



Brand Identity Guidelines
v1 — April 2018

Extraordinary Connections
for Entrepreneurs.™

Brand Identity Guidelines

v1 — April 2018

These guidelines introduce and document the E2E brand identity. They explain the components that make up our visual identity and how these components are used and applied to create a consistent look and feel across all our brand touchpoints.

Please follow these guidelines and specifications closely to ensure our visual communications, collateral and experiences are always of the highest quality.

For further guidance on any application of the brand assets please contact a member of the media team at **bella@e2exchange.com**

Brand Identity Guidelines

v1 — April 2018

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Note

Always make sure you have the latest version of the Brand Identity Guidelines, as this document is updated on a regular basis.

Logotype

Our logotype acts as a visual shorthand for the E2E brand. It is a badge that speaks of extraordinary entrepreneurship and connections. A company where entrepreneurs can find the right advice, help and finance to give their enterprise the best chance of future success.

It is the most prominent element of our brand identity – as well as a valuable business asset – and must always be presented consistently across all our brand touchpoints.



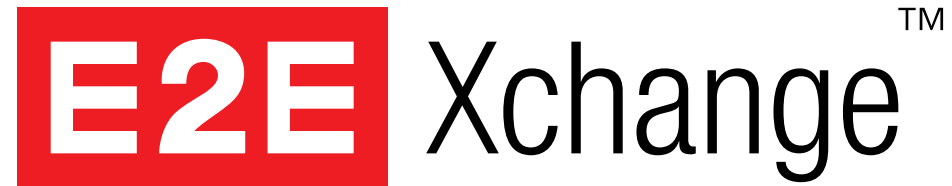
Note

Always use the approved logo files which can be sourced from the E2E media team.

Logotype Extensions

The logotype extensions are specially designed to adapt with our brand architecture. This is a versatile device to separate visual communications for different sub-brands within our organisation.

This device should only be used for top-tier divisions or programmes such as E2E Xchange, E2E Invest etc.



Note

Always use the approved logo files which can be sourced from the E2E media team.





Logotype / Extensions Versions

There are two versions of E2E logotype and extensions available for use on most brand touchpoints, plus a special-use gradient version for web and mobile applications.

Primary

For all print applications
Red



Secondary

For all monochrome print and digital applications.
Black



Special Use Only

For digital applications only.
Red Gradient



Note

Always use the approved logo files which can be sourced from the E2E media team.



Logotype / Extensions

Clear space

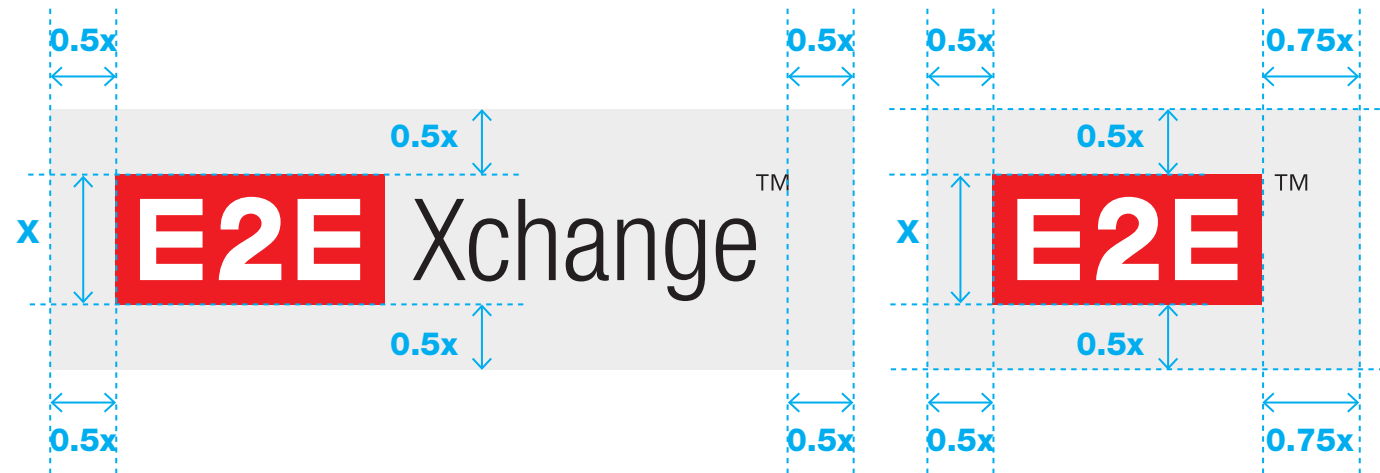
Our logotype needs space to stand out and must be clearly legible on all applications.

