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EASA Graphic Standard

The *EASA Graphic Standard* will help you protect one of our Association’s most valued assets: the EASA logo. By using this manual, the materials you create will represent our brand in a consistent and positive light.

The newly designed logo pays homage to the association’s international presence as well as emphasizing our role as the authority in the electromechanical industry.

The preferred association logo is shown at the right. The identity consists of three graphic elements: the acronym EASA in Boris BlackBloxx typeface, a stylized globe symbolizing our international membership and stylized graphic arrows symbolizing rotating apparatus and member emphasis on recycling – and pointing to EASA as the electromechanical authority.

In order to keep a consistent and professional graphic identity for the Association, all producers of printed and electronic materials should follow the guidelines presented in this manual for the use of this new brand. Diligent consistency is the key to establishing a powerful identity. Your help and cooperation in the use of this standard is necessary to ensure consistent application of our brand.

All Association members, chapters and regions are encouraged to use the Association logo for promotions, advertising, and marketing materials, on signage, displays, uniforms, stationery and any other printed materials to establish connection with EASA. Use of the association logo is reserved exclusively for EASA members, chapters and regions in good standing.

To preserve the integrity of the logo, all reproduction must be made from high-resolution files available for download from EASA’s Web site at [www.easa.com/logo](http://www.easa.com/logo), or emailed from EASA Headquarters. Care should be taken to ensure the quality of all printed material bearing the EASA logo.
The EASA Logo

Use of EASA logos by non-EASA members is strictly prohibited. Any misuse or infringement of any EASA logo should be reported to EASA Headquarters by phone at 314-993-2220 or email easainfo@easa.com.

A logo is a specific graphic treatment of an organization’s name or trademark. The EASA logo must be used in the manner specified. In this way, the EASA logo will be recognizable as the identifying symbol of the Electrical Apparatus Service Association.

The logo is a unique piece of artwork created for EASA. Therefore it cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the EASA logo. Always use one of the supplied graphic files. EASA Headquarters is the only approved source for the EASA logo. It is available for download at www.easa.com/logo or may be emailed to you from EASA Headquarters.

The EASA logo has been created with the tagline “The Electro•Mechanical Authority.” This tagline should appear consistently below “EASA” whenever possible to support the concept: “EASA: The Electro•Mechanical Authority.” A logo without the tagline is also available for those situations where the tagline might be too small to be read easily.
The color EASA logo with the tagline should be used as the primary logo in every case possible to help promote the consistency of our brand.

The EASA logo may be placed on a range of various colored backgrounds, provided there is enough contrast for legibility. The most important priority is to maintain sufficient contrast between the logo and the background. When this is not possible, the following approved versions will allow for nearly any design challenge you may encounter.

The 2-color logo is recommended in printing circumstances when only two colors are available. Please note that this logo can only be used if you are using the EASA blue and green logo colors.

The 1-color logo is recommended in printing circumstances when only one color is available and/or if the surface being printed on is a complimentary color to the blue or green or in 2-color printing where the 2nd color is complimentary to the logo color.
The 1-color black logo is only recommended in printing circumstances when only one color is available and/or if the surface being printed on is not white such as cardboard boxes or newspapers.

The 1-color reverse logo is recommended for printing on solid background colors, or over photos in which the area behind the logo provides enough contrast for it to stand out. It is also acceptable to use in circumstances where the background color would clash with the EASA green or blue colors.

On-screen applications such as Web pages, Flash, and PowerPoint require resolutions and colors quite different from print. Consequently, a completely separate set of logo files is available specifically for on-screen use. EPS and TIFF files made for print should never be used for on-screen applications – the colors will not be correct. Instead use the appropriately sized GIF file provided by EASA Headquarters.

The Web version of the EASA logo is available in a range of sizes. If you need a different size, do NOT resize a GIF – this will distort the image. Instead, send a request to EASA Headquarters for a custom sized file.

Do not import the EPS files made for print into Flash. Flash files of the logo in the RGB color space are available specifically for this purpose.
EASA Logo – Color Specification

The primary colors for use on all EASA materials are Blue Pantone 294U and Green Pantone 347U. They are standard Pantone colors which can be printed with very little differentiation in any commercial printing application.

Spot color (Pantone), CMYK, RGB and Web color values are listed below.

If 4-color printing is not an option, 2-color and 1-color, full reverse and reverse (white) logos can be used. See pages 10 and 11 for a full list of files and logotypes available.

<table>
<thead>
<tr>
<th>Pantone 294 U</th>
<th>Pantone 347 U</th>
<th>Pantone Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 100 58 0 21</td>
<td>CMYK 100 0 86 3</td>
<td>CMYK 0 0 0 100</td>
</tr>
<tr>
<td>RGB 0 85 150</td>
<td>RGB 0 161 96</td>
<td>RGB 35 31 32</td>
</tr>
<tr>
<td>WEB #005596</td>
<td>WEB #00a160</td>
<td>WEB #000000</td>
</tr>
</tbody>
</table>

EASA Logo Typefaces

Please remember that the logo is a unique piece of artwork created for EASA. Therefore it cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the EASA logo. Always use one of the supplied graphic files. EASA Headquarters is the only approved source for the EASA logo. It is available for download at [www.easa.com/logo](http://www.easa.com/logo) or may be emailed to you from EASA Headquarters.

**BorisBlackBloxx**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}|:-?`

**Century Gothic bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}|:-?`

**Century Gothic regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}|:-?`
Accepted EASA Logos

EASA Logo with tagline

EASA Logo without tagline
Accepted EASA Logos

**EASA Logo**

**Member**

All member categories - Active, Associate and Allied should use this logo.

**EASA Logo**

**Chapter**

**Region**
Service centers successfully completing the requirements to be accredited may display one of the logos at right on their business stationery, website, brochures, business cards and presentations. These logos may only be used for specific business locations that have met the accreditation guidelines. If a company has multiple branch locations, only those locations that are accredited may display the logo. EASA will supply the logo, customized for your accredited service center, upon successful completion of your initial external (on-site) audit. Logos vary depending upon the service center’s membership in EASA (member vs. non-member).

Only accredited firms are allowed to use the Accredited Member (or non-member) logo.

Accredited Repair Labels
This label should NOT be used to identify an accredited service center; it should be affixed to accredited motor repairs only.

Accredited Member

Accredited Non-Member

ID No. A–XXXXX SAMPLE

ID No. B–XXXXX SAMPLE
Misuse of EASA Logo

To maintain consistency of the EASA identity, always use the approved digital art and do not try and create versions other than those provided.

Never add a border or outline around the logo or typeface in any way, use any part of the logo as an independent design element or add any text next to the logo except when using the tagline with the logo.

The logo is a unique piece of artwork created for EASA and it cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the EASA logo.

Below are a few examples of misuse of the EASA logo. Please do not alter the color, “stretch” the logo, change the font or use the logo in any way that causes it to become illegible.
Every thing that we do, create and send out as an association communicates who we are to the world. Let’s make the most of every opportunity.

We protect our brand through the careful and consistent use of the guidelines in this manual. Our communications team is here to assist you in properly representing our brand.

You may contact us via email at easainfo@easa.com or by telephone at 314-993-2220.