



Emtec Brand Guidelines

Updated February 2017

The **EMTEC BRAND IDENTITY** was inspired by our goal to unite all of our entities in a common cause to reflect one organization, under one brand. It is a celebration of our breadth of capabilities and the expertise our associates bring to our evolving organization.



CHAPTER 01: LOGO GUIDELINES

- Emtec Brand Signature
- Primary & Alternate Uses
- Misuses
- Clear Space & Minimum Size
- Color Variations
- Background Control

CHAPTER 02: BRAND COLORS

- Primary Palette
- Secondary Palette
- Logotype Art Suitcase: Color Applications
- Logotype Art Suitcase: File Formats

CHAPTER 03: TYPOGRAPHY

- Primary Typefaces
- Secondary Typefaces: Serif
- PowerPoint Typefaces: Sans-serif
- Web (online) Typefaces: Lato

CHAPTER 04: MESSAGE PLATFORM

- Elevator Pitch
- Our Mission
- Client Life Approach

CHAPTER 05: KEY TEMPLATES

- Letterhead & Business Card
- Envelopes
- Presentation Folder



A vertical gray bar is positioned on the left side of the page, extending from the top to the bottom.

CHAPTER 01:

LOGO GUIDELINES

LOGO GUIDELINES

EMTEC BRAND SIGNATURE

The logo illustrates multiple pathways merging into one. The “spark” symbol visually celebrates Emtec’s united brand and business. It also represents the breadth of capabilities each entity has brought to the evolving organization in an exciting and unique way.

PRIMARY & ALTERNATE USES

The examples demonstrate the primary logo and tagline lockup as well as the standalone logo.



Primary Logo



Standalone Logotype



LOGO GUIDELINES

MISUSES

The Emtec Logo must not appear without the spark or without both the spark and tagline. It must not be stretched, rotated or skewed and should not be embellished with graphic alterations or be displayed using any colors other than the approved color palette.

Emtec[®]
Business & Technology **Empowered**

Emtec[®]

Emtec[®]
Business & Technology *Empowered*

Emtec[®]
Business & Technology **Empowered**

Emtec[®]
Business & Technology **Empowered**

Emtec[®]
Business & Technology **Empowered**

LOGO GUIDELINES

CLEAR SPACE & MINIMUM SIZE

The Emtec logo must have a clear space surrounding it in both print and online environments to ensure it is not impeded by surrounding layout elements. There are also minimum size requirements to ensure best results.



Clear space — print

In print material, the preferred amount of clear space around the logo is equal to the height and width of the spark.



Minimum logo size — print

For print use, the logo should never be reduced below the minimum size of 1".

* Tagline should not be used under 2"



Clear space — online

Although maintaining a clear space equal to the full height and width of the spark is always preferable, 1/2 spark is acceptable for tight online executions.



Minimum logo size — online

Do not make the logo smaller than 50 px wide in online executions.

* Tagline should not be used under 200 pixels



LOGO GUIDELINES

COLOR VARIATIONS

The examples demonstrate the accepted color variations for the Emtec logo.



LOGO GUIDELINES

BACKGROUND CONTROL

The examples demonstrate the correct and incorrect backgrounds on which the Emtec logo may be placed.

Correct Usage



Incorrect Usage





CHAPTER 02:

BRAND COLORS

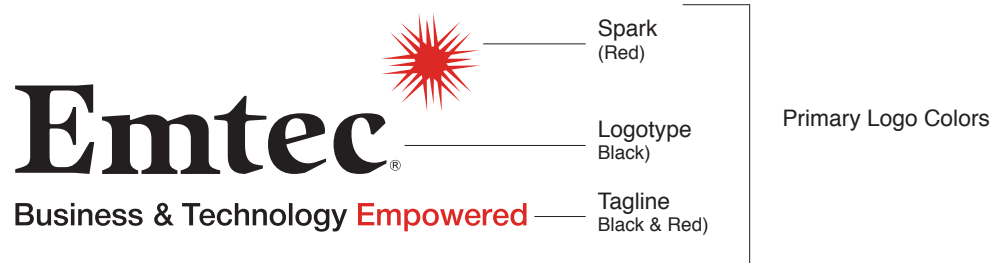
BRAND COLORS

PRIMARY COLOR PALETTE

The core Emtec color palette is a critical brand element which needs to be used consistently across all brand communications to maintain a unified brand identity.

These colors should be the featured and primary colors in our communications.

