Extend Credit Guarantee Bureau

Brand book

Extend Credit Guarantee Bureau

Presented By

ADEDAYO OJO

Brand book Introduction

This book is your guide to the ECGB Brand, including the use of logo, colors and fonts.
The rules in this guide must be respected at all times in accordance with the copyright law.

If you are in doubt about the use of the ECGB Brand, please contact:

ECGB LLC
info@ecgb.ae

# Index

The Logo

The logo consists of two elements:

• Brand name
• Brand symbol

It is important that the logo is always easy to see and read in all usage situations.
According to needs and print method, the logo can be displayed in different colour variations (See examples on page 8-9).
For dark background situations, it will only be possible to display the logo in negative/white. Note that altering the logo is against the copyright law.
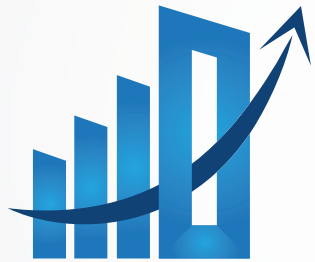
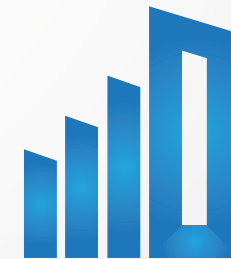# Extend Credit Guarantee Bureau

ECGB

ECGB

ECGB

ECGB

E + C + G + B

ECGB

Represents Gateway of growth

4 Graphical bars represents the growth we provide for all business and also represent 4 letters- ECGB
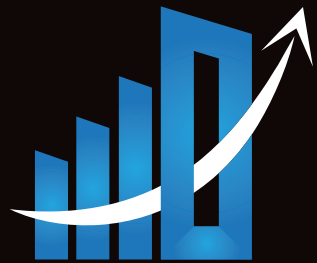
Extend Credit Guarantee Bureau

Extend Credit
Guarantee Bureau

Extend Credit
Guarantee Bureau

Logo do's & Dont's

In order to ensure consistency in the ECGB brand, it is important to maintain the logo's original proportions when using it.

Across you will find some examples of how you should not use the logo - and of the correct setup and use.

X Extend Credit Guarantee Bureau

Logo should not be streched

X Extend Credit Guarantee Bureau

Don't use any other color for symbol or name

X

Don't use without name or abbreviation given

X Extend Credit Guarantee Bureau

Don't use any other color for backround, rather what we proposed

Ω Extend Credit Guarantee Bureau

Background color that can be used for the logo

Ω Extend Credit Guarantee Bureau

Logo should always balaced while you increase or decrease the size

Ω ECGB ECGB

Logo that can be used for horizontal purpose

Logo Free Zone & Minimum Print size

To ensure that the ECGB logo is never disturbed by other elements such as text, images or illustrations, a protective area has been specified by the width and height of the letter in the brand name. No letters should be placed within this area.

There are no restrictions on how big the logo can be. However, when it comes to scaling it down, the logo may never be smaller than 20 mm in height. Any smaller and it will be too difficult to read or register.

Extend Credit
Guarantee Bureau

Extend Credit
Guarantee Bureau

Alternative Logo Options

When facing an aesthetic problem due to the format of the primary ECGB logo there has been created a horisontal alternative.

You can use either of the logos as you please - Just make sure the logo is presented in the best possible way.

BRAND SYMBOL

ECGB

BRAND NAME

ECGB

Brand pattern

The ECGB brand pattern is created from 2 colours (See specific colour codes on page 22).
The pattern is derived from ECGB logo.

Because of the visual dominans, the pattern is not meant to be used excessively on brand materials or as back-grounds in presentations. It is meant only as an extra brand element whenever it makes sense: For example on the back of business cards, on phone covers or used as a attention getter
at events. This way the pattern is only used as a visual attention getter and a visual colour reference to the AJ Brand.

Color system

There are 4 colors in the ECGB brand color palette. The CMYK color codes are for print material. The RGB is for digital material. The HEX colors are for web.

Color system
Color provides a strong visual link to our brand identity across a wide range of applications.

It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one colour system to another.

ATTENTION: Never use a print of the page as a visual color reference. Always use an original color guide as visual color reference.

Our new brand identity is colorful; a true reflection of our personality.
Blue and white is the foundation of our color palette. Five colors form the core palette.
The monochrome and supplemental colors complement the palette and provide a rich foundation to
bring any collateral to life.

CORE

RGB 24/67/119
CMYK 100/82/27/12
HEX #184377

RGB 47/165/222
CMYK 70/18/0/0
HEX #2FA5DE

RGB 39/120/186
CMYK 83/48/2/0
HEX #2778BA

RGB 0/0/0
CMYK 75/68/67/90
HEX #000000

RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF

Typography

A typeface plays an important role in creating a distinct identity.

The fonts for all ECGB communication are Barlow and-Montserrat
Barlow andMontserrat are a san serif typeface. It has a very modern feel which compliments the ECGB Brand very well.

Barlow Regular
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

Barlow Bold
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

Montserrat
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

Icons

These are pixel-perfect and unique, designed for optimal reading and recognition Icon design:

• All icons are vector customised

Mission

Accounting & Tax

Crisis Management

PRO Services

Vision

Digital Marketing

Business Card

Extend Credit
Guarantee Bureau

www.ecgb.ae

ECGB

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Extend Credit Guarantee Bureau

Letterhead

T O   Friday, 01/08/2020

Mark Jokowow
Human Resources
Google Inc.
1105-D Mugassari, Gergaji
E89 USA

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Est usus legentis in iis qui facit eorum claritatem.

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Nabeel Ibrahim

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T-Shirt

Stationeries

ECGB

Thank you

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OJO