Clear space

Follow the clear space specifications, right, to ensure text, images or graphics do not crowd the logo. The clear space around the logo is defined by **X**: the **height** of the logotype.

Minimum sizes

To make sure our logotype is always legible in print, digital and other branded applications, there is a prescribed minimum size based on the **height** of the logo, shown below right.



Note

Always use the approved logo files which can be sourced from the E2E media team.

[E2E XchangeTM

Print..... 6mm height
Digital..... 20px

[E2ETM

Print..... 6mm height
Digital..... 20px

Logotype / Extensions

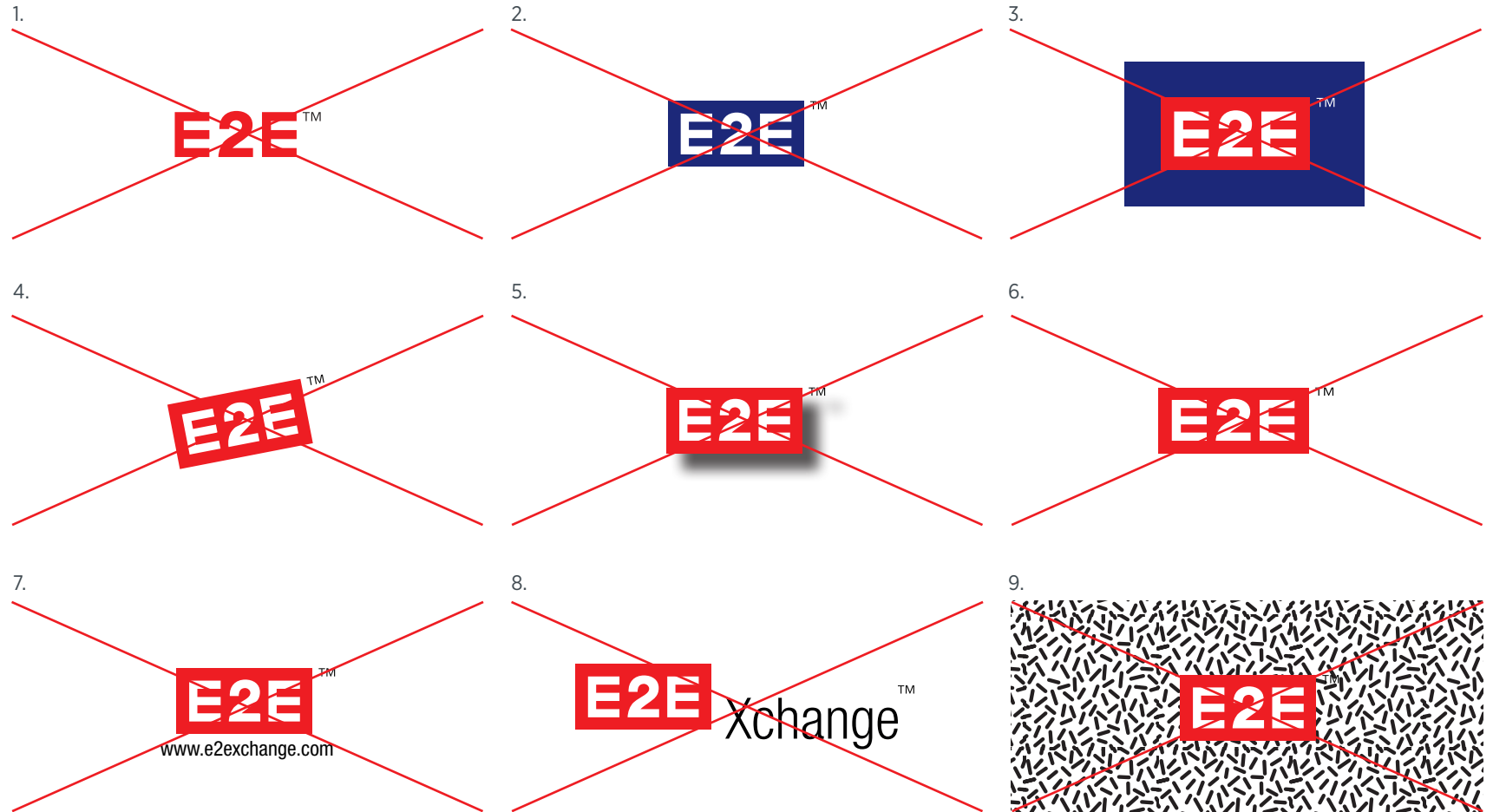
Incorrect use

Our logotype is a valuable business asset that must be treated with care and respect. Do not try to adapt, manipulate or recreate the logotype at any time.

