LOGO

The Estate® Cartridge Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The Estate Cartridge Logo is represented by the combination of the Estate Cartridge logomarks and the Estate Cartridge logotype.

This treatment is based on a specific, carefully developed visual relationship between the logomarks and the logotype. Use only the artwork provided and its approved variations. Do not attempt to redraw or recreate any elements of the Estate Cartridge Logo.

The Estate Cartridge Logo is based on the Helvetica typeface. The Helvetica typeface should NOT be used on any application that the logo is applied. Use of Helvetica will diminish the importance and strength of the Estate Cartridge Logo.

The preferred application is three-color, black, red and white on a white background, however the logo may be used against any background which allows good contrast and legibility.

NOTE: The corporation reserves the Estate Cartridge Logo for its sole use and the registered trademark ® helps protect our name and identity in the marketplace. Make sure all applications include this symbol in the position shown. Size of the trademark may be adjusted as the size of the logo is reduced or increased.

Estate Cartridge's corporate colors are black, red and white. The black color is used for the leaf wreath and outer circle logomarks. The red color is used for the inner two circle logomarks. The **Estate Cartridge** and **ECI** Logotypes are white and reside inside the red outer circle and inner red center circle. These elements should never be produced in any other color (except one-color applications, such as in grayscale - black/white). The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

NOTE: The colors on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy, and may not match the PANTONE Color Standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.

ESTATE CARTRIDGE RED
PANTONE 201 C or U
CMYK: C=0 M=100 Y=63 K=29
RGB: Red=179 Green=8 Blue=56

ESTATE CARTRIDGE BLACK
PANTONE Process Black C or U
PANTONE Black C or U
CMYK: C=0 M=0 Y=0 K=100
RGB: Red=0 Green=0 Blue=0

PANTONE®
The preferred red color is PANTONE 201 C or U. This color should be used in all cases to reproduce the Logo.

CMYK
Printing with PANTONE color inks is preferred. However, spot colors are not always an option. Four-color process printing may be used when necessary.

RGB
When using the Logo in video or on web pages, an RGB version of the logo may be required.

ACCEPTABLE LOGO VARIATIONS

To allow for application of the Estate Cartridge® Logo across a wide range of applications, the following variations may be used. These adaptations should be used only if the preferred Logo cannot.

ENCLOSED SHAPE

This variation should be used when the Logo is applied to a background that is a photo, texture, or color that does not allow good contrast and legibility.

The size of the enclosed shape should always follow the minimum "clearfield" area as described in the technical guidelines of this guide. The color of the shape should always be black.

ONE-COLOR

The Logo can be reproduced in one-color, if necessary. Acceptable colors are black or white grayscale only.

The correct relative size and positioning of the Estate Cartridge Logo is shown here.

CLEARFIELD

For the Logo to communicate effectively, it should not be crowded or overwhelmed by other elements.

"Clearfield" refers to the area surrounding the Logo that should be kept free of visual distraction. No graphic element or text of any kind should be placed within this clear space. The minimum field as indicated is the equivalent to the center circle's height.

Even when the Logo is put inside an enclosed shape, the shape must not impede on the minimum clearfield.

MINIMUM SIZE

Reproductions of the Logo should be at least 1/2" in height.

1/2"

INCORRECT APPLICATIONS

The integrity of the Logo is diminished when the marks are incorrectly applied. Unauthorized versions and unacceptable usage of the Logo puts its legal protection at risk.

Although we cannot include all possible misuses, the following identify some of the more obvious deviations. In general, any variation or alteration of the Logo, however small, is unacceptable. These guidelines are true for all the preferred Logo treatments and their variations.

Other incorrect uses would include:

• **DO NOT** outline any of the elements of the Logos.

• **DO NOT** display the Logo with a simulated chrome, stone, or other texture.

• **DO NOT** italicize any elements of the Logos.

• **DO NOT** apply any drop shadows to the Logo.

DO NOT alter the size relationship between the logomark and logotype.

DO NOT reproduce the Corporate or Brand Marks with unapproved colors.

DO NOT reset any type element, use only approved artwork.

DO NOT use the Mark on any angle. Use straight baseline only.

DO NOT stretch or condense the proportions.

DO NOT change the letter spacing of the approved Marks.