Edge.

THE LOGO

Primary Logo

Primary Logo with Single Line Tagline

Primary Logo with Dual Line Tagline

Primary Logo Spacing

1"

Primary Logo with Single Line Tagline

THE REGION'S NONPROFIT TECHNOLOGY PARTNER

Primary Logo with Dual Line Tagline

THE REGION'S NONPROFIT
TECHNOLOGY PARTNER

2"

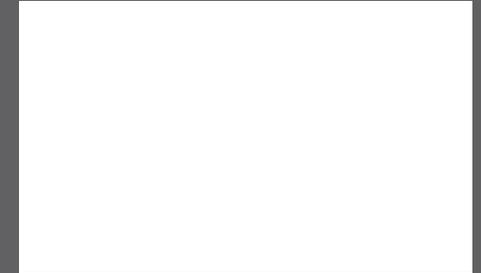THE REGION'S NONPROFIT TECHNOLOGY PARTNER

1.5"

THE REGION'S NONPROFIT
TECHNOLOGY PARTNER

CLEAR SPACE
Maintain clear space around the logo to protect the logo from distracting graphics or typography.
Measure clear space by the height of negative space from the top of the E to the top of the swoosh.
Never allow typography or other elements to "invade" the logo.

MINIMUM SIZE
The logo alone should never be used on printed materials at a size less than 1".
The logo with single line tagline should never be printed on materials at a size less than 2".
The logo with dual line tagline should never be printed on materials at a size less than 1.5".

WHEN TO USE TAGLINE LOGO
Upon first visual reference of the logo the tagline versions should be used. This is determined by design space.
The single line tagline logo should also be used in horizontal design space.
The dual line tagline logo should also be used in vertical design space.
The logo without tagline should be used when design space does not allow for tagline logos to be used at minimum size or larger.

Primary Logo on dark background

Primary Logo on brand color backgrounds

Primary Logo Single Line Tagline
on dark background

Primary Logo Single Line Tagline on brand color backgrounds

Primary Logo Dual Line Tagline
on dark background

Primary Logo Dual Line Tagline on brand color backgrounds

PRIMARY LOGOS
There will be instances where the Primary Logo can appear on dark backgrounds and the brand colors. The goal is to always have the maximum amount of contrast between the colors and the background.

To promote a consistent brand image, the logo must remain unaltered. The following examples show correct usage.

Color change to white for the tagline text is accepted for maximum contrast.

Acceptable usage

Unacceptable usage

Acceptable usage
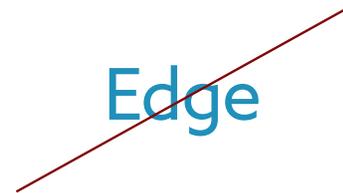

Unacceptable usage

Acceptable usage

Unacceptable usage

Acceptable usage

Unacceptable usage

The logo may not be used without the Edge symbol element.

Do not use the logo at an angle.

LOGO IN USE WITH NON-BRAND COLORS
While the Edge logo should be placed over the designation brand colors whenever possible, there may be instances where it will need to be used with other colors. The goal is to always have maximum contrast between the logo and the background color.

MODIFICATION
To promote a consistent brand image, the logo must remain completely unaltered. The following are some examples of incorrect usage.

Acceptable usage

Unacceptable usage

Acceptable usage

Unacceptable usage

The logo may not be used without the Edge symbol element.

Acceptable usage

Unacceptable usage

Do not use the logo at an angle.