1. Never remove the background container from our logotype.
2. Never use our logotype in a different colour other than red or black.
3. Never use other than white colour clear space box for our logotype.
4. Never twist our logotype.
5. Never add effects to our logotype.
6. Never stretch or squash our logotype.
7. Never add elements or text to our logotype.
8. Never separate or change layout of our Logotype extensions.
9. Never apply the logotype on cluttered or heavily-patterned backgrounds that will affect its legibility.

Note

Always use the approved logo files which can be sourced from the E2E media team.



Logotype / Extensions Placement

To keep our communication consistent, there are two set positions on page for our logotype and extensions, shown right.

E2E Logotype

Masterbrand logotype should always be positioned in the top right corner of the page.

E2E Extensions

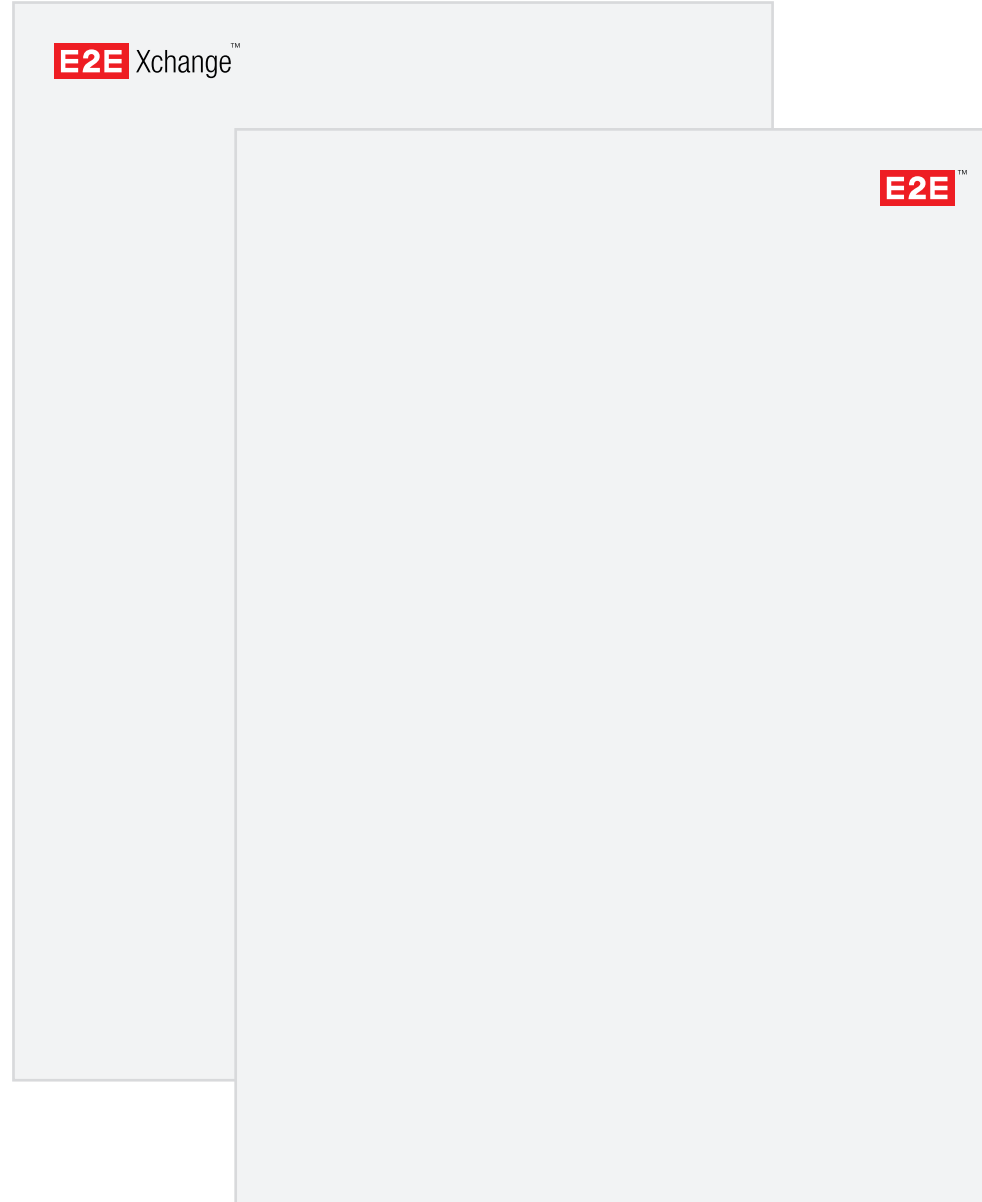
Extension logotype should always be positioned in the top left corner of the page.

