

ESCD  
GRAPHIC  
STANDARDS  
MANUAL



It is understood that the Manual is by nature a living document. It will necessarily evolve to meet new, unforeseen circumstances and contexts. To this end, should the rules specified in the current edition of the Manual not address a particular circumstance or user need, specific guidance should be sought from a Design Consultant.

## THE LOGO

- Full Color Logo
- ESCD Color Definition
- Logo Structure
- Protective Area
- Minimum size
- Logo on White Background
- Grayscale Logo Representation
- Logo Unacceptable Usage

## 1 FULL COLOUR LOGO



**Trademark Logotype:** Custom Drawn Artwork.  
**Do not** reproduce any part of this symbol.

## 2 ESCD COLOR DEFINITION



**ESCD BLUE**

Cross medium color specification:

C: 94%	R: 50
M: 79%	G: 67
Y: 14%	B: 136
K: 2%	



**ESCD YELLOW**

Cross medium color specification:

C: 0%	R: 248
M: 32%	G: 181
Y: 90%	B: 17
K: 0%	



**ESCD GRAY**  
Transparency 50%

ESCD Logo should be applied preferably on white background.

Cross medium color specification:

C: 0%	R: 104
M: 0%	G: 103
Y: 0%	B: 108
K: 70%	

### 3 LOGO STRUCTURE



### 4 PROTECTIVE AREA

When displaying the InterClean logo, a certain protective clear space should be maintained, and no other logos, text or graphic elements are allowed within this surrounding area. The size of the protective area around the logo is the same as the 2 times height of letter “E” of the logotype.



### 5 MINIMUM SIZE

The logo must never appear any smaller than indicated below.



20 mm

## 6 BLACK AND WHITE LOGO



On white background colour of logo is 100% of black.



On black background colour of logo should be white and CLEAN is 100% black.

## 7 GRAYSCALE LOGO REPRESENTATION



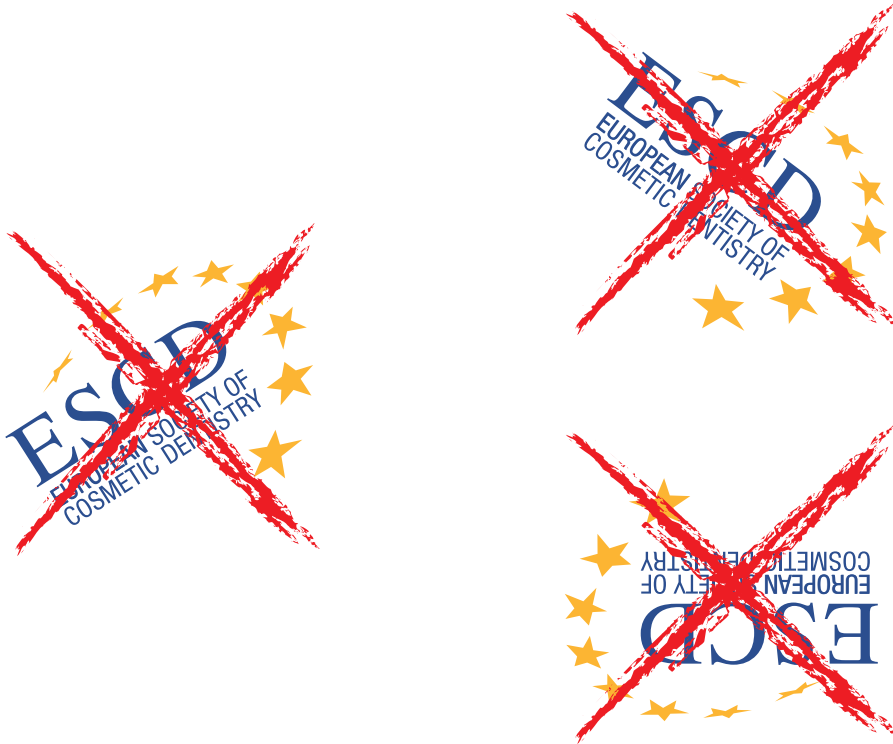
On white background colour of logo should be:

LETTERS 80% of black.

STARS 50% of black.

## 8 LOGO UNACCEPTABLE USAGE

Do not rotate logo.



Do not change logo to any color other than the specified ESCD color.



Do not remove stars or any other element, do not change order of elements.



# the logo

Do not distort logo in any way, i.e., slanting, stretching, or curving.



Do not place logo on busy or distracting backgrounds.

