

Epsilon Logo Usage Guide

Version 2



① Core Logo

This is the core logo of Epsilon. This consists of the complete area - including the spacing - from the central word mark to the innermost reference outline. Note that the word mark is optical-aligned but not measurement-aligned to the center of the Core Logo.

In no situation should the logo be presented with solely the central word mark without the ample spacing. The logo must be presented in its original form and may not be tilted, stretched, cropped, shadowed, or modified in any way except for approved color styles. When possible, present the logo in vector format to ensure adaptability and optimal size. Otherwise, use the PNG icons provided depending on the display requirement. We provide large, medium, and small versions for both @1x & @2x.

The logo must be displayed with a minimum width of 120 Pixels @1x, 240 Pixels @2x. On print materials, the logo must have a minimum width of 2.4 inches. Always increase the size if needed to ensure legibility.

② Padding

The vertical distance from the Core Logo to the nearest vertical border or bordering element must meet or exceed 14% of the height of the Core Logo. The horizontal distance from the Core Logo to the nearest horizontal border or bordering element must be equal to that of the vertical distance.

③ Margins

Add margins around the Core Logo and Padding to emphasize the word mark. The display of the word mark does not have to appear centered: it could be aligned bottom-right, bottom-left, centered-left, etc. to the screen; however, avoid top-side alignment.

④ Word Mark Color Styles

The word mark may be colored with #E8E8E8 80% on darker backgrounds. The 80% fill opacity must be applied to color fill, not the entirety of the layer to ensure vibrance passes through. On pure black/grey/navy/etc. backgrounds, you may choose to neglect this opacity requirement and opt to fill this color solidly. Note that this results in a lighter appearance. A color dodge blend mode may be applied if desired should you combine the Core Logo with a background that is not solid, such as gradients and images.

On lighter backgrounds, color with #111111 100%. Do not layer background elements such as images or gradients on top of lighter backgrounds, even when partially transparent.

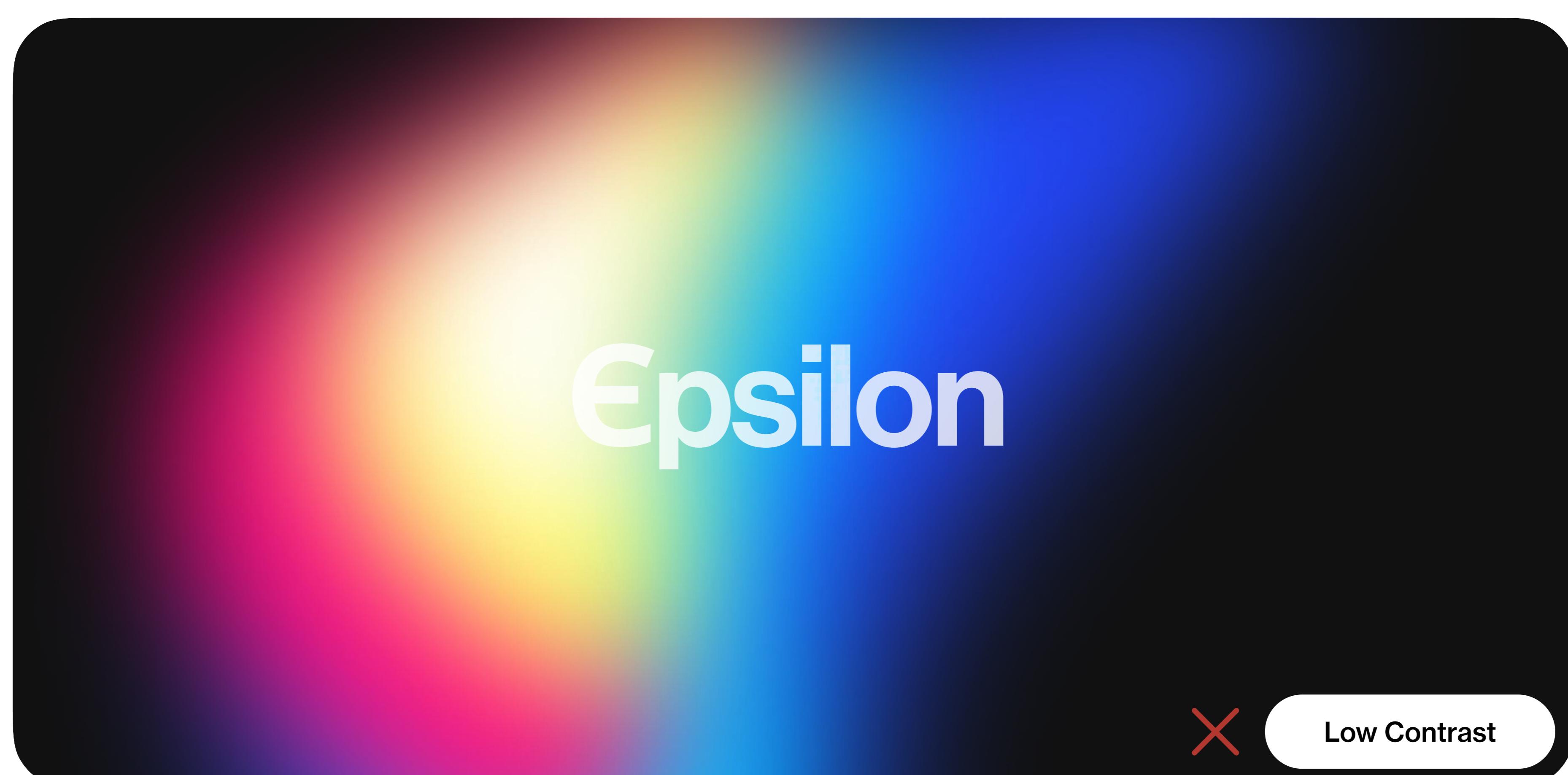
A gradient word mark option is also provided for situations where you'd like to call emphasis to the Logo, given sufficient contrast, and the colors of the background complements with the blue gradient. The gradient word mark is large only.

⑤ Backgrounds

Backgrounds may be added below the Core Logo, but above other display elements. Apply backgrounds judiciously and carefully, following the requirement of word mark color styles. In darker backgrounds, keep visual elements in the background to a minimum, such as introducing opaque colors, simple geometric patterns, etc. Whether you are using solid backgrounds or otherwise, always make sure there is sufficient 3:1 contrast between all areas of the word mark and the background.

Disallowed Examples

Arbitrary Size



Disallowed Examples

Arbitrary Size

Epsilon



Shadow

Epsilon

Text Too Close



Text Placement

Epsilon



Too Small

Disallowed Examples

Arbitrary Size

Epsilon



Unpleasant

Epsilon



Cropped Off

Epsilon | MyGreatClub



Unauthorized Collaboration

Permitted Examples

Arbitrary Size

Epsilon



Epsilon



Epsilon



Permitted Examples

Arbitrary Size

Epsilon

Ample Text Distance



Epsilon



Epsilon