Exceptions

There are exceptions for digital applications such as website, where masterbrand logotype can appear on the top left, or printed envelopes where logotype should appear on bottom right.

Note

Always use the approved logo files which can be sourced from the E2E media team.



Logotype / Extensions Sizing

The following summarises the E2E logo height and margin sizes for standard print formats.

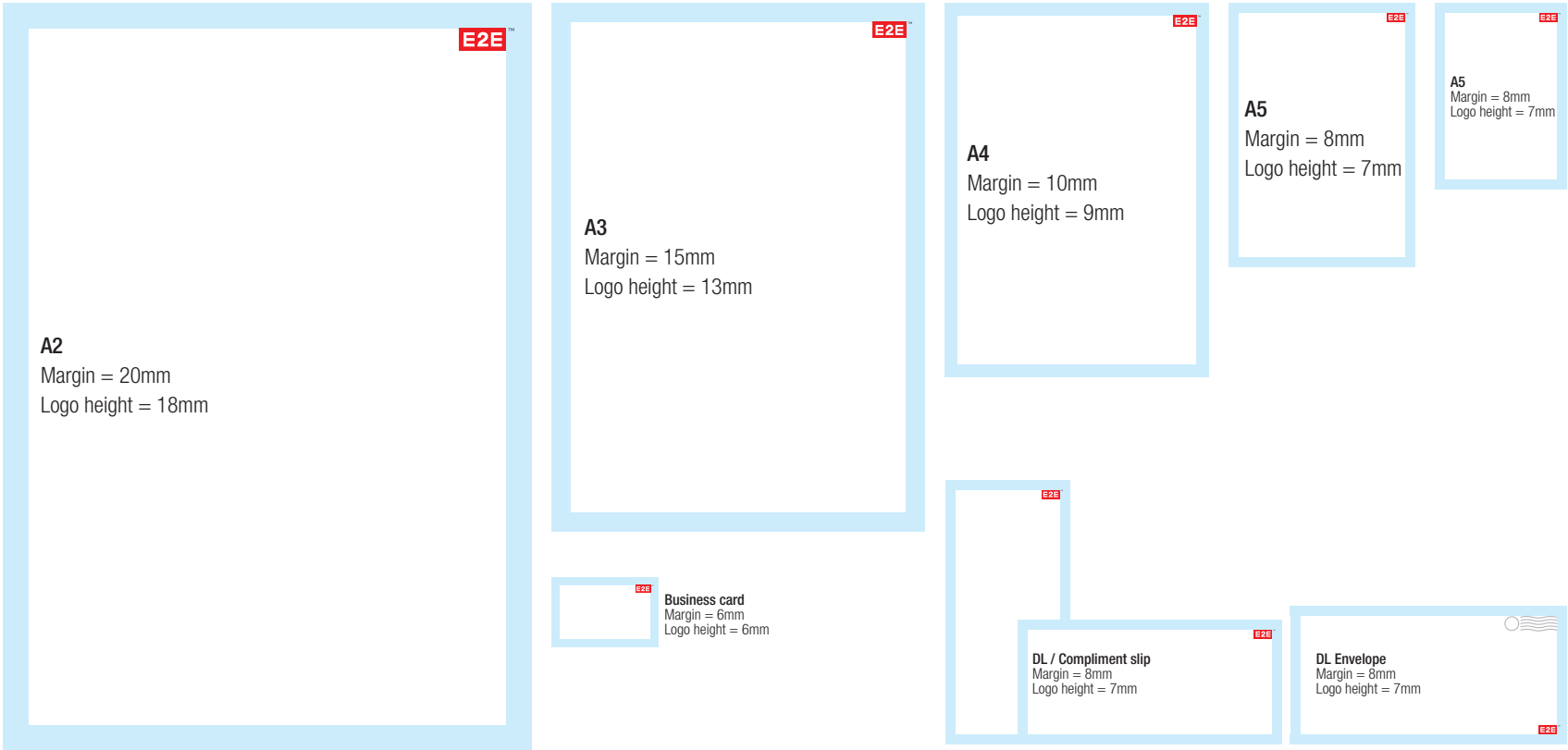
The same sizing guidelines should be applied to logotype extensions.