Here are the approved primary color palette, shown as Pantone, CMYK, RGB and hexadecimal values.




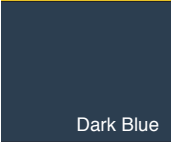
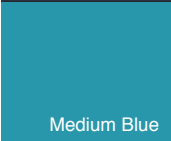



	PANTONE	CMYK	RGB	Hexidecimal
Red	485 C	8 97 100 1	220 41 30	DC291E
Gray	422 C	39 32 30 1	161 161 164	A1A1A4
Black	Nuetral Black	70 68 64 74	35 31 32	231F20



SECONDARY COLOR PALETTE

The secondary color palette provides colors to complement the primary palette. These colors should be used as accents only as we do not want to deviate from a strong, clear brand, especially when introducing it to the marketplace. Secondary colors should not replace the primary color palette. In most instances, only the primary palette should be used for corporate communication.

	PANTONE	CMYK	RGB	Hexidecimal
 Blue	292 C	60 15 0 0	67 180 249	43B4F9
 Green	7479 C	68 0 77 0	46 204 113	2ECC71
 Yellow	115 C	1 15 93 0	255 212 39	FFD427
 Dark Blue	7546 C	85 68 47 39	44 62 80	2C3E50
 Medium Blue	7459 C	78 24 29 1	41 151 171	2997AB
 Light Green	367 C	41 3 87 0	162 200 83	A2C853



LOGOTYPE ART SUITCASE

Color Applications:

This is a guide to the new Emtec logotype art suitcase. The logos have been created in RGB, CMYK, and PANTONE for distinct online and offline applications.

RGB

RGB stands for Red, Green and Blue and in general, RGB is associated with screens, including computer screens, mobile devices, and screen projectors. Any image that is optimized for a monitor is in RGB mode and as such, many computer graphics applications also default to the RGB color space. In RGB mode, white is the sum of all three colors whereas black is the absence of all three colors.

CMYK

CMYK is a four-color process printing that stands for Cyan, Magenta, Yellow and Black. CMYK is the type of color you find on most printed materials such as brochures and trade show banners.

PANTONE

Pantone, often known as spot colors, are pre-mixed colors with published color formulas. Every Pantone color is referenced in a Pantone swatch books and each color has number corresponding to it. Pantone colors are good because they are sharp and you know exactly what you are going to get. They are used to help eliminate complications and disappointments when a job goes to print. Unfortunately, printing with Pantone colors is expensive and should only be used if a specific job cannot be handled by CMYK.



LOGOTYPE ART SUITCASE

File Formats:

The logo has been provided in EPS, PNG, and JPG file formats to provide flexibility for future needs.

EPS

Encapsulated PostScript, or EPS is best for high resolution printing or output. EPS is a DSC-conforming that describe an image or drawing and can be placed within another PostScript document or used in desktop publishing or content creation applications.

PNG

Portable Network Graphics or PNG is a bitmapped image format that employs lossless data compression. PNG was designed for transferring images on the Internet, is suitable for screen use- not for professional-quality print graphics, and therefore does not support non-RGB color spaces such as CMYK.

JPG

In computing, JPEG is a commonly used method of lossy compression for digital photography (image). JPEG typically achieves 10:1 compression with little perceptible loss in image quality. JPEG is also not well suited to files that will undergo multiple edits, as some image quality will usually be lost each time the image is decompressed and recompressed, particularly if the image is cropped or shifted so it should never be re-saved over an existing original.



CHAPTER 03:

BRAND TYPOGRAPHY

PRIMARY TYPEFACES

The font families demonstrate the primary typography all materials, print, should follow. Arial should be used if Helvetica is not available.

Helevetica

75 Bold

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

55 Regular

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

45 Light

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



SECONDARY TYPEFACES

Times New Roman is used for formal documents including Letterhead and RFP template.

Times New Roman

Em

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Bold

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular



POWERPOINT TYPEFACES

The font families demonstrate the typography for PowerPoint presentations.

Bold

Em

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Regular

Corbel

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



POWEPPOINT TYPEFACES

The font families demonstrate the typography for PowerPoint presentations.

Bold

Em

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Regular

Helvetica

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



WEB (ONLINE) TYPEFACES

The font families demonstrate the typography all materials, online, should follow.

