



effie
awards

Brand Guidelines
August 2009

Logo (Primary)

The Effie Awards logo is the graphic symbol of the corporate brand and is the most important corporate asset. It must be protected from misuse by assuring a consistent high-quality reproduction, wherever it appears.

The logo is composed of two elements: a symbol in the rendition of the trophy and a crafted logotype based on ITC Avant Garde Bold. The symbol and logotype can be used on their own depending on the circumstance i.e. super graphic, sign off, etc. However it is strongly recommended to follow the primary configuration (see logo below).

It is a unique piece of artwork and must never be re-created unless approved by Effie Worldwide Inc. These guidelines will help you reproduce the Effie Awards logo with care, precision, and consistency.

Symbol
Pantone 872 C
Pantone 872 C 70%

Wordmark
Pantone Process Black C
Pantone 872 C



Color Palette

The color palette is based on the highlights and tones of the trophies' colors bronze, silver, gold and the Grand effie's Black. Gold is the primary color and represents the strength of the brand. However using the other award colors for variations of the logo is also acceptable.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Primary Color Palette



Secondary Color Palette Tints



Logo Usage (Color Variation)

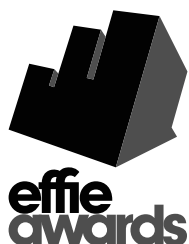
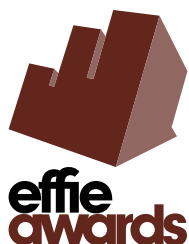
4 Color Logo

Note: The 4 color logo uses gradients to achieve a 3D look. Use this technique when you are unable to use metallic materials to represent the logo.



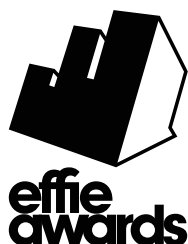
2 Color Logo

Note: The 2 Color Logo uses metallic pantones to achieve the appearance of metals. This is the preferred look, however for production purposes use this style when you have the printing capabilities.



1 Color Logo

Note: The 1 color logo is used for special printing purposes (varnishes, faxes).



Clear Space and Scale

Always maintain a minimum clear space around the logo to preserve its integrity. This space isolates the logo from distracting graphic elements, such as copy, photography, or background patterns. The minimum amount of space surrounding the logo and its elements are based on the x width of the 'e' in effie awards. When appending the date, the distance is determined by the case height of the year. When appending a location its cap height should match the cap height of the date and match the leading of the Effie Award or Effie World Festival logos.

The logotype should always be legible. When the logo is less than .5 inch it becomes difficult to read and loses its effectiveness.



100%



50%



1/2 inch
Note: Minimum Size



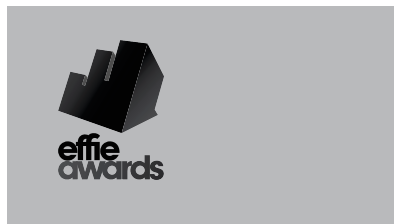
Background Control

When placing the logo over a background it is preferred that it is over a clear white space. If it is required to be over a photographic or complex background then allow for enough clear space and place the logo in the clearest area of the background.

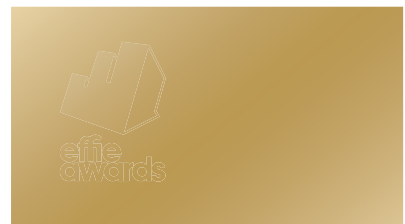
White Space



Colored Space



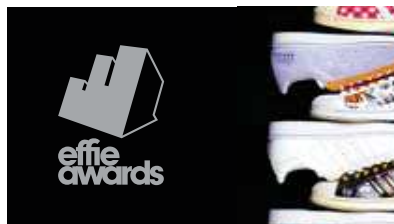
Gradient Space



Photographic White Space



Photographic Colored Space



Photographic Negative Space



Incorrect Usage

The shape, color, and configuration of the effie awards logo should never be altered in any way. Although the examples below do not represent every misuse, they illustrate some common misuses that must be avoided when reproducing the logo.



Do not change the color of the logo.



Do not stretch or distort the logo.



Do not place logo on a confusing background.



Do not change the proportions of the logo elements.



Do not rearrange the logo elements.



Do not change the orientation of the symbol.



Do not change the typeface of the location, region, country.



Do not change the orientation or typeface of the date.



Do not change the World Festival typeface.