Any other formats should be sized proportionally, or should replicate the logotype size and margin of the closest format.

For example, a square A5 format 148 mm x 148mm should use the margin guidelines for A5.

Note

Always use the approved logo files which can be sourced from the E2E media team.

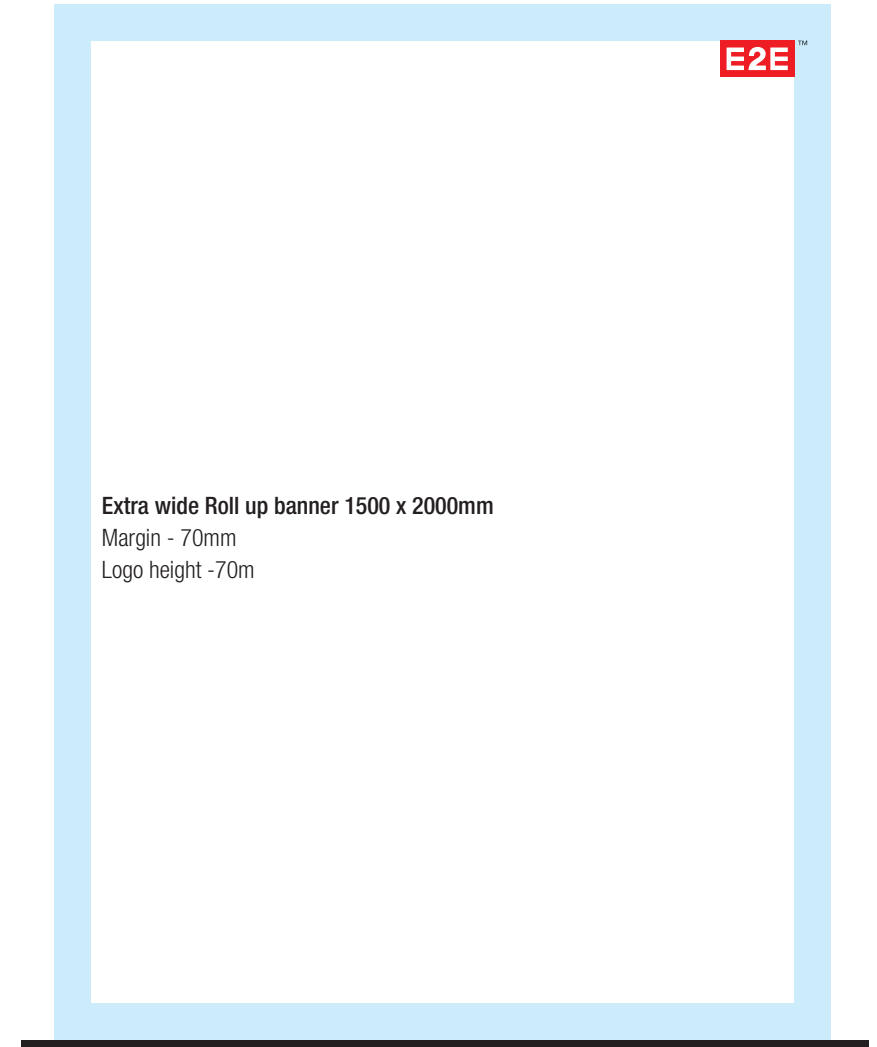


Logotype / Extensions Sizing

The following summarises the E2E logo height and margin sizes for standard exhibition displays.

Note

Always use the approved logo files which can be sourced from the E2E media team.





Tagline

Our tagline is used as an expression of our brand on key touchpoints such as video endframes, printed collateral, exhibition stands, web and mobile applications etc.

