

# ECD Systems Logo Usage Requirements

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## Clear Space

The Digital Armor and ECD Systems logos require a boundary of clear space around the logo on each side. Nothing should enter this clear space and neither logo should be placed over a graphic or text. The minimum protected area is determined by the "x" height of the letters within the logo (see examples below). It serves as a barrier to keep away distracting imagery of any kind, including typography, images, illustrations and other elements. This protected area also determines the minimum distance the logo can be placed from paper edges or folds of printed materials.

### Example of Digital Armor Logo Clear Space Requirements



### Example of ECD Systems Logo Clear Space Requirements



## Color Use on Logos (4 Color Processing)



The minimum protected area is determined by the "x" height of the letters within the logo. It serves as a barrier to keep away distracting imagery of any kind, including typography, images, illustrations and other elements. The protected area also determines the minimum distance the logo can be placed from paper edges or folds of printed materials.

- File Name: DA LOGO.eps
- Spot Color: PMS 187 (Red), PMS Black

4 Color Process: above are the 4 color process logo and the PMS Colors for the Digital Armor logo.



The minimum protected area is determined by the "x" height of the letters within the logo. It serves as a barrier to keep away distracting imagery of any kind, including typography, images, illustrations and other elements. The protected area also determines the minimum distance the logo can be placed from paper edges or folds of printed materials.

- File Name: ECD LOGO.eps
- Spot Color: PMS 485 (Red), PMS Black

4 Color Process: above are the 4 color process logo and the PMS Colors for the ECD Systems logo.

## Color Use on Logos (CMYK)



The minimum protected area is determined by the "x" height of the letters within the logo. It serves as a barrier to keep away distracting imagery of any kind, including typography, images, illustrations and other elements. The protected area also determines the minimum distance the logo can be placed from paper edges or folds of printed materials.

- File Name: DA LOGO CMYK.eps
- CMYK Color Formula: Red (0,100,79,20) and Black (0,0,0,100)

CMYK Color Process: above are the CMYK logo and the CMYK Colors for the Digital Armor logo.



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- File Name: ECD LOGO CMYK.eps
- CMYK Color Formula: Red (0,95,100,0) and Black (0,0,0,100)

CMYK Color Process: above are the CMYK logo and the CMYK Colors for the ECD Systems logo.

## Color Use on Dark Backgrounds

There is a separate logo that may be used on black or very dark backgrounds. See the below versions for use in this case.



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- File Name: DA LOGO Knockout.eps
- Spot Color: PMS 187 (Red), PMS Black

4 Color Process: above are the 4 color process logo and the PMS Colors for the Digital Armor logo for use with this knocked out version of the logo on very dark or black backgrounds.



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- File Name: ECD LOGO Knockout.eps
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4 Color Process: above are the 4 color process logo and the PMS Colors for the ECD Systems logo for use with this knocked out version of the logo on very dark or black backgrounds.