Est. 1852

Elwyn

Logo Usage Guide

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Primary Logo Lockup

FULL COLOR LOGO

The Elwyn Primary Logo, as shown to the right, is the preferred usage for all appearances of the logo when creating collateral for Elwyn. Full Color should be used on white or lightly colored backgrounds.

KNOCKOUT LOGO

The Knockout Primary Logo should be used on colored backgrounds or photographic elements to increase legibility.

GRAYSCALE LOGO

In instances where printing in color is not an option, consider using the Elwyn Primary Logo in grayscale form.

ONE COLOR LOGO

In instances where single color printing is required, One Color Primary Logo may be used in Magenta, Gray, White, or Black.

FULL COLOR LOGO

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KNOCKOUT LOGO

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GRAYSCALE LOGO

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ONE COLOR LOGO

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Secondary Logo Lockup

FULL COLOR LOGO

The Elwyn Secondary Logo Lockup can be used interchangeably with the Primary Logo. Use the orientation of the application to determine the logo that will provide the best prominence and visibility. Full Color should be used on white or lightly colored backgrounds.

KNOCKOUT LOGO

The Knockout Secondary Logo should be used on colored backgrounds or photographic elements to increase legibility.

GRAYSCALE LOGO

In instances where printing in color is not an option, consider using the Elwyn Secondary Logo in grayscale form.

ONE COLOR LOGO

In instances where single color printing is required, One Color Secondary Logo may be used in Magenta, Gray, White, or Black.

FULL COLOR LOGO

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KNOCKOUT
OVER
MAGENTA

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GRAYSCALE

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ONE COLOR
MAGENTA

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Color System

COLOR USAGE

Color plays an important role in the Elwyn identity. The highlighted colors make up the Elwyn brand palette. The gradient and transparency of the colors and triangles used in the icon are essential to the meaning behind the logo and overall Elwyn brand. The logo, in any iteration, must be used and produced as shown and instructed. This palette works to ensure a base level of color consistency throughout brand communications.

Consistent use of these colors will contribute to the cohesive look of the Elwyn brand identity across all relevant media. Check with your designer, vendor, or printer when using the brand colors to be sure they are able to produce media with the correct colors in place.

PRIMARY PALETTE

PRINT
CMYK: 19 / 98 / 57 / 5
PMS: 198 C / 206 U

WEB
RGB: 191 / 38 / 82
HEX: #bf2651

PRINT
CMYK: 51 / 43 / 39 / 6
PMS: Cool Gray 8 C
Cool Gray 8 U

WEB
RGB: 130 / 130 / 135
HEX: #828287

PRINT
CMYK: 29 / 24 / 22 / 0
PMS: 421 C / 421 U

WEB
RGB: 184 / 181 / 184
HEX: #b7b5b7

PRINT
CMYK: 75 / 68 / 63 / 91
PMS: Black 6 C / Black 6 U

WEB
RGB: 0 / 0 / 0
HEX: #000000

SECONDARY PALETTE

PRINT
CMYK: 31 / 100 / 67 / 30
PMS: 1955 C / 704 U

WEB
RGB: 135 / 23 / 56
HEX: #871638

PRINT
CMYK: 64 / 55 / 52 / 26
PMS: 424 C / 418 U

WEB
RGB: 89 / 92 / 94
HEX: #595b5e

PRINT
CMYK: 49 / 86 / 65 / 70
PMS: 7631 C / 7629 U

WEB
RGB: 66 / 8 / 26
HEX: #420719

Logo Do's & Don'ts

LOGO DO'S

DO reproduce the mark consistently in all publications and visual material.

DO ask the Marketing Department if you have a vendor that needs the logo.

DO reproduce the mark according to the colors specified in this manual.

DO allow the mark to stand distinct and clear of any other mark or text.

LOGO DON'TS

DON'T modify, recreate, redraw, or reproduce the logo or logo type.

DON'T attempt to customize the name (logo type) in word processing.

DON'T add photography of any other "art" element.

DON'T inadvertently scale (stretch/condense) the mark in word processing.

DON'T incorporate the mark into another logo or any other type of illustration or obscure it with the type or other graphic elements.

The gradient and transparency of the colors and triangles used in the icon are essential to the meaning behind the new brand and logo. The logo, in any iteration, must be used and produced as shown and instructed.

STRETCHED LOGO
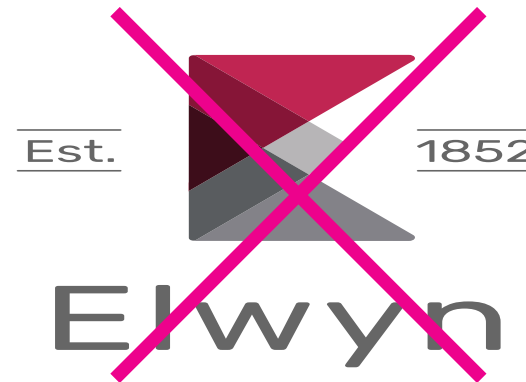
WRONG FONT

WRONG COLORS

### OLD LOGO

Clearspace & Minimum Sizes

LOGO CLEARSPACE

It is important to keep the mark clear of any other graphic elements. An exclusion zone, shown to the right, has been established in order to preserve the integrity of the mark. This exclusion zone indicates the closest distance any other graphic element or message can be positioned in relation to the logo.

MINIMUM LOGO SIZES

The logos shown below are at the approximate smallest sizes allowed for general use. This is based on minimum height. To ensure quality reproduction, never scale the logos smaller than these sizes. There is no maximum size.

