



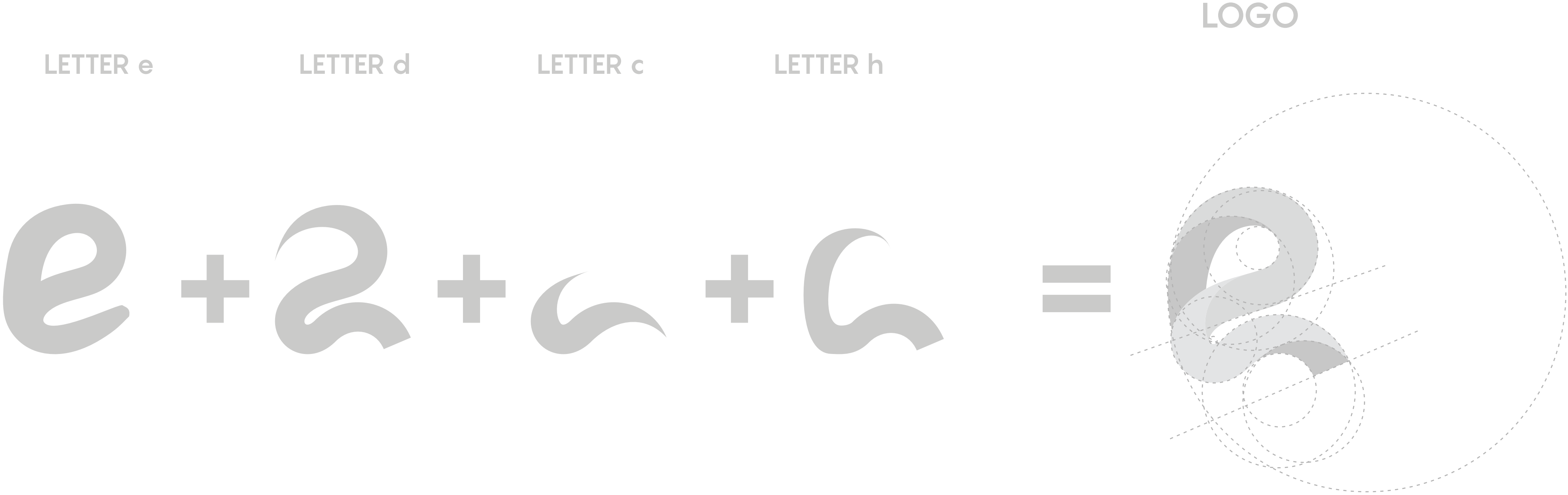
EDCH

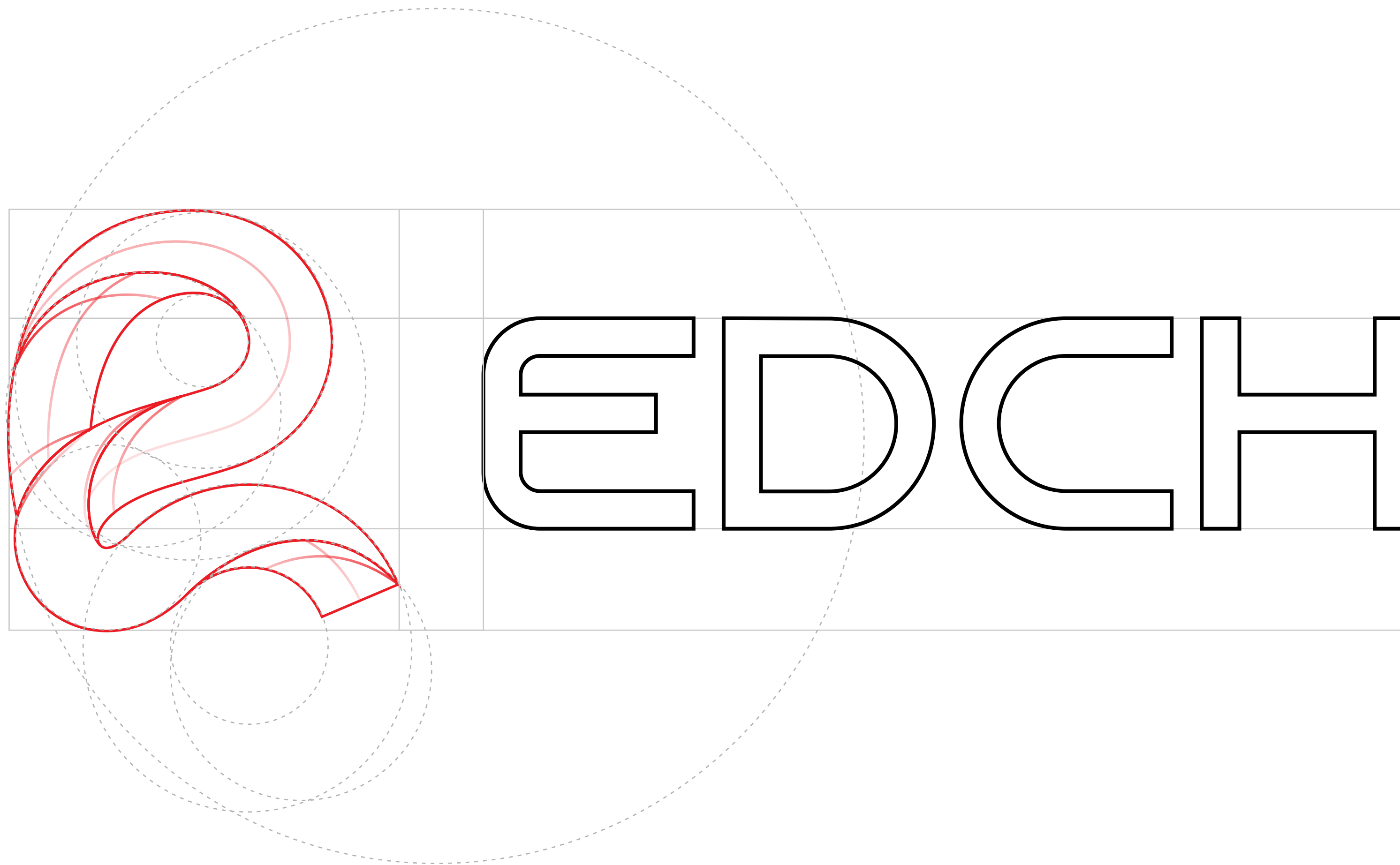
C O R P O R A T E I D E N T I T Y



EDCH

Brand Assets





EDCH Logo

Primary and secondary versions

The EDCH logo must be used with the utmost respect and always be reproduced using the official artwork files.

Primary — Black Font

This is the preferred version of our logo for use on all brand applications.

Secondary — White Font

When applied on a dark coloured image or background, this version can be used instead of our primary logo.

Please use the option best suited to the specific design and reference the brand applications for additional usage examples.

Brand Guideline

Colored Logo with
White Background



Colored Logo with
Black Background



EDCH Logo Rules

Brand Guideline

Clear space & minimum size

Clear space

Clear space is equal to twice the height of the 'dot'. Shown here as the 'X' width and height of 3.81MM.

Minimum size

To ensure that our logo is always legible and clear there are minimum sizes which must be adhered to.