Acceptable usage

Unacceptable usage

TAGLINE LOGO IN USE WITH NON-BRAND COLORS
While the Edge logo with tagline should be placed over the designation brand colors whenever possible, there may be instances where it will need to be used with other colors. The goal is to always have maximum contrast between the logo and the background color.
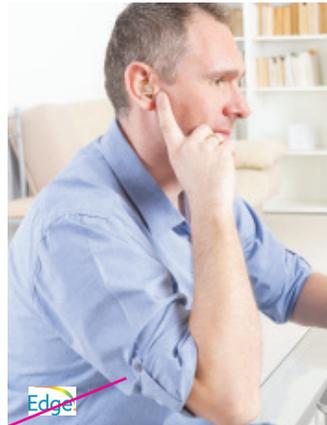
MODIFICATION
To promote a consistent brand image, the logo must remain completely unaltered while the tagline may change color to white, to always have the maximum contrast between the text and the background color. The following are some examples of incorrect usage.
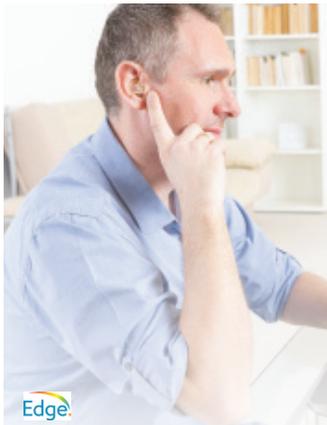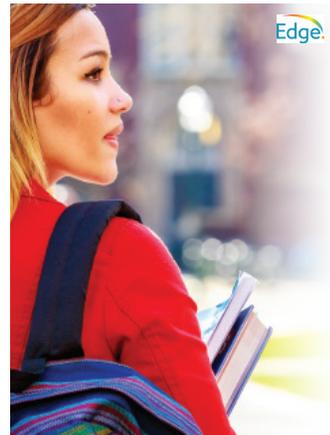
LOGO PLACEMENT ON PHOTOGRAPHY
When placing the Edge logo on top of photography it should be completely legible.

Do not place over backgrounds that are busy, causing the logo to become lost in the design.

Do not place the logo over photo areas that have a similar value as the full color logo.

Please consult the brand department with any questions regarding acceptable usage.

Unacceptable usage. Background is too busy for logo to appear legible.
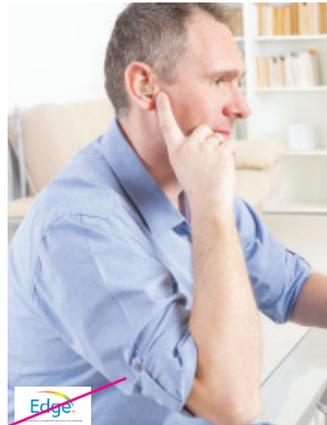

Unacceptable usage. Contrast in background is to similar for the logo to appear legible.

Unacceptable usage. Logo should not appear on a face.

Acceptable usage.

Acceptable usage.

Acceptable usage.

Unacceptable usage. Background is too busy for logo to appear legible.
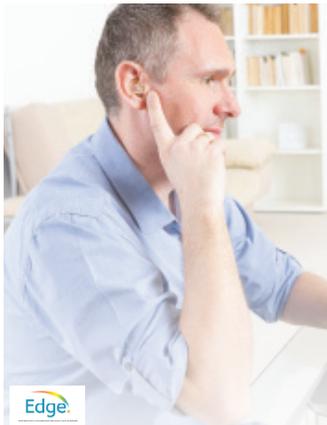

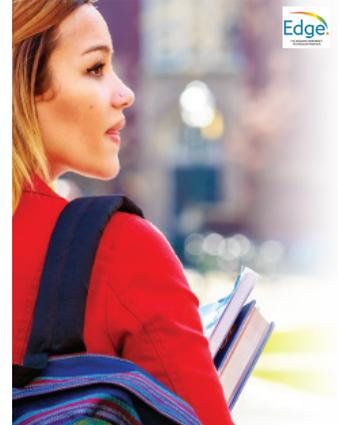Unacceptable usage. Contrast in background is to similar for the logo to appear legible.

Unacceptable usage. Logo should not appear on a face.

Acceptable usage.

Acceptable usage.

Acceptable usage.

TAGLINE LOGO PLACEMENT ON PHOTOGRAPHY

When placing the Edge logo with tagline on top of photography it should be completely legible.

Do not place over backgrounds that are busy, causing the logo or tagline to become lost in the design.

Do not place the logo over photo areas that have a similar value as the full color logo or tagline.

Please consult the brand department with any questions regarding acceptable usage.

Same logo usage rules apply to both the single line and dual line tagline logos.

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