

STANDARD LOGO | Short form logo should be used exclusively.



SAFE AREA - The height of the 'e'
MINIMUM HEIGHT (h) - 0.2" in print, 20px in digital



NOMENCLATURE

- “eOne” maintains lowercase “e” even when starting a sentence, to mirror our logo.
- WHEN USING ALL CAPS, eOne MAINTAINS ITS LOWERCASE STYLE. ONLY THE “O” SHOULD BE UPPERCASE.

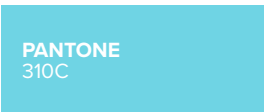

COLOUR PALETTE

HEX & RGB are for digital, CMYK for print!

Primary colours

	PANTONE 2925C	Hex #0098DB R 0 G 152 B 219 C 84 M 21 Y 0 K 0
	PANTONE 7545C	Hex #51626F R 81 G 98 B 111 C 55 M 30 Y 17 K 51

Secondary colours

	PANTONE 310C	Hex #6FD4E4 R 111 G 212 B 228 C 48 M 0 Y 9 K 0
	PANTONE 2955C	Hex #003C69 R 0 G 60 B 105 C 100 M 55 Y 10 K 48

SINGLE COLOUR LOGO | In some instances, a single colour logo may need to be used, such as, for legibility, or for single colour print jobs.

WHITE ON OZONE BLUE



WHITE ON SOLID COLOUR



BLACK ON WHITE



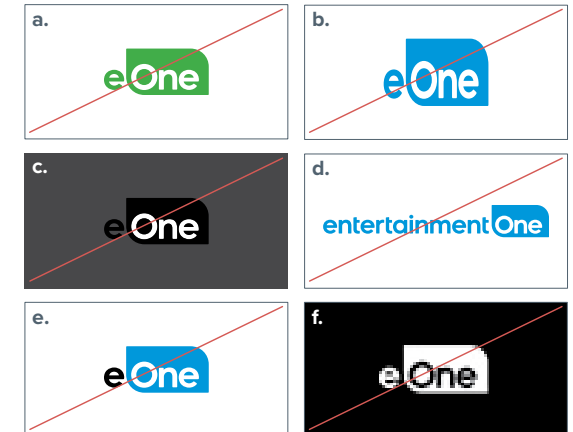
WHITE ON BLACK



QUESTIONS?

Contact **Jack Butler**, *Project Coordinator, Corporate Communications*
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IMPROPER USAGE



- a. Wrong brand colours
- b. Stretched logos
- c. Poor legibility
- d. Long form logo
- e. Inconsistent colour scheme
- f. Low resolution