color. This logo should be placed on backgrounds that are white or light in color.

Recommended application examples: print collateral, stationery, on-screen, web, signage, advertising, banners, sponsorships and merchandise.

ONE COLOR PRIMARY

Limited use logo to be used when a full-color logo cannot be reproduced.

Recommended application examples: one-color advertising and one-color screen printing.



Embroiderers'
Guild of America

EGA VERT 2Color Spot.eps

Two Color Spot - PMS 7462 and 576
For use only in two-color spot litho
or silkscreen applications.



Embroiderers'
Guild of America

EGA VERT 2Color Process.eps

Two Color Process - PMS 7462 and 576
For use only in four-color process
litho applications.



Embroiderers'
Guild of America

EGA VERT 1Color Spot 7462.eps

One Color Spot - PMS 7462
For use in one-color spot litho
or silkscreen applications.



Embroiderers'
Guild of America

EGA VERT 1Color Spot Black.eps

One Color Spot - Black
For use in one-color spot litho or
silkscreen applications.

01.3 SIGNATURE VARIATIONS - HORIZONTAL ALTERNATE

Our logo is available in a number of variations. Preferred is the 2-color spot and 2-color process versions. 1-color and reverse versions are also available for specific needs.

FULL COLOR POSITIVE PRIMARY

Primary logo should be used wherever the logo can be applied in full color. This logo should be placed on backgrounds that are white or light in color.

Recommended application examples: print collateral, stationery, on-screen, web, signage, advertising, banners, sponsorships and merchandise.

ONE COLOR PRIMARY

Limited use logo to be used when a full-color logo cannot be reproduced.

Recommended application examples: one-color advertising and one-color screen printing.



EGA HORI 2Color Spot.eps

Two-Color Spot - PMS 7462 and 576
For use only in two-color spot litho or silkscreen applications.



EGA HORI 2Color Process.eps

Two-Color Process - PMS 7462 and 576
For use only in four-color process litho applications.



EGA HORI 1Color Spot 7462.eps

One-Color Spot - PMS 7462
For use in one-color spot litho or silkscreen applications.



EGA HORI 1Color Spot Black.eps

One-Color Spot - Black
For use in one-color spot litho or silkscreen applications.

01.3 SIGNATURE VARIATIONS

ONE COLOR REVERSE

One-color logo should be used only on dark backgrounds where the full-color logo cannot be reproduced.

Recommended application examples: advertising, print collateral, banners and one-color screen printing.



EGA Reversed.eps

One-Color Reversed

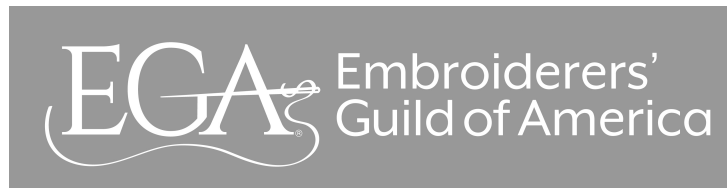
The gray indicates background color for one-color printing; box shown above is not part of the logo.



EGA VERT Reversed.eps

One-Color Vertical Reversed

The gray indicates background color for one-color printing; box shown above is not part of the logo.



EGA HORI Reversed.eps

One-Color Horizontal Reversed

The gray indicates background color for one-color printing; box shown above is not part of the logo.

01.4 INCORRECT USAGE

Here are some examples of incorrect usage.

Note: Any alteration of the EGA logo is considered misuse. Only use the supplied digital artwork.



Do not typeset variations of the logo.



Do not alter size relationships within the logo.

Do not reconfigure elements of the logo.



02 COLOR

02.1 PRIMARY COLOR PALETTE

Blue symbolizes wisdom, loyalty and trust. It is a color of calming influence. Green reflects freshness, harmony and endurance. Together, these colors represent EGA's rich heritage and spirit of creativity. EGA Blue and Green can be used throughout the design system and typography.