Print

For print based applications the minimum width is 4.16cm and height 3.97cm

On-screen

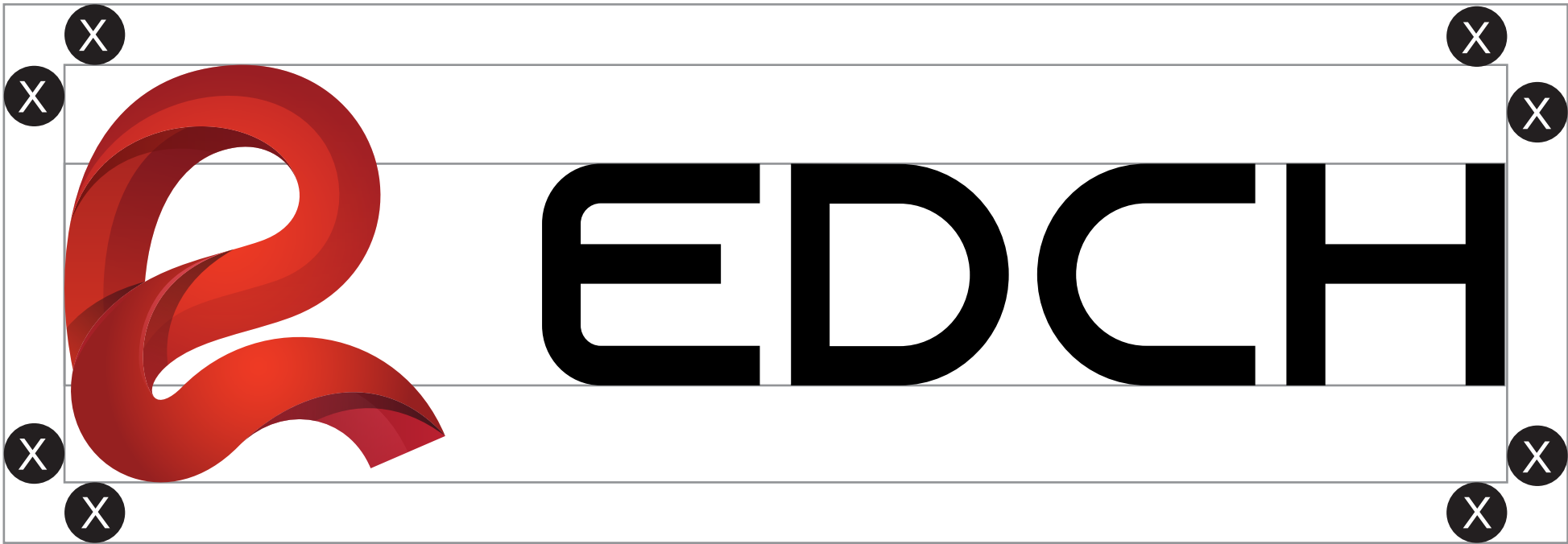
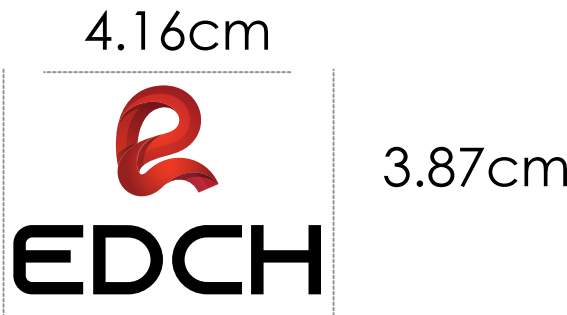
For on-screen based applications the minimum width should not be any less than 30px.

Please note

Where possible, carry out production tests on the chosen media or materials to ensure legibility

Clear Space

X 3.81mm



EDCH Logo Rules

Brand Guideline

Misuse

To preserve the integrity and recognition of our logo, it is important to maintain consistency across all brand collateral. Our logo should always be reproduced using artwork provided.

Please adhere to the following rules:

1. Do not rotate
(except for 90° on flags).
2. Do not scale the artwork disproportionately.
3. Do not change the colour to an unspecified colour.
4. Do not apply effects.
5. Do not change fonts.
6. Do not place on a background that effects legibility.



