

# EGS BRAND MANUAL



**EC-Council**  
**Global Services**

Date: May 25, 2020

# About the manual

These guidelines have been created to ensure that brand EC-Council Global Services (EGS) can be implemented easily across teams and locations.

They must be read carefully and followed by anyone who is involved with creating brand-related collateral or experiences.

# Our brand

## **Our brand is our most important asset.**

It is synonymous with our reputation and is the image that our stakeholders carry of us in their minds.

Our brand is not static – it is a living breathing entity that evolves in response to our actions and the perceptions they in turn create. Everything we do – big or small – impacts our brand. If we want it to fulfill its most important role, i.e., clarify what we stand for and differentiate us from others in our field, our brand must be nurtured and monitored so it is always responsive to a changing world.

# Our brand identity

**Our brand identity refers to the way our brand expresses itself.**

It includes our logo, colours and typography used in a clearly defined visual language that makes us readily recognised. Applied in consistent ways across applications, our brand identity helps us communicate our positioning with clarity and strength.

Adherence to the guidelines as defined in this manual will build salience for our brand and result in greater return on our branding investment.

## EGS Logo



**NOTE:** EGS logo in all its permitted versions must only be reproduced from the master artworks. These have been provided in all relevant formats (ai, eps, pdf, png and jpg). Never try and recreate the logo or any of its elements. Our logo is our stamp of assurance and maintaining its integrity is key to our desired brand experience.

## EGS Logo Colours

### FULL-COLOUR LOGO

Full colour version of the EGS logo.

This version will be the primary face of EGS brand.

A conscious effort needs to be made to use this version as much as possible, unless the substrate for production does not allow the versions to be reproduced.

The logo uses 3 Primary Colours as it's House Colours our brand colours reinforce the brand presence and are represented in all our applications.

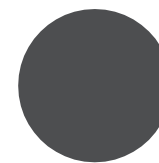
Always ensure that the brand colours are adhered for any future design and communication purposes.\* Extreme care should be taken to reproduce it in the exact colours, as per the Colour Specifications given on page 6.



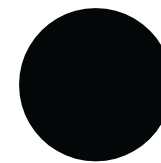
### HOUSE COLOURS



PANTONE Solid Coated  
485C  
CMYK 1 : 99 : 97 : 0  
RGB 237 : 31 : 36  
HEX # Ed1f24



PANTONE Solid Coated  
Cool Gray 11C  
CMYK 66 : 58 : 55 : 35  
RGB 77 : 78 : 80  
HEX # 4d4e50

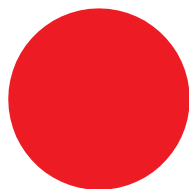


PANTONE Solid Coated  
Neutral Black C  
CMYK 0 : 0 : 0 : 100  
RGB 4 : 7 : 7  
HEX # 231f20

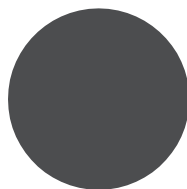
\* Please use the provided artwork files. Do not re-create.

# EGS Logo Colours

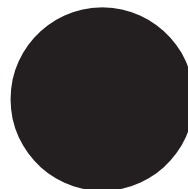
## DECODING THE COLOUR SPECIFICATIONS



**PANTONE**  
Solid Coated  
485C



**PANTONE**  
Solid Coated  
Cool Gray 11C



**PANTONE**  
Solid Coated Neutral  
Black C

**PANTONE COLOURS:** The Pantone Matching System is a worldwide printing, publishing and packaging color standard for the selection and control of colour.

**CMYK**  
1 : 99 : 97 : 0

**CMYK**  
66 : 58 : 55 : 35

**CMYK**  
0 : 0 : 0 : 100

**CMYK COLOURS:** Stands for Cyan, Magenta, Yellow and Black. All offset and most digital printing devices use this mode of resolving colour.

**RGB**  
237 : 31 : 36

**RGB**  
77 : 78 : 80

**RGB**  
35 : 31 : 32

**RGB COLOURS:** Stands for Red, Green and Blue. All electronic displays, including monitors use this mode of colour.

**HEX #** ED1F24

**HEX #** 4d4e50

**HEX #** 231f20

**HEXADECIMAL VALUES:**  
All industry standard Web and image editing software use these values. You can specify these values to the agency that maintains your website.

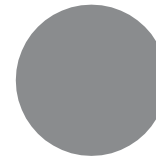
## EGS Logo Colours

### LOGO IN GREY-SCALE

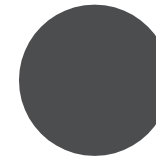
The brand colours have been assigned equivalent values in grey. For all grey-scale applications, including newspaper and directory advertisements, the specially created grey-scale version of the logo should be used.\*



### GREY-SCALE SPECIFICATIONS



**PANTONE** Solid Coated Cool Gray 8C  
**CMYK** 0 : 0 : 0 : 55  
**RGB** 138 : 140 : 142  
**HEX #** 898B8E



**PANTONE** Solid Coated Cool Gray 11C  
**CMYK** 0 : 0 : 0 : 85  
**RGB** 77 : 77 : 79  
**HEX #** 4d4d4f

\* Please use the provided artwork files. Do not re-create.



