



Embroiderers' Guild of America
Brand Standards Guide / October 2022

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START HERE

What are Brand Standards?

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 within the current cultural context.

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, and gives editorial and imagery guidance so that everyone in our membership, leadership, staff, and vendor base can use our visual identity consistently.

Why Brand Standards Matter

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

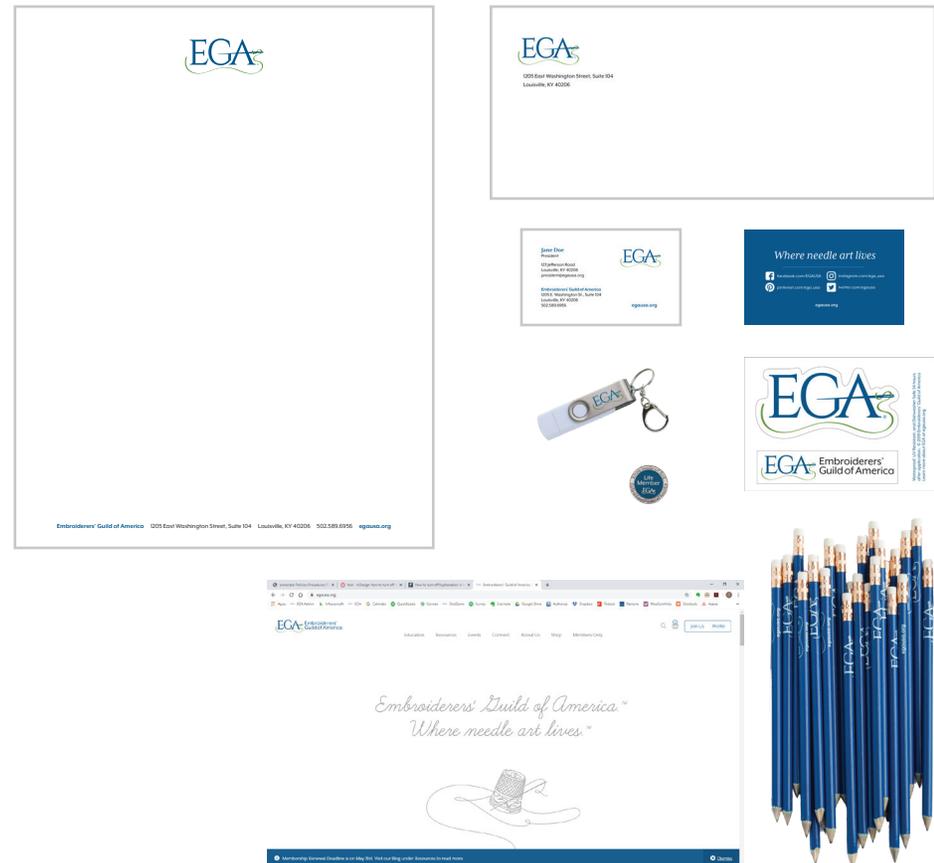
It is also critical to the legal protection of our trademarks. Without consistent use of our trademarked logo, name, and tagline, we are not able to renew them.

EGA Policies Regarding the Brand

This guide is a complement and expansion of the EGA’s national policies on properly using the national brand. Always check national policies “1.2.5. Official Insignia & Logo” for current policies.

Questions?

If you have additional questions this guide cannot answer, please contact us at marketing@egausa.org.



Examples of consistency in our visual identity throughout branded pieces.

OUR STORY

Who We Are

Though the world around us has changed since our founding in 1958, the heart of EGA and our mission has not. This core identity is represented by our three **keystones**.

There are three versions of our **name**. “EGA” is featured in our lettermark, all forms of our logo, and is encouraged for regular use. Embroiderers’ Guild of America became our trademarked name in 2019 and matches our initials. The Embroiderers’ Guild of America, Inc. is our legal name and is used on legal, IRS, etc. documents. *Note: the use of “The Embroiderers’ Guild of America” with a capital “The” was retired in 2018.*

Our **tagline** is our official slogan, trademarked in 2019. It can be used as stand alone text or with the lettermark logo. It is written in sentence case without the period. The logo version is currently reserved for national use only.

Revised in 2015, the **mission statement** is a concise way to remind ourselves of and communicate to others our core purposes. The following alternate beginning is also acceptable for national promotional materials that require a different tone: “Our mission is to inspire passion for...”

