

PARTNER BRAND GUIDELINES

LOGO

Primary logotype

The first way we signify the presence of Eyezon is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing of all of our communications with the logotype: our partner messages must be identified as coming from us, and you!

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



Horizontal logotype

If it's impossible to use the Primary Logotype for some reason, you have the option of using the Horizontal logotype. It's still a good way of showing of the Eyezon brand, so don't you worry!

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



Monochrome logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



CLEARSPACE

Clearspace

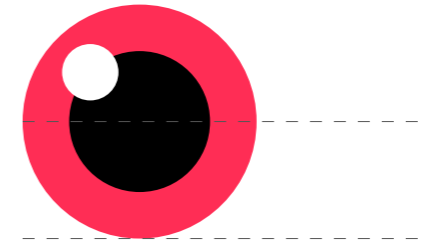
Clearspace In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the sign.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Alignment

We prefer our partners logos to always be center aligned with either the Preferred or Alternate logotype. Always consult the partner's company guidelines for logo usage, minimum size, etc.



COLOUR

#000000
R0 G0 B0
C0 M0 Y0 K100

EYEZON BLACK

#ffffff
R255 G255 B255
C0 M0 Y0 K0

EYEZON WHITE

#ff2d55
R255 G45 B85
C0 M82 Y67 K0
PANTONE 1787 C

EYEZON RED

TYPOGRAPHY

IT'S TO

SEE

Typography is a powerful brand tool! when used consistently. This set of typefaces best represent the feel of the brand and should be used across all print & web applications.

Typography

Mont

Mont Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Mont Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Mont Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Mont Book

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Mont SemiBold

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Mont Book

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopkl

INCORRECT USE

Incorrect use

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



Don't use other colors and gradients



Respect the distance guidelines so that each logo has enough breathing room.



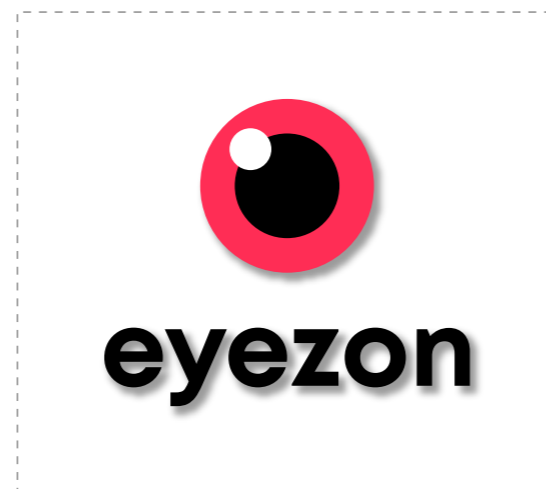
Don't switch the order



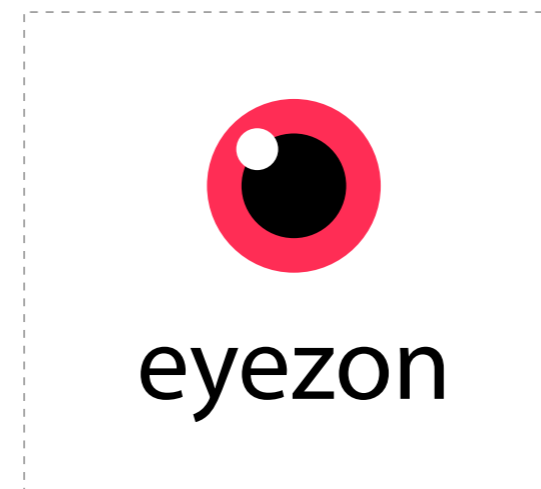
Don't skew, rotate or stretch the logotype.



Don't use our logo against a red background.



Don't add any effects



Don't recreate using different fonts



Don't use the wordmark by itself