

# Brand guidelines

## QUICK REFERENCE GUIDE

We are EO. A community of entrepreneurs—leaders, founders, builders and changemakers—who are dedicated to moving the world forward by helping each other unlock their full potential. To accomplish this purpose, we are building a strong brand for the future through emphasized, consistent use of the core EO brand across all touchpoints. These principles are designed to uphold the integrity of our logo and brand.

### OUR PURPOSE

To move the world forward by unlocking the full potential of entrepreneurs

### OUR AMBITION

To enable transformational growth in the lives of our members

### OUR VALUES

#### TOGETHER WE GROW

We are committed to each other's growth and well-being. We may be from different cultures, religions and have different lived experiences, but EO binds us together across cities and continents.

#### TRUST AND RESPECT

Each of us is unique and equal. By having an open mind and appreciation for different points of view, we create a space where everyone can be their complete, authentic selves.

#### THIRST FOR LEARNING

We have an insatiable curiosity. It is through curiosity that we grow and widen our horizons—to learn more about ourselves, our peers and the world around us.

#### THINK BIG, BE BOLD

We innovate and take risks to make the world a better place for our teams, our families, our communities, and for humankind. We see entrepreneurship as a way to create a better world for all.

## Brand principles

It's simple. Being consistent with EO's look and feel will help establish brand visibility and scale brand awareness around the world.

#### Always remember...

- Keep it simple.
- Consistency builds trust.
- Less is more.

#### Prioritize our logo always.

Do not treat it as an afterthought. Use the primary or stacked logo (which includes our full organization name alongside the mark) first. The "short logo" is to be used only after the primary EO logo has been introduced.

#### Treat our logo with respect.

Do not alter or modify it under any circumstance. Always use approved chapter logos. Do not place images within the "O" or use it to represent a circular form.

#### Our logo and name must appear on all materials.

Always use it with product/programme/event names. All names must be represented by a type treatment set in Averta font, and not by standalone icons. This applies to all internal and external materials.

Do not create new names for offerings (events, products, programmes) without support and collaboration from the Brand team.

## Logo

This is our logo. Always prioritize our logo and treat it with respect. To maintain a consistent experience with the logo, follow the provided guidance when using the logo. Do not modify it under any circumstance.

### PRIMARY LOGOS



PRIMARY LOGO



STACKED LOGO



SHORT LOGO

### CHAPTER LOGOS



### EXAMPLES OF INCORRECT USAGE



Do not remove or change any elements of the logo.



Do not rotate the logo's orientation.



Do not present the logo on low contrast or similarly-coloured backgrounds.



Do not use bevel or emboss effects on the logo.



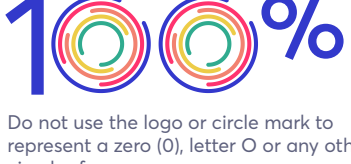
Do not distort proportions by stretching or squeezing the logo.



Do not put a white box around the logo when placed on a dark or busy background.



Do not crop the logo in any way.



Do not use the logo or circle mark to represent a zero (0), letter O or any other circular form.



Do not place the logo on a busy photograph or pattern.



Do not change the logo's colours.



Do not recreate elements or replace them with something else.



Do not add "drop shadow" effects to the logo.



Do not reconfigure or change the size or placement of any logo elements.



Do not change the logo font.

### CLEAR SPACE

To make sure the logo is legible, it must be surrounded with a minimum amount of clear space.



### MINIMUM SIZES



## Typography

### PRIMARY DESIGN FONT

Typography is a crucial part of our brand identity and critical for brand consistency. Averta is typeface of the EO brand.

## Averta

Aa Aa Aa Aa

Light Regular Semibold Bold

### SYSTEM FONT

Averta is our main brand font and should be used on all public materials. Century Gothic and Arial may be used in day to day materials such as internal documents and emails. If needed, Arial may be used in Word, Excel and emails for better legibility. Do not use more than one font in one document.

### HIERARCHY SCALE

Typographic hierarchy conveys relative importance and guides the reader through a communications piece. Hierarchy uses different in font weight (light, regular, semibold, bold), size, letter spacing and case.

## Hero headline

Body is 1/3 of hero headline — nam vitae justo sit amet mi fringilla facilisis. Quisque tempus ligula ut lacus ultricies vestibulum. Aliquam fermentum purus id gravida iaculis.

## Standard headline

Body is 1/3 of standard headline — nam vitae justo sit amet mi fringilla facilisis. Quisque tempus ligula ut lacus ultricies vestibulum. Aliquam fermentum purus id gravida iaculis.

### Small headline

Body is 3/4 of small headline — nam vitae justo sit amet mi fringilla facilisis. Quisque tempus ligula ut lacus ultricies vestibulum. Aliquam fermentum purus id gravida iaculis.

### CAPTION | SUB CAPTION

## Headline

BUTTON

CALL TO ACTION →

## Colour

One of the key elements of building a strong brand is colour selection. Always use the correct colour made and ink formulation for the appropriate application to ensure colour consistency across all mediums.