Our Trademarks

We have three trademarks registered with the United States Patent and Trademark Office: our common name, “Embroiderers’ Guild of America,” our lettermark (our primary logo), and our tagline.

Names

EGA
Embroiderers Guild of America
The Embroiderers’ Guild of America, Inc.

Keystones

Artistry
Knowledge
Community

Mission

The mission of the Embroiderers’ Guild of America is to inspire passion for the needle arts through education and the celebration of its heritage.

Tagline

Where needle art lives

LOGO

Our Primary Logo

A logo is the visual identity mark representing a brand. It can include names, lettermarks or pictorial marks, fonts and colors.

All of our logos include our trademarked lettermark. Our primary logo features only the lettermark. Our alternate logos incorporate our name in a branded font. Our tagline logo incorporates our tagline in a branded font.

Whenever the term logo is used, it includes all of the elements included, not just the lettermark. National, Regions, Chapters, and Events alike must use the logo files as a whole. Our name under the lettermark should never be recreated manually, since the font, spacing, and color are part of the logo itself.



Clear Space

A clear space safety area should be left around the logo. The clear space area is a consistent 25% of the width and height of the logo.



LOGO: Versions

Versions of Our Logo

The **primary logo** in full color is the preferred logo and should be used whenever possible.

The **horizontal and vertical alternates** are available for times when our full name needs to be included.

Black versions of the logo are okay to use for black and white printing. **White** versions should only be used when absolutely necessary, or when the design piece already features the full-color logo elsewhere. The full-color logo is preferred even when the white is on one of our brand colors.

Accessing Logo Files

National has jpeg, png, eps, and ai files for all of our logos. Jpeg and png files of our primary and alternate files are available to members via download from the member area of egausa.org.

Special Use Logos

All special use logos are reserved for use by national only.

Social Media Logos feature thicker lines for maximum visibility in the unique application of social media accounts.

The **Tagline Logo** features our trademarked tagline in Mrs. Eaves font under our lettermark.

Blue Logos should be used sparingly, even by national. These were created for one-color spot printing applications when blue is preferable to black.

Full Color

Black

White/Reversed

Primary Logo



Vertical Alternate Logo



Horizontal Alternate Logo



Social Media Logos



Tagline Logo



Blue Logos

LOGO: Improper Use

What Not to Do

Always use the correct logo file for your project. Do not alter the logo file in any way.



Logo File

Always use the national logo file as is, without alteration.

Color

Never change the color. Always use the color codes for EGA Blue and EGA Green.

Orientation

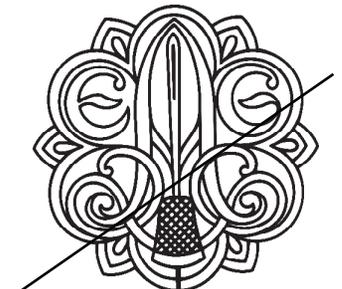
Never rotate the logo. Always use the original orientation.

Size

Never make the logo too small to see details, compress or stretch the logo.

Transparency

Never make the logo “see-through.”



Font

Never change the font or type the name under the lettermark. Always use logo file.

Proportions

Never change the proportions of the elements in the logo.

Arrangement

Never rearrange elements of the logo.

Background

Never place logo on a dark background. Use a white or very light background only.

Legacy Logo

Never use the legacy logo. Continued use in old chapter logos is okay.

LOGO: Charts

Stitching Charts of Logo

Three charts for stitching our logo are available. Use the appropriate charts and stitch colors for branded stitching projects. Chart files can be found on egausa.org.

EGA Logo Cross Stitch Chart No. 1 

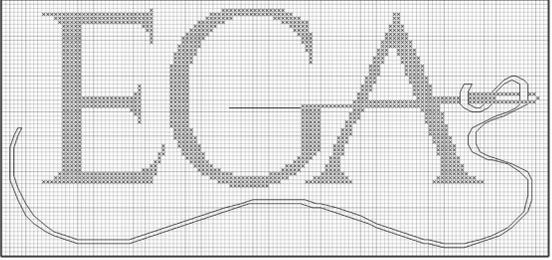


Chart Colors
EGA primary colors create the needle and thread lettermark.