The tagline can be applied as a stand alone device using the approved artwork files, shown right, or within body text set in Helvetica Neue Medium Condensed.

The tagline should always be used with discretion.

Note

Do not reproduce the tagline in any other form than shown right. Always use the approved tagline files which can be sourced from the E2E media team.

Extraordinary Connections
for Entrepreneurs.TM



Extraordinary Connections
for Entrepreneurs.TM



Colour Palette Balance

E2E colour balance is made up from three complimentary and contrasting colours.

1. E2E Red
2. Rich Black
3. White (shown here as grey tint for visibility purposes)

Note

E2E Red should always be used as a solid colour, please do not use tints or transparencies in your artwork.



Colour Palette
Reproduction values

Correct colour reproduction is essential for E2E branded items to ensure colour consistency across different materials.

Colour specifications for the most common reproduction types are shown right. Always ensure your suppliers use the precise specification and match accurately.

Please note that colours might vary slightly between print and on-screen applications.

White (shown here as grey tint for visibility purposes)

Print: C0 M0 Y0 K0
Screen: R255 G255 B255 / HEX #ffffff

E2E Red

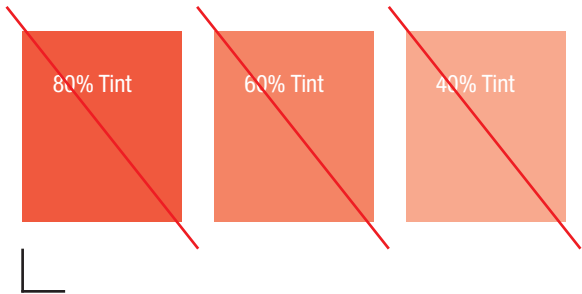
Print: C0 M100 Y100 K0
Screen: R230 G40 B30 / HEX #e6281e

Rich Black

Print: C60 M40 Y40 K100
Screen: R0 G0 B0 / HEX #000000

Note

E2E Red should always be used as a solid colour, please do not use tints or transparencies in your artwork.



Visual Components

Colour Palette In application

Best practice example on the right, where the artwork showcase great balance of colour.

Note

E2E Red should always be used as a solid colour, please do not use tints or transparencies in your artwork.





Typography

Headline & Body

We use a sophisticated and distinctive **Helvetica Neue** typeface family to deliver our branded messages.

It is available in five different weights to provide design flexibility.

1. Helvetica Neue - 47 Light Condensed
2. Helvetica Neue - 57 Condensed
3. Helvetica Neue - 67 Medium Condensed
4. Helvetica Neue - 75 Bold

1. Helvetica Neue - 47 Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2. Helvetica Neue - 57 Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Note

Always ensure you have the right licence and the correct font files when creating artwork for E2E.





Typography

Headline & Body

We use a sophisticated and distinctive **Helvetica Neue** typeface family to deliver our branded messages.

It is available in four different weights to provide design flexibility.

1. Helvetica Neue - 47 Light Condensed
2. Helvetica Neue - 57 Condensed
3. Helvetica Neue - 67 Medium Condensed
4. Helvetica Neue - 75 Bold

3. Helvetica Neue - 67 Medium Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

4. Helvetica Neue - 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Note

Always ensure you have the right licence and the correct font files when creating artwork for E2E.





Typography
Sizes & Leading

To ensure our branded communications have a consistent and distinctive typographic style, there are fixed point sizes and leading specifications.

These guidelines are an example of best practice in the application of our typographic specifications.

Body text examples

This is a body copy example set in Helvetica Condensed
Size 9pt
Leading 12pt
Set on a 6pt baseline grid

Smaller Primary size body copy for all print collateral. Captions, fine print, descriptions, etc.

This is a body copy example set in Helvetica Condensed
Size 12pt
Leading 18pt
Set on a 6pt baseline grid

Larger size body copy or headlines for all print collateral. Tables, charts, lists, etc.

Note

Always ensure you have the right licence and the correct font files when creating artwork for E2E.

6pt baseline grid





Typography

Special Exceptions

On occasions when **Helvetica Neue** type family is not available, for example on some digital devices, a substitute Typekit font such as **Nimbus Sans** can be used.

We have also experimented with handwritten typography which works well as in combination with Helvetica Neue.

This is not recommended, however it could be used as a special exception if executed well by a professional designer.

Nimbus Sans Cond L Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Handwritten  to be updated!

Note

Always ensure you have the right licence and the correct font files when creating artwork for E2E.



