



Logo variations

The ETAG logo has four variations:

- Purple Square
- White Square
- Mono
- Mono Reversed



Purple Square

Our main logo and should be used whenever possible.



White Square

For when our logo needs placed on a colour or image where the Purple Square is not suitable.



Mono

For use when mono (black) printing is only available.



Mono reversed

For use when mono (black) printing is only available and the logo needs placed on a colour or image where the Mono version is not suitable.

Colour variations

The ETAG logo is supplied in different colour profiles. These are used for different types of application and have their own breakdowns.



Pantone for spot colour printing

Pantone 255



CMYK for 4 colour printing

C 63
M 100
Y 20
K 9



RGB for use on screen

R 117
G 34
B 107

File variations

The ETAG logo is supplied in different file types that vary in quality in different applications. The EPS version should always be used in print if possible.



EPS

An EPS file is sometimes called a vector file. It is the best file type to use in print or any time the logo needs scaled up because it does not lose quality at any size.



TIFF

A TIFF is an uncompressed file that can be used in print, but it is not to be scaled up or it will lose quality.



JPG

A JPG is a compressed file that can be used online or in presentations that will be shown on screen. It cannot be scaled up without losing quality.



PNG

A PNG file is only suitable for use online due to its small file size. It should never be used in print.

What not to do

The ETAG logo should never be altered or adapted and only supplied files should be used. The following are just some examples of what not to do.



Never change the colour of the logo.



Never add a frame to the White Square version of the logo.



Never change the typeface in the logo.



Never stretch or distort the logo.