- X = EGA Blue: DMC® 3842
- = EGA Green: DMC® 3347, Whipped Backstitch

Stitch Count
58H x 133W

Finished Size
14/28 Canvas/Fabric: 4.2" x 9.5"
16/32 Canvas/Fabric: 3.6" x 8.3"
18/36 Canvas/Fabric: 3.2" x 7.4"
20/40 Canvas/Fabric: 2.9" x 6.7"

Additional Brand Colors
All of the secondary brand colors can be used together or individually in a broader design to complement the primary colors.

- EGA Purple: DMC® 3746
- EGA Yellow: DMC® 728
- EGA Orange: DMC® 722
- EGA Soft Blue: DMC® 3841

Note: EGA does not endorse or recommend any third party color numbering system. DMC® thread name should be used when applicable. Because DMC® has one of the most recognized color numbering systems in the embroidery industry and its threads are widely available.

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Cross Stitch Chart No. 1

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20/40 Canvas/Fabric: 2.9" x 6.7"

EGA Logo Cross Stitch Chart No. 2 

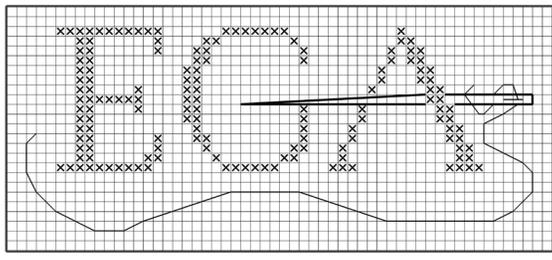


Chart Colors
EGA primary colors create the needle and thread lettermark.

- X = EGA Blue: DMC® 3842
- = EGA Green: DMC® 3347, Whipped Backstitch

Stitch Count
21H x 52W

Finished Size
14/28 Canvas/Fabric: 1.5" x 3.7"
16/32 Canvas/Fabric: 1.3" x 3.2"
18/36 Canvas/Fabric: 1.2" x 2.8"
20/40 Canvas/Fabric: 1" x 2.6"

Additional Brand Colors
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- EGA Purple: DMC® 3746
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Cross Stitch Chart No. 1

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20/40 Canvas/Fabric: 1" x 2.6"

EGA Logo Surface Design Chart 



Chart Colors
EGA primary colors create the needle and thread lettermark.

- EGA Blue: DMC® 3842
- EGA Green: DMC® 3347

Additional Brand Colors
All of the secondary brand colors can be used together or individually in a broader design to complement the primary colors.

- EGA Purple: DMC® 3746
- EGA Yellow: DMC® 728
- EGA Orange: DMC® 722
- EGA Soft Blue: DMC® 3841

Note: EGA does not endorse or recommend any third party color numbering system. DMC® thread name should be used when applicable. Because DMC® has one of the most recognized color numbering systems in the embroidery industry and its threads are widely available.

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Surface Design Chart

Outline for tracing provided.

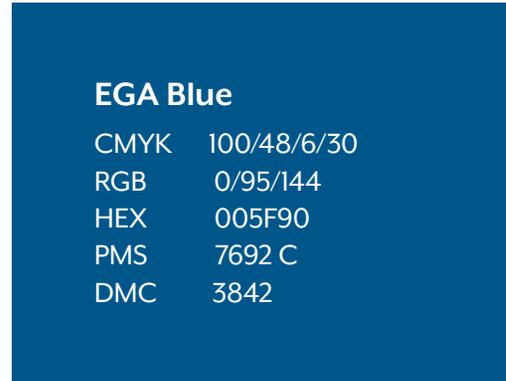
COLOR

Primary Colors

EGA Blue and EGA Green are our primary colors and should be used throughout national design pieces. Additional details are available on the next page.

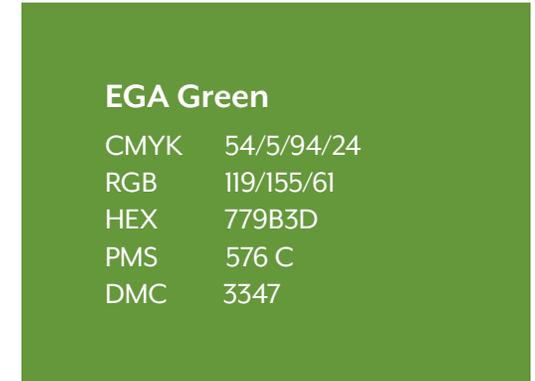
Regions, chapters, and events are encouraged, but not required to use the national colors in their design and materials.

