EICC Corporate Identity Guidelines

EDINBURGH • INTERNATIONAL

CONFERENCE CENTRE

The logotype comprises the initials EICC together with the name Edinburgh International Conference Centre in a fixed relationship. Whenever possible, the EICC logotype should be reproduced in two colour using the two corporate colours. When this is not possible, the logotype may appear in single colour black, blue (PMS 288) or brown (PMS 471). There are four versions of the logotype which have been created for use in specific circumstances.

Version A should be used wherever possible and on ALL stationery items related to the operation of the Edinburgh International Conference Centre.

Version B should only be used on items related to the activities of the company Edinburgh International Conference Centre (EICC) Ltd., for example Annual Reports and some stationery items.

Version C should be used when the logo has to be reproduced below the minimum size – i.e. 33mm across the words Edinburgh International or when the logo requires to be used on non stationery items such as pens, hard hats or contained within a defined shape i.e. a box or circle. In this case, the minimum size restrictions do not apply.

Version D only to be used if Version C logo is reduced to below the minimum size for this version – i.e. 6mm across the initials EI.

E I

CONFERENCE

EDINBURGH • INTERNATIONAL

CENTRE

C C

Version A

E I

CONFERENCE

EDINBURGH • INTERNATIONAL

CENTRE LTD

C C

Version B

E I

C C

Version C

E I

C C

Version D

Illustrated on this page are a range of preferred sizes of the EICC logotype. All dimensions are in millimetres and are measured over the overall width of the lettering of the logotype. Never use the logotypes smaller than the smallest size specified on these pages.

80

65

4

6

45

33

When utilising a background colour other than white, it is important to achieve adequate contrast between the logotype and its background for maximum legibility and impact. It is essential that this is done with care and consideration in order to avoid an unsightly clash of colour.

For this reason, please consult with EICC's Marketing Department at an early stage in the design process at the address below:-

The Marketing Department
EICC
The Exchange
Edinburgh EH3 8EE
Scotland
T: +44(0)131 300 3000
F: +44(0)131 519 4063
E: marketing@eicc.co.uk
W: www.eicc.co.uk

All the logotypes illustrated on these pages are incorrect in some way and are only a few of the possible ways of getting it wrong. Do not attempt to contain the logo in a box or circle since it is not symmetrical. Use **Version C** of the logo in these circumstances.

There are two corporate typefaces, Bembo and Franklin Gothic, which should be used for typographic matter associated with the logotype and for EICC print and display material. As a general rule, Bembo Regular and the related bold face Bembo Bold must be used on stationery, forms, brochures, signs and is the predominant typeface. Bembo Old Style numerals and Bembo small capitals should be used on all stationery items and in the EICC address and telephone numbers on all other printed material.

Franklin Gothic Regular and Franklin Gothic Book should be used with the logotype itself and to highlight areas in text such as headings or page numbers.

All type has been set on Apple Macintosh using Quark Express. Type from other typesetting systems should be matched as closely as possible to the examples shown.

FRANKLIN

book
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

book italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

regular italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BEMBO

regular
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

old style numerals
1 2 3 4 5 6 7 8 9 0

regular italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

bold italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The EICC Collection Brand Identity has been specifically designed for packaging items and should be reproduced, whenever possible, in the corporate colours specified.

A single colour version of the identity can also be reproduced in black, gold, blue (PMS 288) or brown (PMS 471) for such cases as single colour printing, foil blocking and blind embossing.