## EGS Logo Colours

### LOGO IN SINGLE COLOUR

In print applications, the single colour version of the logo should be used only in black and no other colour. The typical applications where a single colour logo would be used are b/w laser prints, forms, fax sheets etc.

This version of the logo can also be applied on materials like glass, wood, metal, leather etc. by processes like embossing or etching or silver/gold foil stamping\*.



PANTONE Solid Coated Neutral Black C  
CMYK 0 : 0 : 0 : 100  
RGB 35 : 31 : 32  
HEX # 231f20



Embossing on metal plate



Silver Foil stamping on leather



Logo etched on wood



Etching / Frosted vinyl sticker on glass

\* Please use the provided artwork files. Do not re-create.

## EGS Full-colour positive Logo on permissible background colours

In addition to the white background our full-colour logo can appear on very pale grey background.



White background | CMYK 0 : 0 : 0 : 0



Grey background | CMYK 0 : 0 : 0 : 10

### DO NOT

Do not change the values of the background colours apart from the colour values specified

**X**



\* Please use the provided artwork files. Do not re-create.

## EGS Reverse / Negative Logo on permissible background colours

our reverse logo can only appear on our 3 house colours, namely red and dark grey, and on black.



Red background | CMYK 0 : 100 : 100 : 0



Dark grey background | CMYK 0 : 0 : 0 : 85



Black background | CMYK 0 : 0 : 0 : 100

### DO NOT

Do not change the values of the background colours  
apart from the colour values specified above



\* Please use the provided artwork files. Do not re-create.

## Logo on background images



The logo can be used over images (example shown above). Ensure that the area where the logo is placed is not busy and provides sufficient contrast.



Do not place the logo over a busy area of the image, where the background colours interfere with the logo colours.



In situations like the above, the logo can be placed over a white shape/graphic (as shown in the image), or in case the image is very dark, the reverse logo can be used, provided there is sufficient contrast and the visibility of the logo is

## Exclusion Zone

Leaving free space around the EGS logo ensures that extraneous elements do not intrude on it and dilute its visibility.

Leave a uniform area, equal to the height of EGS logotype around the edge of the logo.

This is the Exclusion Area of our logo. This should not be violated – do not place anything else (graphics, text, image) in this area.



'X' is the height of the logo

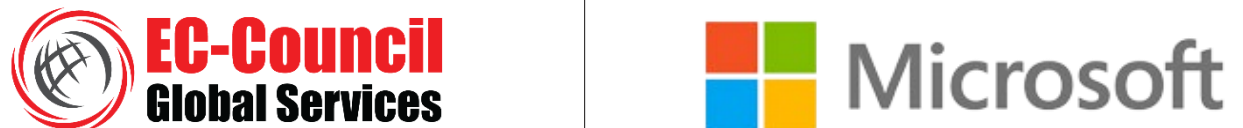
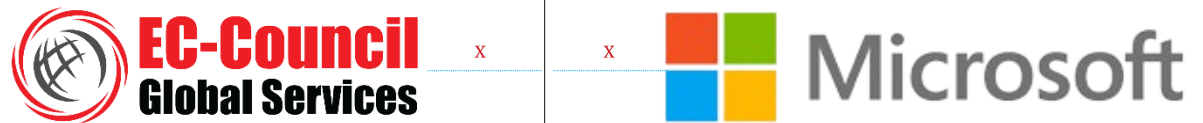
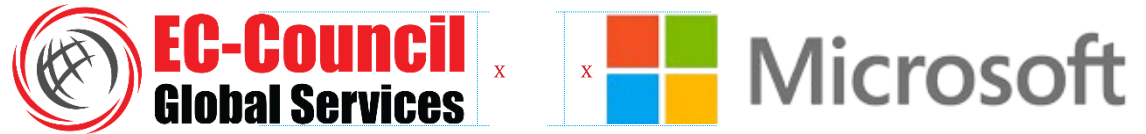
## Multiple logo usage

### CO-BRANDING (Equal weightage of partner logos)

This provides guidelines for the usage of EGS along with other brand logos. Such instance may occur in case of co-branding exercises.

Multiple logo usage is prescribed to visually state the partnership between EGS and its partner.

In case of a co-branding situation, EGS logo should have the same height as the partner logo (X) and should be juxtaposed with its partner's logo, maintaining the exclusion zone. A hairline may be placed in-between the two logos to create visual segregation.