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

CMYK	100/48/6/30
RGB	0/95/144
HEX	005F90
PMS	7692 C
DMC	3842

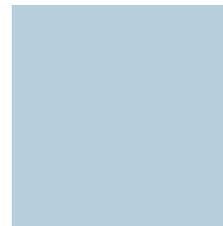


EGA Green

CMYK	54/5/94/24
RGB	119/155/61
HEX	779B3D
PMS	576 C
DMC	3347

Secondary Colors

The secondary colors support and complement our primary colors of EGA Blue and EGA Green. Our Soft Blue, Yellow, Orange and Purple can be used throughout a design system and typography. See the next page for additional details on colors.



EGA Soft Blue

CMYK	21/5/4/8
RGB	187/202/214
HEX	BBCAD6
PMS	2127 C
DMC	3841



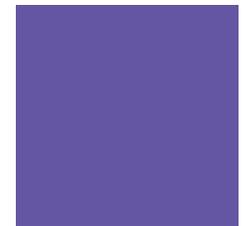
EGA Yellow

CMYK	0/30/100/0
RGB	237/178/32
HEX	EDB220
PMS	141 C, 128 U
DMC	728



EGA Orange

CMYK	0/59/80/0
RGB	230/138/72
HEX	E68A48
PMS	714 C, 157 U
DMC	722



EGA Purple

CMYK	70/76/0/0
RGB	110/92/161
HEX	6E5CA1
PMS	2095 C
DMC	3746

COLOR: Usage and Special Circumstances

Which Color Code to Use?

It's important to use the correct code for each specific application. The colors will not print/display correctly if the wrong code is used. (Example, using CMYK colors for RGB color space manufacturing will result in a lime green). Ask ahead of time what color format your project is being printed/created/manufactured in so the correct code can be supplied.

CMYK—Preferred color format. Use for anything professionally printed in full/4-color. Requires special programs to input the codes. Give the CMYK numbers to designers/printers when outsourcing. CMYK stands for the four colors of ink used: Cyan, Magenta, Yellow, and Black.

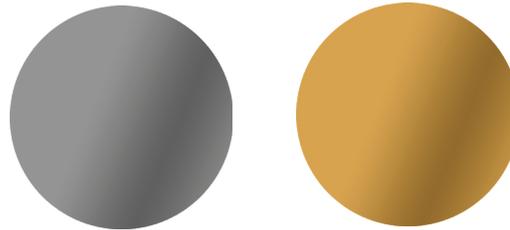
RGB— Use for items created on or for display on a home computer. Most home office programs allow you to add RGB numbers. RGB stands for the three colors used on screens for display: Red, Green, and Blue.

HEX— Use for website and app design. The 6-digit Hexadecimal code is the html code version of an RGB number.

PMS Spot— Use for spot printing or manufacturing. Use the number with a “C” unless printing on uncoated (“U”) paper stock which is more absorbent and requires a deeper color to print correctly. and a “U” number is listed. PMS stands for Pantone Matching System. Manufacturers use the Pantone system to match colors during production. Traditional spot printing is done by mixed an exact formula.

DMC—Use for stitching. EGA does not endorse one thread company over another. DMC® threads were chosen for color equivalents due its broad color range, standardized color numbering system, and wide availability.

Use of Metals



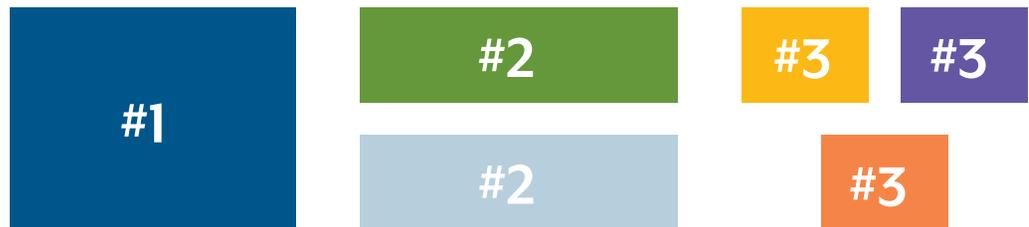
Some manufacturing, like lapel pins and jewelry, require the use of the metals. The logo and brand elements can be created in metal (like silver or gold) when necessary.

Use of Gray



There are times when black is too stark of a design color. Gray can be used in designs when necessary. It must be a pure gray, without a color tint.

Which Color to Use?