0.8 in

0.77 in

0.33 in

1.01 in
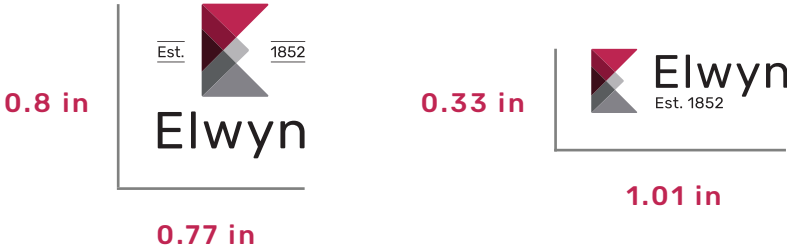
Typography

LOGO FONTS

Typography plays a critical role in conveying personality, tone, and quality. Careful attention to typographic details works to distinguish the brand by achieving harmony throughout all Elwyn communications. The Elwyn Logo uses Rubik Regular for its combination of strong letter structure and softer edges and features.
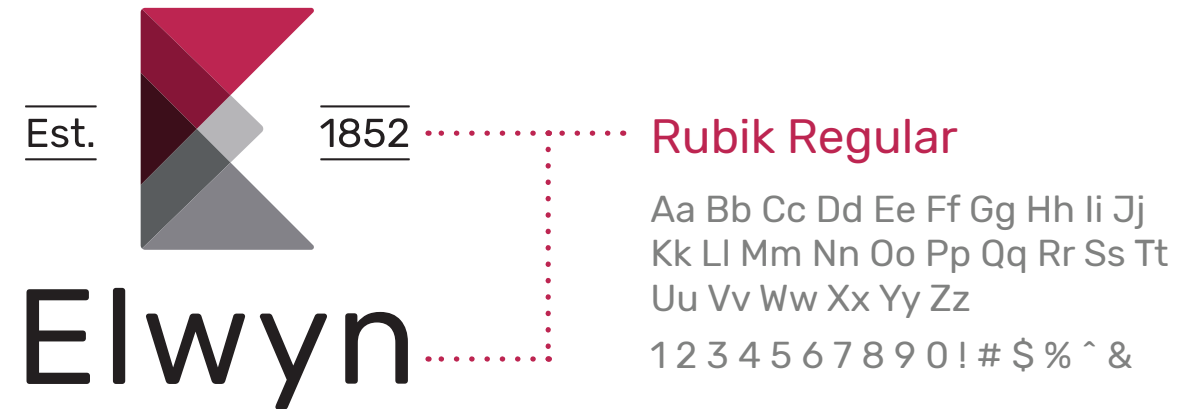
TYPE HIERARCHY

The example to the right demonstrates the proper font hierarchy that should appear in all Elwyn communications. Elwyn magenta and dark gray should be used as text color over white or light color backgrounds. Use white text over solid colors. In cases that require black and white printing,use black text. Avenir Book should be used for body copy whenever possible. When Avenir Book is not available, Arial Regular should be used as the closest web-safe alternative.

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Rubik Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! # $ % ^ &

Heading (Rubik Medium, 36pt)

LOGO FONTS (Rubik Regular, 18pt, All Caps)

Body copy (Avenir Book at 12 pt font) Equi ut aute il is maionet re cus. Im quunt, is simus exceribus et quam, od quiam debistinctur solorei.

Web-safe Body copy (Arial Regular at 12 pt font) Equi ut aute il is maionet re cus. Im quunt, is simus exceribus et quam, od quiam debistinctur solorei.

File Type Usage

CMYK LOGOS

CMYK Logos should be used in documents that will be printed through modern printing processes. A blend of four ink colors (Cyan, Magenta, Yellow, and Black) is used to reproduce the colors that make up the Elwyn logo. Common examples include, but are not limited to, office inkjet printers and larger digital printers.

These files are saved as EPS, PDF, and TIFF formats. EPS is a scalable file format that allows for easy resizing for large scale applications. PDFs and TIFFs provide high resolution for most printing requirements.

RGB LOGOS

RGB Logos should be used on all digital applications. Colors are reproduced using a combination of Red, Green, and Blue pixels. Because of this, these files are specially colored to allow for perfect reproduction across computer screens, mobile screens, televisions, and any other type of digital monitor.

These files are saved as SVG, PNG, and JPEG formats. EPS is a scalable file format that allows for easy resizing for responsive design applications. PNGs have transparent backgrounds and can be placed over color backgrounds and images. JPEGs are only usable over white backgrounds but also take up less storage on devices and servers. JPEGs and PNGs are saved as three different sizes to fit small, medium, and large applications.

PMS LOGOS

PMS Logos should be used in documents that require custom printing colors. Processes such as silk screening for shirts and embroidery for hats require colors to be made by hand by the vendor creating these products. To create consistency, these types of printers/fabricators use the Pantone Matching System (PMS) to reproduce colors based on a list of designated swatches. The Elwyn PMS Logos have colors chosen from these swatches to ensure that vendors can accurately reproduce the Elwyn Logo on their products.

These files are saved as EPS, PDF, and TIFF formats. EPS is a scalable file format that allows for easy resizing for large scale applications. PDFs and TIFFs provide high resolution for most printing requirements.

Thank You

Thank you for preserving the integrity of the Elwyn brand.
With maximum consistency, clarity, and legibility, we are helping
people have positive interactions with our brand.

If you have questions or need guidance, please contact
Jennifer A. Gaier at (610) 891-7689 or Jennifer_Gaier@elwyn.org.

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