



ECA

Member Logo

Guidelines

(November 2017 - Version 1)

This guide has been prepared to help ensure a unified presentation of the ECA identity across all internal and external communications.

Whilst it does not attempt to mandate for every conceivable application, it provides sufficient guidance for the identity to be applied in a consistent manner. This is important to help reinforce both the recognition of the ECA name and its status as a modern, professional organisation.

www.eca.co.uk

ECA Member logo

The ECA Member logo consists of five elements: the symbol (1), logo type (2), strapline (3), Registered Member text (4) and holding box (5). The logo should not be modified, redrawn, added to, recoloured, rotated, distorted, or be placed at an angled orientation. The logo type (2), strapline (3) and Registered Member text (4) should always be shown in Frutiger font. The symbol (1) should never be used on its own except in agreed situations. The logo is available in versions with and without the strapline. **Wherever possible the complete logo including strapline should be used.**



The logo is available in two colour options; white on blue background (A) and blue on white background (B). **Wherever possible the version in white on blue background (A) should be used.**

Versions (A)



Versions (B)



Member logo colour

The ECA logos should always be reproduced in Blue Pantone 285 with process colour CMYK values as (C.91, M.43, Y.0, K.0).

Colour Versions



Where possible the colour version should be used, however black versions are available for situations where colour reproduction is not available - also to use as artwork for printing the logo with a transparent background on agreed materials or textiles. **The logo should never appear in any other alternative colour.**

Black Versions



Member logo correct usage

Always use the original logos from our resource centre. **Never attempt to change the logo in any way.** It is vital to the integrity of the ECA brand that it is not compromised, in any way.

- Do not attempt to change the symbol, logo type, strapline, Registered Member text, holding box, font or name.
- Only use the original logos provided.
- Always ensure there is enough contrast when placing the logo on colour or an image.
- Never adjust or change the colour of the logo supplied.
- Never modify, stretch horizontally or vertically, or alter the logo in any way.



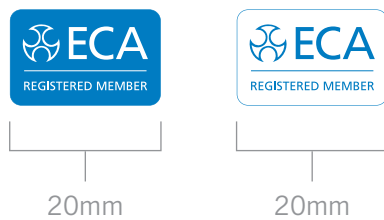
Member logo sizes

Small usage

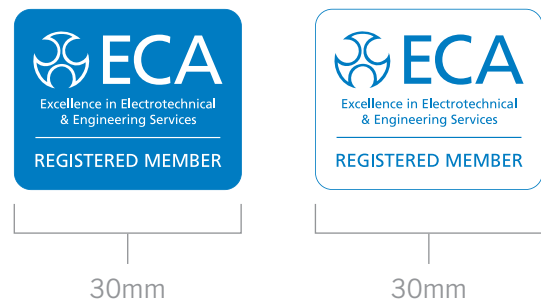
The logo needs to be legible at all times, in all circumstances. It is vital our name is clear and concise. There will be a need for a small logo to be applied to such things as pens. When this is the case the strapline is removed from the logo and placed elsewhere if needed or desired.

Minimum sizes

Minimum logo width for logo **without** strapline



Minimum logo width for logo **with** strapline



Exclusion zones

To ensure clarity, our logo has a defined area around it that should always be kept clear. We have kept this simple. As a guide, the zone should always be the width of the 'E'. Therefore, if you are using the logo where the 'E' is 5mm wide, then the zone around the whole logo is 5mm.



Member logo legibility

Appropriate use of the logo and imagery

When placing the logo over an image please check the legibility of the logo. See good practice examples below.



Member logo legibility

Appropriate use of the logo with a transparent background

When printing on a coloured papers or textiles, there may be a requirement to use a logo with a transparent background. See good practice examples below.



Member logo usage examples

ECA Member logo (colour) on company stationery - Example 1



Member logo usage examples

ECA Member logo (transparent) on company stationery - Example 2



Member logo usage examples

ECA Member logo (colour) on company websites

The screenshot shows the top and bottom sections of a website for 'Electrical Services Co.'. The header includes the company logo (a blue circle with 'esc' and 'Electrical Services Co.'), a search bar, contact information (Tel. 020 8123 4567, Email. info@example.co.uk), and a navigation menu (Home, Services, Case Studies, Products, Links, Contact). The main content area features a 'Welcome' heading, a paragraph of placeholder text, and a photo of a smiling electrician in a blue hard hat and high-visibility vest. The footer contains a 'Site Map | Terms and Conditions | Links' button and logos for NICEIC, ELECSA, Joint Industry Board, and ECA Registered Member.

ECA Member logo (colour) on company email footers

The screenshot shows the footer of an email from 'Electrical Services Co.'. It includes the company name and logo, contact details (12 Sample House, Example Road, London W1 2XB, Tel. 020 8123 4567, Fax. 020 8123 4568, Email. info@example.co.uk, www.example.co.uk), and logos for NICEIC, ELECSA, Joint Industry Board, and ECA Registered Member. Social media icons for Twitter, Facebook, and Instagram are also present. A green notice reads: 'Please consider the environment before printing this email.' Below this is a confidentiality disclaimer: 'The information in this e-mail is confidential and may be legally privileged. It is intended solely for the addressee. Access to this email by anyone else is unauthorised. Any views or opinions expressed in this e-mail may be solely those of the author and are not necessarily those of Electrical Services Co.'

Member logo usage examples

ECA Member logo (transparent) on work clothing. In some instances the logo can be used without the holding box.



Member logo usage examples

ECA Member logo (transparent) on work clothing. In some instances the logo can be used without the holding box.



Member logo usage examples

ECA Member logo (transparent) on merchandise.



Member logo usage examples

ECA Member logo (transparent) on merchandise.



Van Decals and Window Stickers

Van Decals and Window Stickers are available to order in various colour and size options.

Van Decal sizes: 153mm x 203mm
190mm x 250mm

Window Decal sizes: 153mm x 203mm
95mm x 125mm
190mm x 250mm
380mm x 500mm

Artwork can also be supplied by the ECA Marketing department, should our Members wish to commission print to different sizes to those available.

ECA Registered Member logo (colour) Van and Window Decals



ECA Registered Member logo (transparent) Van and Window Decals



Van Decals usage examples

ECA Member Van Decal on company vehicles



Window Sticker usage examples

ECA Window Sticker white on blue



ECA Window Sticker blue on white



ECA Window Sticker black transparent



ECA Window Sticker white transparent



Correct Reproduction

The ECA logos, associated images, symbols and graphics, should only be reproduced from original electronic artwork files. The Core Logos and Registered Member logos are available for use by the ECA and its authorised agents/suppliers.

Original vector eps, jpg or pdf files are available to download by contacting the ECA Marketing department on 020 7313 4855 or email marketing@eca.co.uk

Images and Copyright

The ECA retains a library of authorised photographic images which are used in promotional literature. These images are either commissioned, supplied by ECA member companies or purchased through authorised image libraries. Copyright conditions apply to loaned or purchased material which must not be passed on to any other organisation or company. The specification usage follows strict criteria regarding image resolution, subject matter and health and safety.



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