

ECS Logos—Usage Guidelines

General Information

The ECS logo may only be used with written permission from ECS. Care should be taken to not distort the image, and no part of it may be removed or altered. Only ECS colors (see below) may be used. This document should not be used for color proofing. Please open this document in Adobe Illustrator and copy and past the needed logo to keep the logo as a vector-based file. If a JPEG, GIF or TIFF format of the logo is needed, open the file as mentioned above and convert the logo into the desired file format.



Preferred color logo
Two color logo (PMS 280C and PMS 348C)
For use in two color applications for letterheads, business cards, etc.

PMS 280C and PMS 348C



Preferred black & white logo
One color logo (Black)
For use in one color applications for letterheads, business cards, etc.



Full color logo (CMYK)
For use in all full color applications
e.g. web usage, literature, magazines

Blue=CMYK: C-100, M-94, Y-28, K-23
RGB: R-1, G-33, B-104
Green=CMYK: C-97, M-22, Y-100, K-9
RGB: R-0, G-131, B-61



Two color logo (PMS 280C and PMS 348C)
For use in two color applications
e.g. embroidery, pad printing, vinyl signage, etc.

PMS 280C and PMS 348C



One color logo (Black, Knock out)
For use in extremely limited printing applications
e.g. laser etching, pad printing, vinyl signage, etc.