75 Bold

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

55 Regular

Lato

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

45 Light

Em

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



CHAPTER 04:

MESSAGE PLATFORM

ELEVATOR PITCH

Emtec is an IT consultancy dedicated to helping our clients drive transformation and growth by employing the latest technologies and processes to empower their employees, accelerate innovation and deliver amazing client experiences.

OUR MISSION

Emtec's Mission is to empower our clients to better compete, innovate and ultimately lead in their industry by employing the latest in enterprise technology and the most innovative business processes.

CLIENT FOR LIFE APPROACH

Our "Client for Life" approach is built upon over 20 years of delivering true value. Emtec's multi-decade client relationships demonstrate our commitment to being a long-term partner to our clients.



CHAPTER 05:

KEY TEMPLATES

KEY TEMPLATES

LETTERHEAD & BUSINESS CARD

The Emtec Letterhead is a straightforward, cleanly designed 8.5" x 11" US Letter sized document. The Business Card leverages the same simple design, with an unexpected and bold back that highlights the Emtec Spark.

Letterhead (first page)
Shown at 30%



Letterhead (secondary page)
Shown at 30%



Business Card (front)
Shown at 60%



Business Card (back)
Shown at 60%

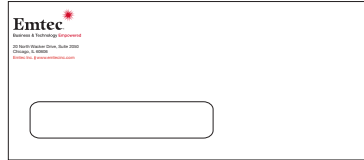


KEY TEMPLATES

ENVELOPES

The Emtec envelopes have a clean and simple design. We have included various sizes for different company needs.

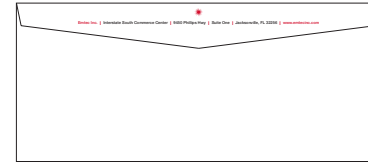
#14 Envelope (11.5" x 5")
Shown at 20%



#10 Envelope Front (9.25" x 4.125")
Shown at 30%



#10 Envelope Back (9.25" x 4.125")
Shown at 30%



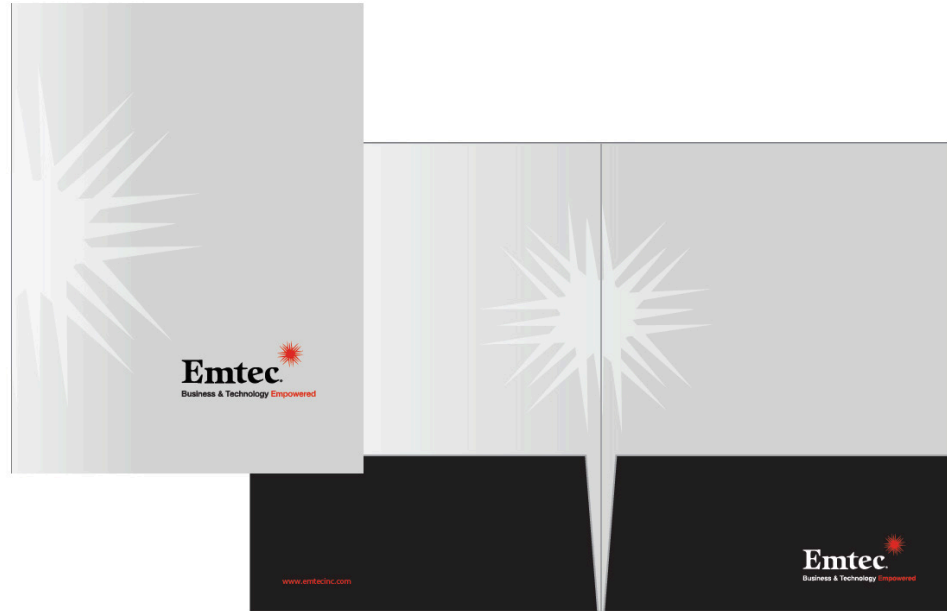
#13 Envelope (10" x 13")
Shown at 20%



PRESENTATION FOLDER

The Emtec Presentation Folder is an 9" x 11.475" document folder printed in the Emtec Gray, with the Primary use of the Logotype. The interior document flap leverages the Emtec black with the website URL on the left-hand side, and the logo on the bottom right. The ghosted spark is a subtle design element used on the cover and interior of the folder.

Presentation Folder
Shown at 30%



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At its core, the Emtec experience is about exceptional service- for our clients, partners, and associates. We are passionate about delivering the best technology-empowered business solutions and having fun while doing it.

- Dinesh Desai
Chairman and Ceo, Emtec