EGA Blue
Pantone 7462 CP

CMYK 100/48/6/30
RGB 0/95/144
HEX/HTML 005F90

EGA Green
Pantone 576 CP

CMYK 54/5/94/24
RGB 119/155/61
HEX/HTML 779B3D

02.2 SECONDARY COLOR PALETTE

The secondary colors support and complement our primary colors of EGA Blue and Green. EGA Soft Blue, Yellow, Orange and Purple can be used throughout the design system and typography.

EGA Soft Blue
Pantone 5445 CP

CMYK 21/5/4/8
RGB 187/202/214
HEX/HTML BBCAD6

EGA Yellow
Pantone 124 CP

CMYK 0/30/100/0
RGB 237/178/32
HEX/HTML EDB220

EGA Orange
Pantone 164 CP

CMYK 0/59/80/0
RGB 230/138/72
HEX/HTML E68A48

EGA Purple
Pantone 2665 CP

CMYK 70/76/0/0
RGB 110/92/161
HEX/HTML 6E5CA1

02.3 DMC EMBROIDERY FLOSS – PANTONE EQUIVALENTS

DMC color equivalents have been established for all colors in the EGA primary and secondary color palettes. Any project which specifically requires EGA colors must use the following DMC Floss numbers.

DMC 3842
EGA Blue
Pantone 7462 CP

DMC 3347
EGA Green
Pantone 576 CP

DMC 3841
EGA Soft Blue
Pantone 5445 CP

DMC 728
EGA Yellow
Pantone 124 CP

DMC 722
EGA Orange
Pantone 164 CP

DMC 3746
EGA Purple
Pantone 2665 CP



03 TYPOGRAPHY

03.1 PRIMARY FONTS

EGA's primary typeface is Mrs Eaves XL Serif OT. It is a modern variant of the serif font Baskerville and like the original, it possesses a smart, clean classic style. Mrs Eaves XL Serif OT is available in boldface for those situations which may call for a heavier face. Mrs Eaves XL Serif OT is suitable for use in headlines, subheads and body copy, in all communications.

Mrs Eaves XL Serif OT is available in several weights. The ones shown here, Regular and Bold, will probably have the broadest applications.

Mrs Eaves XL Serif OT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves XL Serif OT - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves XL Serif OT - Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves XL Serif OT - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

03.1 PRIMARY FONTS

Mr Eaves XL Mod OT is a perfect complement to Mrs Eaves, sharing its proportions, color and weight. Mr Eaves can be used for headlines, subheads and body copy.

Mr Eaves XL Mod OT is available in several weights. The ones shown here, Regular and Bold, have the broadest applications.

Mr Eaves XL Mod OT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mr Eaves XL Mod OT - Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Mr Eaves XL Mod OT - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Mr Eaves XL Mod OT - Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

03.2 ALTERNATE FONTS

In situations where Mrs Eaves XL Serif OT or Mr Eaves XL Mod OT are not available, the Times New Roman and Futura PT may be used.

Times New Roman - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman - Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

03.2 ALTERNATE FONTS

In situations where Mrs Eaves XL Serif OT or Mr Eaves XL Mod OT are not available, the Times New Roman and Futura PT may be used.

Futura PT - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT - Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT - Demi Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

04 SOCIAL MEDIA

04.1 SOCIAL MEDIA

Here are three recommended handlings of the EGA logo for social media. The files for the square, circle and rounded box shapes have been provided, and should cover most contingencies.

If a different shape is needed for the social media icon, the resource **EGA Social Build** will serve as a foundation. EGA Social Build is the only file and version of the logo to be used in a social media icon. And it should never be cropped.

Note: This is the single instance in which it is permissible to break the “clear space rule.” See section 1.2. (The logo is not given as much space around it as is normally required, for practical reasons.)

Social Media Icon - Different Shapes



App and Launcher Button



Resource: EGA Social Build



05 CONTACT

If you have questions regarding anything in the Brand Standards Guide, please contact us at marketing@egausa.org.