

Brand Guidelines
EFI Corporate Identity



Identity Elements

Logos

The EFI logo is at the forefront of the EFI brand. It is by far the single most important element in our brand and therefore should be present on **all** EFI materials. In addition, there are several product logos representing various business units, which are significant in supporting the central EFI brand.

In order to create and maintain a recognizable and consistent brand image, the following logo usage guidelines **must** be followed:

The EFI Logo

The EFI logo is the primary visual expression of our brand. Created as a custom letterform from the Universe typeface, the EFI logo must not be recreated, typeset or altered in any way, and various formats are available for your use. They include Spot PMS, CMYK, RGB, Black Only and White Out. To understand the correct version for the material you are producing please refer to Logo Usage on page 11.

The logos are available by request from your local EFI Marketing Manager or EFI Marketing Contact.



Identity Elements

Corporate Logo



1. Spot PMS

The preferred use of the EFI logo is the Spot PMS version on a white background.



2. CMYK

The logo has a secondary application of four color process on a white background for when spot colors are not permitted.



3. RGB

The logo is also available in RGB for use in MS Office documents and for electronic use.



4. Black Only

The black version of the logo may only be used on documents that are to be output in black and white, and ads in publications that are printed in black and white.



5. White Out

The logo may also be reversed as white out when it is used on a colored background. The logo may also be reversed white out on a black background on documents that are to be output in black and white. This is also recommended for advertisements in publications that are printed in black and white and for promotional items.

Identity Elements

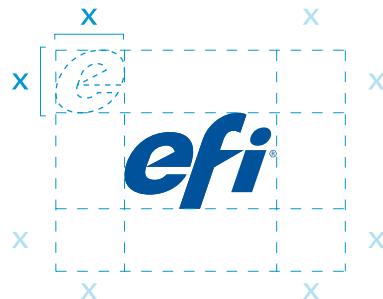
Corporate Logo

1p5 / 0.25" / 6.35mm []

Logo Size

The minimum size for the reproduction of the logo is a height of 1p5 / 0.25" / 6.35mm.

The logo should always be used in the size most appropriate to the application in question. As a rule, the logo appears at a consistent size of 3p/0.5"/12.7mm high on all design applications that are US Letter or A4 in size.



Isolation Zone

The EFI logo should always stand alone, separated from text and graphics. To ensure that the viewer is drawn to the logo, and to protect it against encroachment by text and graphics, always provide an isolation zone around the logo. This clear space must be a minimum area of isolation around the logo equal to the height of the "e" in EFI. As the size of the logo increases, the isolation zone increases. Using the logo isolation zone correctly gives the distinct EFI logo the prominence and space it deserves.



Sponsorship Usage & Size

When used in a sponsorship situation, all logo lock-up rules apply. When used in conjunction with other corporate sponsor logos, the EFI logo must be larger or sized equivalent to the others. The EFI logo should be prominent or appear equal in weight and size to the other logos in order to convey a similar visual impact. This may mean that the measured sizes of the two logotypes will be slightly different to achieve visual equality.

Identity Elements

Corporate Lockups



Corporate Lockups

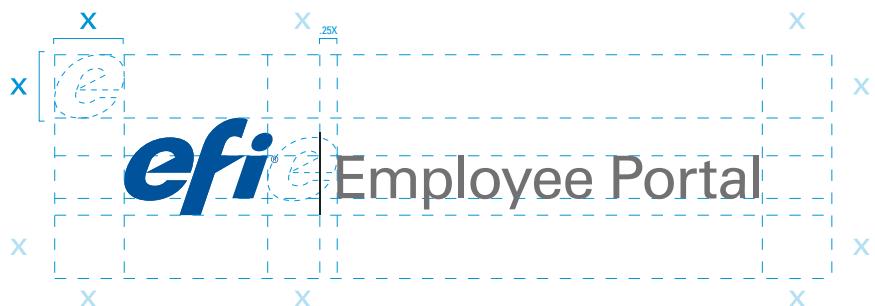
The EFI logo often appears locked up with text. This generally features an EFI product name, event or program (1).

The EFI logo also appears with specific EFI product logos. It may additionally appear with partner logos which may be applied to dual company promotional materials (2).

The same isolation zone and construction rules demonstrated in (3) apply to all lock ups. Logo sizes should follow the rules outlined for the corporate logos on p6.

The lockups should always stand alone, separated from text and graphics. To ensure that the viewer is drawn to the logo, and to protect it against encroachment by text and graphics, always provide an isolation zone around the logo. This clear space must be a minimum area of isolation around the logo equal to the height of the "e" in EFI. As the size of the logo increases, the isolation zone increases. Using the logo isolation zone correctly gives the lockup the prominence and space it deserves.

Note: always ensure that a featured partners logo also adheres to its own guidelines with respect to isolation zones and handling.

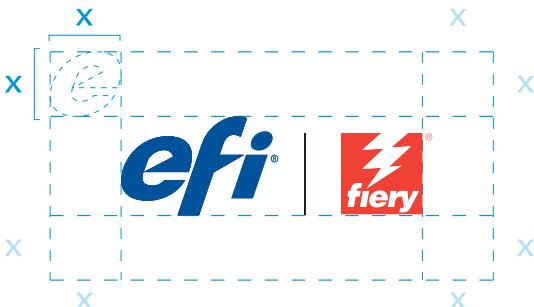


Identity Elements

Business Unit Logos



1p5 / 0.25" / 6.35mm []



Business Unit Logos

The custom made EFI BU lockup logos are an extension of the EFI brand. None may be recreated, typeset or altered in any way. Various formats are available for your use. They include Spot PMS, CMYK, RGB, Black Only and White Out.

The logos are available for download (by EFI employees only) from:
<http://info-new.efi.com/departments/marketing/branding>
or by request from your local EFI Marketing Manager or EFI Marketing Contact.

Logo Size

The minimum size for the reproduction of any of the EFI BU lockup logos is a height of 1p5 / 0.25" / 6.35mm.

The logos should always be used in the size most appropriate to the application in question. As a rule, the logo appears at a consistent size of 3p3.5/0.55"/13.95mm high on all design applications that are US Letter or A4 in size.

Isolation Zone

The EFI BU lockup logos should always stand alone, separated from text and graphics. To ensure that the viewer is drawn to the logo, and to protect it against encroachment by text and graphics, always provide an isolation zone around the logo. This clear space must be a minimum area of isolation around the logo equal to the height of the "e" in EFI. As the size of the logo increases, so does the isolation zone.

Identity Elements

Business Unit Logos



1. Spot PMS & CMYK

The preferred use of all EFI BU logos are Spot PMS versions on a white background. If spot color is not available, then a four-color process application is acceptable.



2. RGB

The logos are also available in RGB for use in MS Office documents and for electronic use.



3. Black Only

The black version of the logos may only be used on documents that are to be output in black and white, and ads in publications that are printed in black and white.



4. Black & Neutral Backgrounds

Ideally use the red square version of the white out BU lock up when using the logos on a dark or neutral background. If you have a dark or neutral background, the red or black BU square version of the lock up can be used. If you are forced to use a black BU logo on a black background, the BU square should be surrounded by a .5 pt reversed-out rule.

Identity Elements

Logo Usage



1. DO NOT...

...stretch or change the proportions of the logo.



2. DO NOT...

...change the logo color.



3. DO NOT...

...alter the location or size of the ® mark.



4. DO NOT...

...place the logo over imagery or dark backgrounds.



5. DO NOT...

...reverse out the logo over distracting or low contrast backgrounds that alter legibility.



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