Grid System

To keep our communication consistent, we have developed a simple grid system, shown right.

The following summarises the page margin sizes and columns for standard print formats.

A2	420 x 594mm	margin size = 20mm
A3	297 x 420mm	margin size = 15mm
A4	210 x 297mm	margin size = 10mm
A5	148 x 210mm	margin size = 8mm
A6	105 x 148mm	margin size = 8mm
DL	99 x 210mm	margin size = 8mm

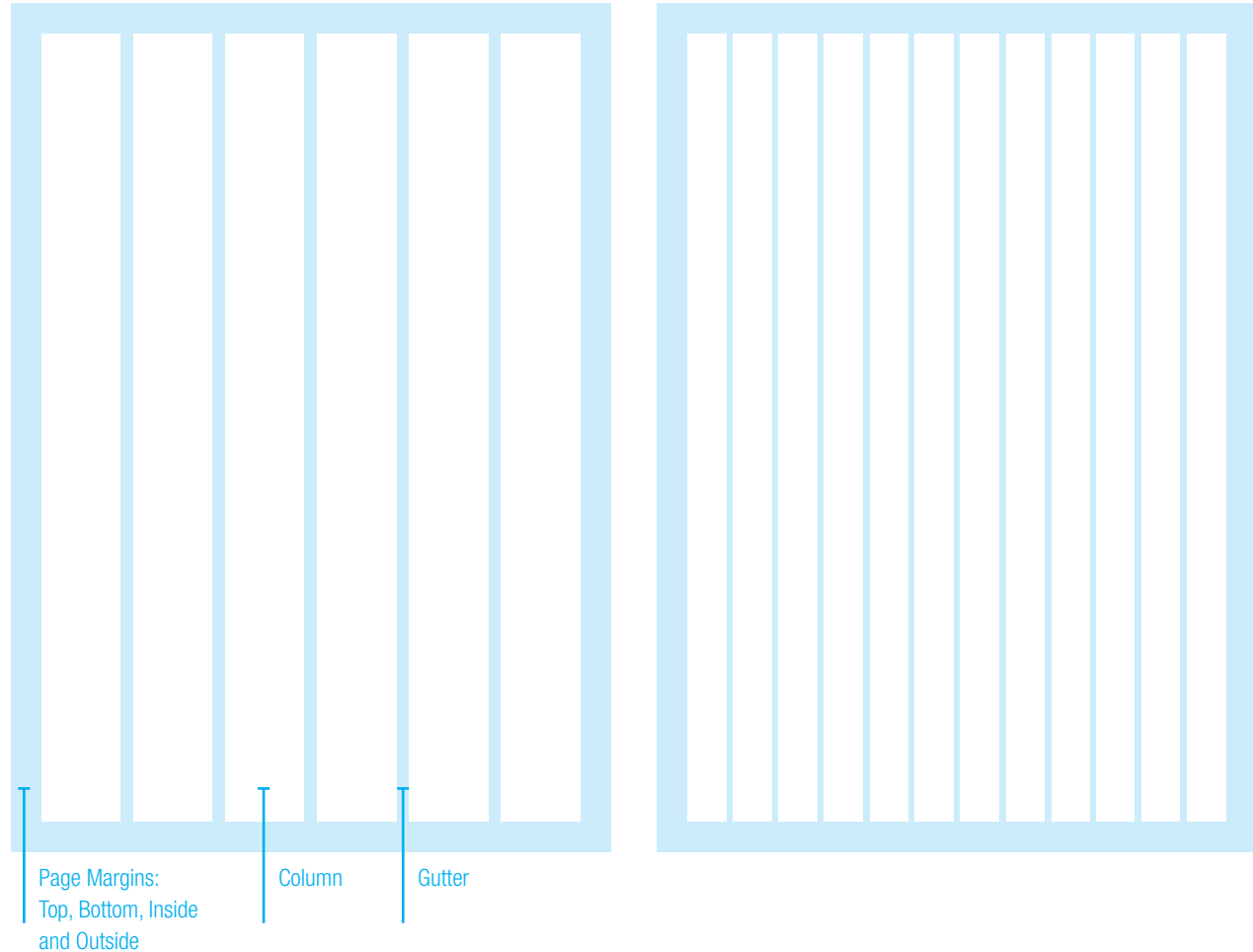
6 or 12 Columns

Column Gutter = 4.233 / Auto

Any other formats should replicate the margin of the closest format. For example, a square A5 format 148mm x 148mm should use the margin guide for A5.