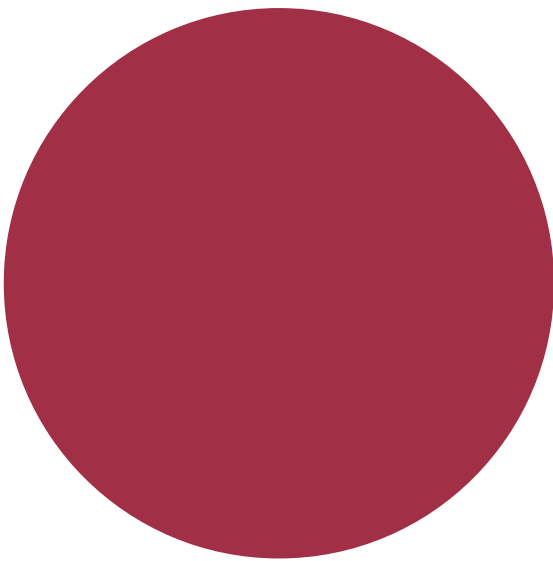
EDCH
Color palette

All the colours in our palette should be reproduced in print as Pantone® spot colours where possible, or in CMYK. RGB values should be used for all screen based applications and digital printing.

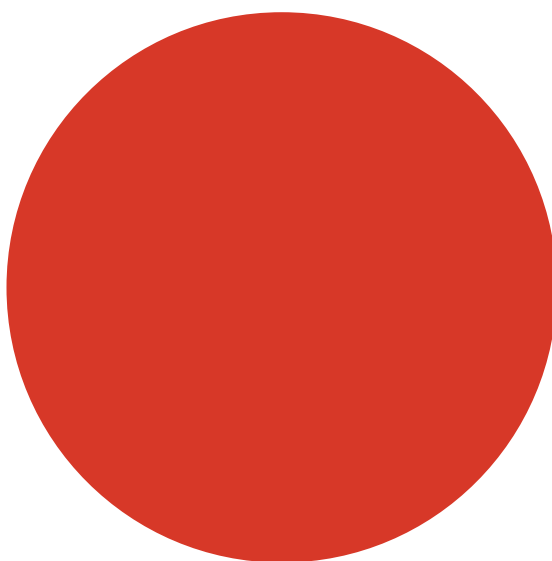
The colours shown here are not intended to match the Pantone® colour standards and are an indication only. Pantone is a registered trademark of Pantone®, Inc.

Brand Guideline

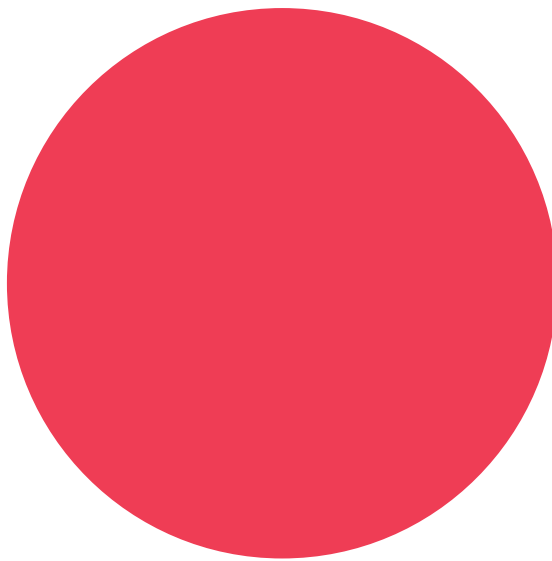
Primary Colors



Pantone P 64
RGB 149 39 63
CMYK 27 93 63 16



Pantone 57
RGB 207 39 41
CMYK 10 94 99 1



Pantone 45
RGB 233 41 78
CMYK 0 93 58 0

Gradient



English

Our typeface is Azonix. It is a distinctive low contrast sans serif English typeface. It follows a modern geometric style. Its fluid geometry makes it the perfect choice to use in both print and web applications.

We use the fonts for mainly headings and highlights within our brand application design.

Λ Λ BB CC

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
! ? @ # 1 2 3 4 5 6 7 8 9 0

Heading Size

H1:32 pt (34—30pt) H2:26 pt (24—28pt)

English

Our typeface is Panagram. It is a distinctive low contrast sans serif English typeface family in 3 weights. It follows a modern geometric style. Its fluid geometry makes it the perfect choice to use in both print and web applications.

We use the full family of weights within our brand application design.

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

The quick brown fox
jumps over the lazy dog
! ? @ # 1 2 3 4 5 6 7 8 9 0

Heading Size

H1: 32 pt (34—30pt)

H2: 26 pt (24—28pt)

