



Communicating the Eastern Data Brand

The Eastern Data core brand message and logotypes are carried through all means of communications through the use of color, typography, photography, and other brand elements. Proper usage is important to ensure the quality of the experience of every Eastern Data customer and to ensure the integrity of the brand.

The brand elements include: The logo, typefaces, photography and line art, where applicable.

This guide cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate.

The logos in this section are the primary marks of the Eastern Data branding program. Consistent usage of the logo in its exactness will reinforce the brand. When the logo is used properly with the other elements of the identification program, a unique and effective visual style can be established.

These guidelines will assist you in helping Eastern Data establish an easily recognized brand with lasting recognition. The logo and their treatment described in the following pages are: the official logo, the alternate logo and the official logotype and samples of applications.

The Eastern Data Logo



Primary Blue

PMS = 300u

CMYK = C:100 M:44 Y:0K:0

RGB = R:0 G:109 B:173

Lab =L:41 a:-13 b:-46

Websafe= #006aad

Secondary Blue

PMS = 30% - 300u

CMYK = C:30 M:13 Y:0 K:0

RGB = R:162 G:187 B:223

Lab =L:75 a:-3 b:-21

Websafe= #a2bbdf

Black

PMS Black

CMYK = C:100 M:100 Y:100 K:100

RGB = R:0 G:0 B:0

Lab =L:0 a:0 b:0

Websafe= #000000

The Eastern Data logo is a 2 Pantone (PMS) color treatment.



Ideally, the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1 "E- space" at 36 pts. around it.



In order to maintain legibility of the logo, the minimum width is 1.25 inch.

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The Eastern Data Logo (secondary or alternate)

The logo in this section is the secondary or alternate marks of the Eastern Data branding program.

This logo can only be used on products and clothing where the minimum size of the corporate logo cannot be maintained. The logo is not intended for print and usage of this logo will require an approval from the marketing department at Eastern Data. Consistent usage of the logo in its exactness will reinforce the brand. When the logo is used properly with the other elements of the identification program, a unique and effective visual style can be established.



Primary Blue

PMS = 300u

CMYK = C:100 M:44 Y:0K:0

RGB = R:0 G:109 B:173

Lab =L:41 a:-13 b:-46

Websafe= #006aad

Secondary Blue

PMS = 30% - 300u

CMYK = C:30 M:13 Y:0 K:0

RGB = R:162 G:187 B:223

Lab =L:75 a:-3 b:-21

Websafe= #a2bbdf

Black

PMS Black

CMYK = C:100 M:100 Y:100 K:100

RGB = R:0 G:0 B:0

Lab =L:0 a:0 b:0

Websafe= #000000

The Eastern Data clothing/product logo is a 2 pms color or 3 color treatment.

In order to maintain legibility of the logo, the minimum width is 1 inch or 6 points.



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Using the Eastern Data Logo



Color

The color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact.



Dark Backgrounds

For use on darker backgrounds, please use the reverse version of the logo.



Grayscale & Mono

For better legibility and clarity, please use the grayscale version of the logo.



Patterned Backgrounds

For better legibility and clarity, please place logo in bounding box or place over the lightest area of the background

Logo Colors

Color Version



Primary Blue

PMS = 300u

CMYK = C:100 M:44 Y:0K:0

RGB = R:0 G:109 B:173

Lab =L:41 a:-13 b:-46

Websafe= #006aad

Secondary Blue

PMS = 30% - 300u

CMYK = C:30 M:13 Y:0 K:0

RGB = R:162 G:187 B:223

Lab =L:75 a:-3 b:-21

Websafe= #a2bbdf

Black

PMS Black

CMYK = C:100 M:100 Y:100 K:100

RGB = R:0 G:0 B:0

Lab =L:0 a:0 b:0

Websafe= #000000

Grayscale Version



Black

K = C:100 M:100 Y:100

Screened Black 1

K = C:0 M:0 Y:0 K:65

Screened Black 2

K = C:0 M:0 Y:0 K:20

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Logo Dont's



Don't outline the logo.



Don't alter the colors in the logo.



Don't place the logo on a relevant color or patterned background.



Don't change the proportion of the logo or re-arrange the logo elements.



Don't distort or alter the shape of the logo.



Don't create the logo using an alternate font.

Typography

Bank Gothic BT Medium

Font used for logotype mark is Bank Gothic BT Medium (Tracking 0, Stroke 0 pts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz z