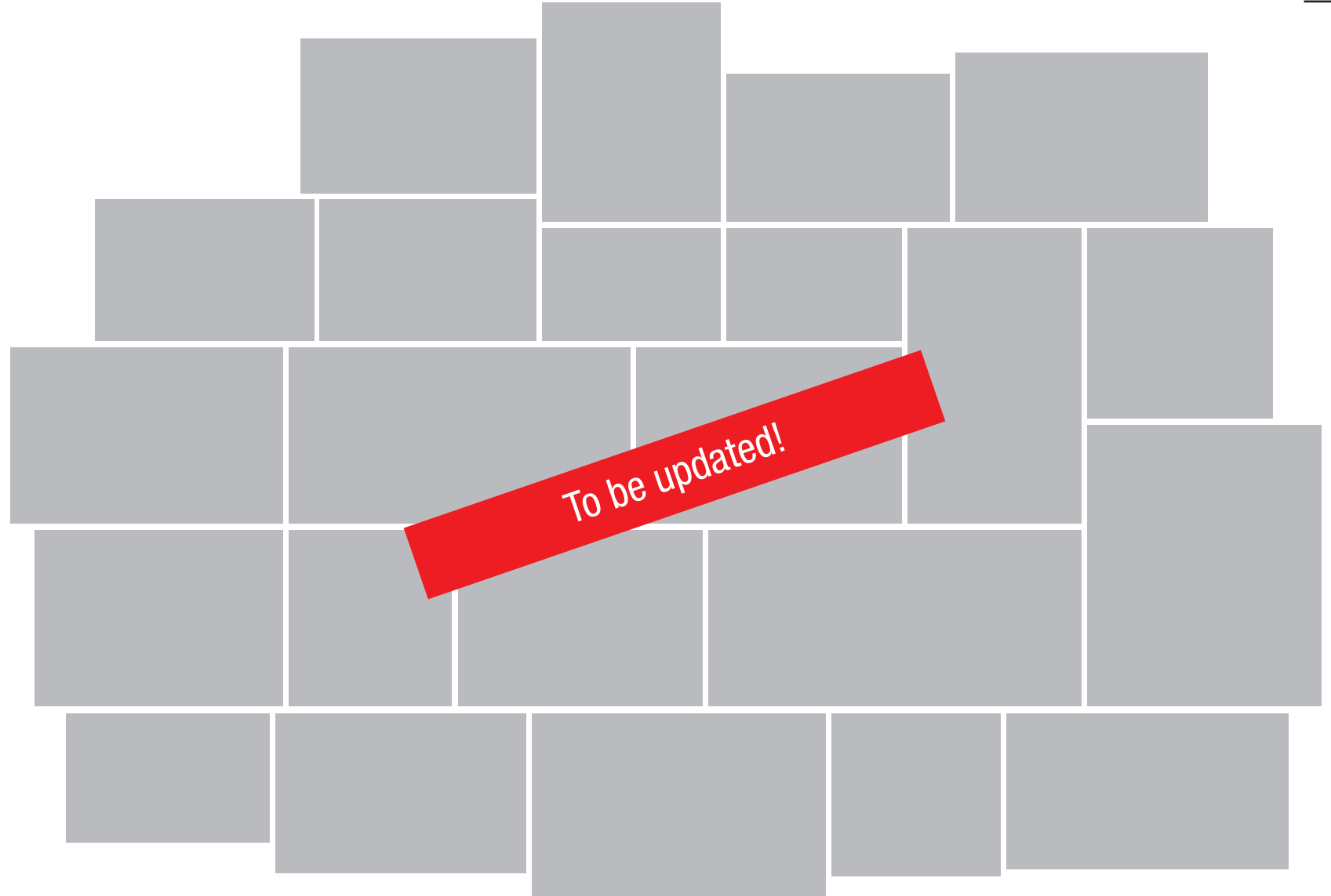
Note

Always use the approved logo files which can be sourced from the E2E media team.



Photography Dynamic Moodboard

This section is to be updated once we have photography assets from the upcoming events and road tours.



Note

All photography on this page is for reference purposes only and must not be used externally under any circumstance. For the latest E2E approved imagery contact the media team.

Brand Guidelines

Contact information

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Note

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