## Minimum size usage

Minimum size usage is recommended to protect the legibility of the logo, when used in a very small size.

A physical reduction of the logo affects the clarity in the reproduction of the logo. To protect the integrity, legibility and impact, the logo should not be smaller than 25 mm in width.

### MAXIMUM SIZE:

There is no restriction of maximum size usage. The logo can be used in as big a size as required, as long as there is enough viewing distance such that the readability of the logo is not affected.



25mm

The minimum size of the logo should be 25mm wide.



30mm



35mm



40mm



45mm



50mm

## Incorrect logo usages

### DO NOTS

Watch out for and avoid these common mistakes with logo usage.



**X**

Do not rearrange the configuration of the symbol and the logotype.



**X**

Do not rearrange the configuration of the symbol and the logotype.



**X**

Do not alter or change the colours.



## Incorrect logo usages

### DO NOTS

Watch out for and avoid these common mistakes with logo usage.



**X**

Do not apply drop shadow or any other effects or embellishments to the logo.



**X**

Leave specified exclusion area around the logo.



**X**

Do not use the logo as part of a sentence or place other graphics too close to it.

## Incorrect logo usages

### DO NOTS

Watch out for and avoid these common mistakes with logo usage.



# X

Do not scale the logo disproportionately or distort it.



# X

Do not tilt the logo.



# X

Do not change the typeface/font of the logotype and do not attempt to recreate the logo. Always use the master artwork.

## EGS Brand Usage - Definition

**"Licensee"** shall mean authorized personnel, entity or organization allowed to use the EGS Logo and the EGS Brand;

**"Licensor"** shall mean the legal entity of EC-Council, which is EC-Council International

**"EGS"** means EC-Council Global Services which is a business division of the Licensor and not a separate legal entity from the Licensor;

**"EGS Brand"** means:

- a) EC Council, EC Council Global Services, EGS, EGS Network subsidiaries, affiliates or any other name as EC Council Global Services may decide from time to time;
- b) any logo, device, trademark (including the Trademarks), trade dress, trade name, service mark or any other words, symbol or style (whether registered or not) from time to time used either:
- c) to identify EC Council Global Services, its successors or assigns, the EC Council Global Services Network or the firms in the EC Council Global Services Network; or
- d) in association with the name "EC Council" or "EC Council Global Services" or any other name as EC Council Global Services may approve or may decide from time to time; and
- e) any goodwill symbolised by or associated with any of the above.

**"Brand Guidelines"** means the guidelines of this document as issued and/or reasonably amended from time to time by Licensor with respect to the use, marketing and promotion of the EGS Brand.

## EGS Brand Usage - Definition

**"Applicable Law"** includes without limitation:

- (i) applicable case laws, statutes, decrees, acts, codes, legislation, treaties, conventions and similar instruments, and all statutory instruments or orders made pursuant to any of them (as applicable), and in each case, as amended, extended, re-enacted or consolidated from time to time; and
- (ii) applicable orders, guidelines, notices, guidance, rules and regulations from time to time of any state or Governmental Authority;

## EGS Brand Usage

Licensee specifically agrees to abide by the following requirements to protect the goodwill and value of the EGS Brand.

- (a) All advertising, promotional and other forms of display or use of the EGS Brand by Licensee shall be under the control of Licensor, and Licensee shall cooperate with Licensor in facilitating Licensor's control of such use of the EGS Brand.
- (b) Licensee shall use the EGS Brand only in accordance with the Brand Guidelines and in the manner provided by Licensor, and Licensee shall not alter, modify, or distort it in any way.
- (c) Licensee shall indicate when using the EGS Brand that it is a trademark.
- (d) Reserved Licensee shall submit to Licensor for approval, representative samples of its advertising and promotional materials using the EGS Brand prior to its publication.
- (e) Licensee shall not alter Licensor's official advertising or promotional materials for the Products without Licensor's prior written approval.
- (f) Licensee shall advertise and promote the Products in accordance with all Applicable Laws.
- (g) Licensor's approval of any sample advertising or promotional materials is not to be construed to mean that Licensor has determined that the advertising or promotion conforms to the Applicable Laws of any jurisdiction.
- (h) Licensee shall not use the EGS Brand in any manner that in the opinion of Licensor could be construed as distasteful, offensive, or controversial.
- (i) Licensee shall not use the EGS Brand in any manner that discredits or tarnishes the reputation or goodwill of Licensor and/or the EGS Brand; is false or misleading; violates the rights of others, any Applicable Laws; or mischaracterizes the relationship between Licensor and Licensee.
- (j) Licensee shall not use neither the EGS Brand as part of its company/entity name, nor in any other way identify EGS and/or the EGS Brand as part of its business.
- (k) Licensee shall promptly cease and desist from any and all use of the EGS Brand upon termination of this Agreement for any reason.



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