If only one color is going to be used in a design project, use EGA Blue. If two colors, use the primary colors EGA Blue and EGA Green. Or, in some cases where a design is going to work better in blues, use EGA Blue and EGA Soft Blue. Only use the other secondary colors if EGA Blue and EGA Green are both already being used. (Note that EGA Soft Blue has its own color codes and is not a tint of EGA Blue.)

TYPOGRAPHY

Primary Fonts

Our fonts are available for use through Adobe Typekit, which is part of the Adobe Creative Suite. These fonts are used in our logo and in materials created by the national office.

Primary fonts should be used on as many national design projects as possible. Regions, Chapters, and Events are not required to use national fonts (except as used in the national logo). See alternate options below.

Mrs Eaves XL Serif OT is our primary font. It is suitable for use in headlines, subheads and body copy. It is a modern variant of the serif font Baskerville, and it possesses a smart, clean classic style.

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

Alternate Fonts

Regions, Chapters, and Events often do not have access to Adobe Typekit to utilize our national fonts.

If a similar font is desired, Times New Roman and Futura PT may be used. However, they should never be used to recreate the EGA national logo. Always use the logo files from EGA national.

Mrs Eaves XL Serif OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular, **Bold**, ***Bold Italic***, *Regular Italic*

Mr Eaves XL Mod OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular, **Bold**, ***Bold Italic***, *Regular Italic*

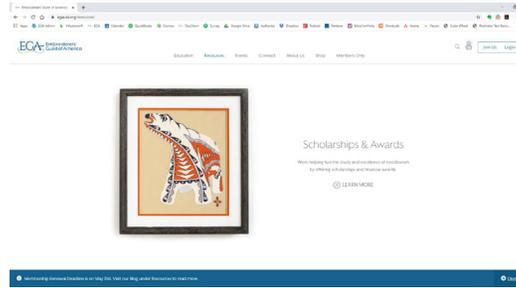
Times New Roman: Regular, **Bold**, ***Bold Italic***, *Regular Italic*

Futura PT: Book, **Demi**, ***Demi Oblique***, *Book Oblique*

DESIGN

White Space Aesthetic

Our brand and website were intentionally designed with a lot of “white space” to mimic the look of a gallery wall. This clean and fresh look is both modern and an effective way to showcase the beauty and artistry of embroidery. The white space aesthetic should be carried through on national design projects.



Logo Alignment

When the a block of text is left aligned with the primary logo, the text should always be left aligned to the stem of the “E.”



1205 East Washington Street, Suite 104
Louisville, KY 40206

Editorial

A few special editorial distinctions are a part of our brand.

egausa.org

Always write our web address without the “www.”

Suite 104

Suite spelled out in our address is preferable to “Ste.”

Where needle art lives

Always write the tagline without a period.

IMAGERY

Embroidery Pictures

When choosing images for projects, focus on images of embroidery. Embroidery is what drives us, inspires us, and unites us as an organization of stitchers of all ages and backgrounds. By focusing our imagery on embroidery, we can both inspire people and help people to see themselves in the organization.

Embroidery pieces of all types and skill levels can and should be used as appropriate. Beginner samplers and advanced silk work; innovative mixed media patterns and kitted cross stitch projects; flat whitework linens and three-dimensional stumpwork; old and new—all tell the story of who we are and what we do.

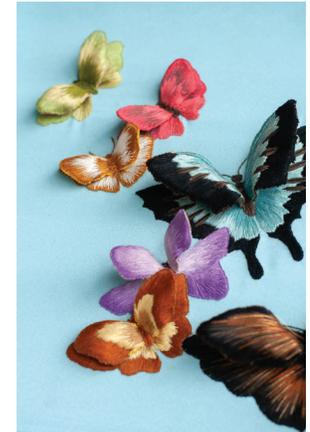
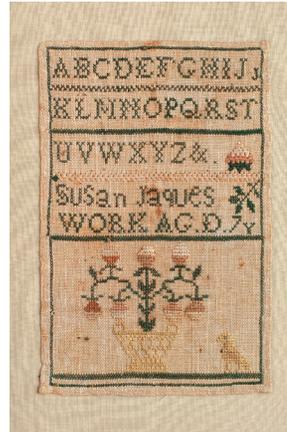


Image Quality

The quality of images used in our design pieces reflects on the EGA brand. Use images with as high of quality as possible. Pictures taken in bright, natural light (but not direct sunlight), from straight above the piece work best.



Ideal Image



Too Dark



Harsh Light/Shadows