1234567890

Bank Gothic BT Light

Tagline, secondary marks

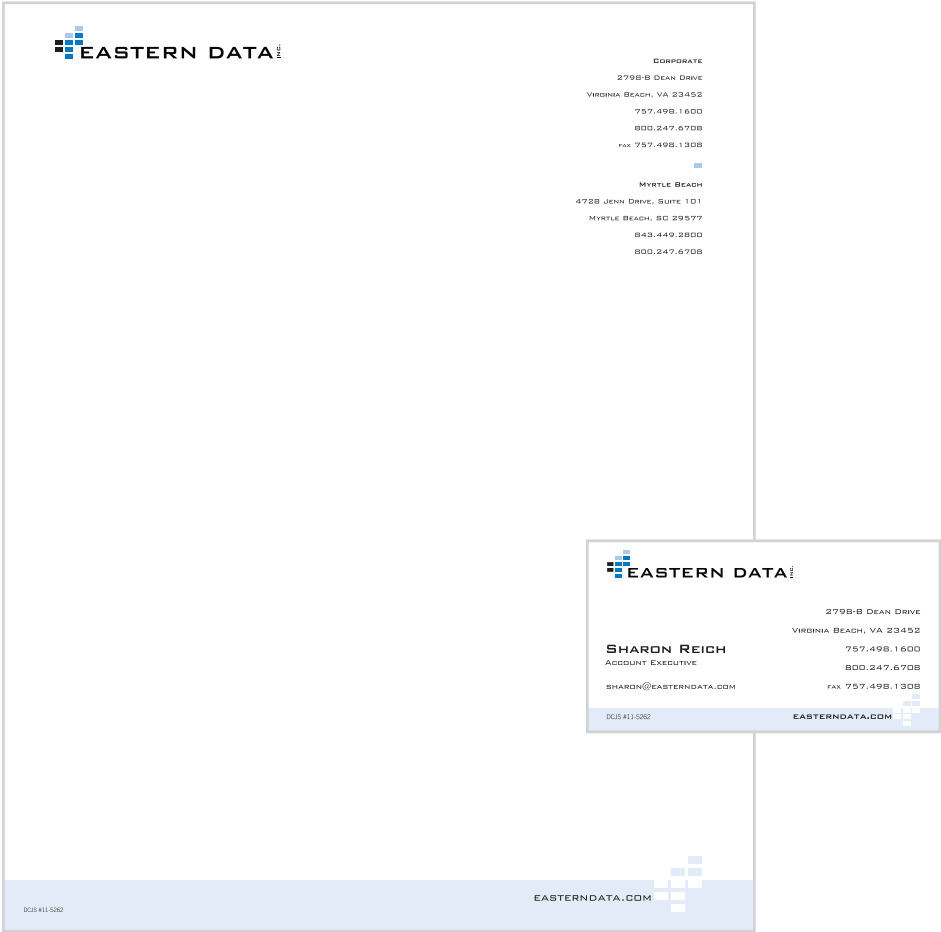
ABCDEFGHIJKLMNOPQRSTUVWXYZ

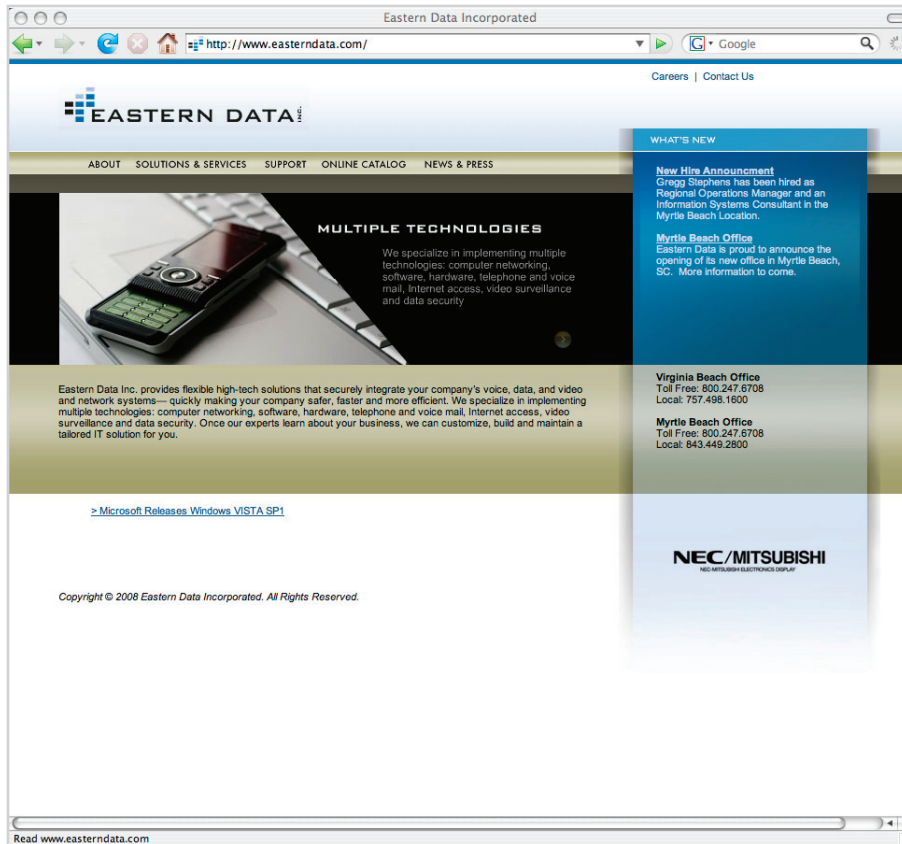
abcdefghijklmnopqrstuvwxyz z

1234567890

Stationery

The Eastern Data stationery is printed by using 2 pms colors on an uncoated stock.





Thank You.

For applications not mentioned here or for more information, please contact:

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