Pantone: for solid colour printing

CMYK: for 4-color process printing

RGB: for screens only

SHADES 40% Black	#1D007F	#A32246	#9B5348	#9B5348	#216D9B	#3C3E50	
	PMS 2728 C CMYK M40 Y0 K0 R50 G57 B203 #322DCE	PMS 215 C CMYK M10 Y35 K0 R255 G52 B110 #FF348E	PMS 486 C CMYK M46 Y54 K4 R243 G131 B111 #F3836F	PMS 128 C CMYK M10 Y84 K0 R238 G203 B72 #EEC84B	PMS 3283 C CMYK M8 Y86 K0 R49 G171 B142 #31A8BE	PMS 7667 C CMYK M52 Y0 K50 R94 G97 B125 #5E607D	PMS 282 C CMYK M35 Y0 K80 R12 G12 B49 #0C0C31
TINTS 40% Opacity	#A3A7E4	#FEA5BD	#FDC6BE	#F7E781	#A4D8CC	#B7B8C3	

## Imagery

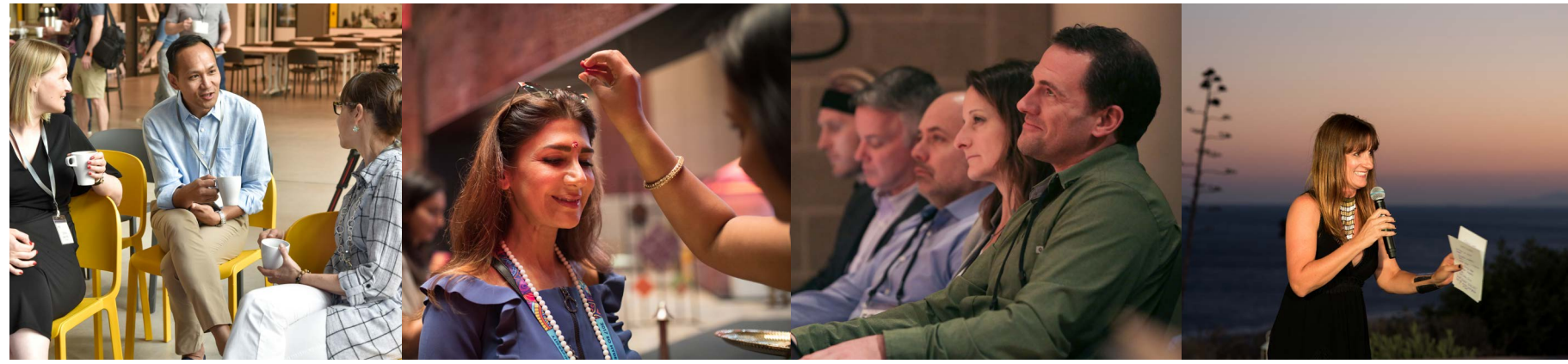
### PHOTOGRAPHY

#### CHOOSING GOOD IMAGERY

- Photography must be 300 dpi at the size expected to print to maintain the integrity of the photos.
- Do not use stock images that are clearly recognizable as stock images.
- Make sure it is easy to recognize what is happening in the photo.
- Give photo credits to external (non-EO) photographers when applicable.

#### IMAGERY TO AVOID

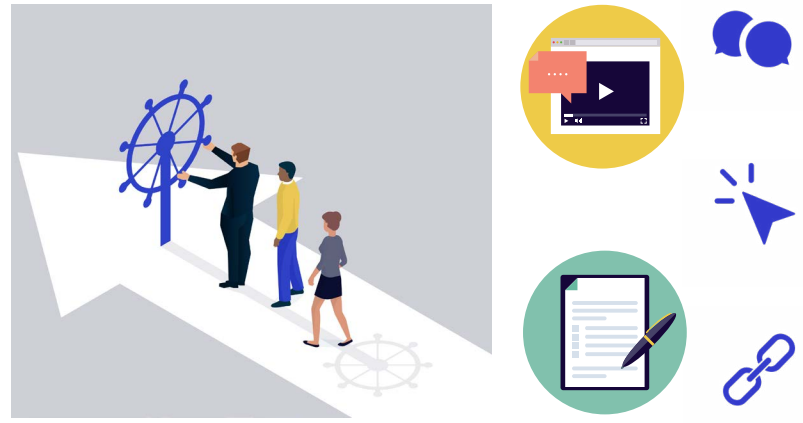
- Apparent staged images
- Lacking diversity
- Drastically stylized
- Clear graphic treatments in it
- People overly posed
- Strong and distracting undertones
- Motion or any movement
- Not real scenarios
- Moody



### ILLUSTRATION

Our illustration style builds off the aesthetic of our logo and features simple shapes, clean lines and controlled use of colour. Illustrations, icons, diagrams and charts should be easily digested and understood at a glance.

When using or drawing icons emphasize clarity, simplicity and readability so that your message is communicated effectively.



## Composition

### USING THE CURVE

Here are a few guidelines for using the curvature:

- Curved forms may be used to define subdivisions within a layout
- Curved forms may be used to highlight the content and brand, but should not overpower the information being communicated.
- Avoid overusing the curve within a single composition, as that will diminish its visual impact
- When referencing concentric arcs as a design element that imitates the logo mark, lines should be always be shown partially so that they are not mistaken for the mark—whether cropped and bleeding off an edge, or using fewer layers, as shown in the examples below.

### IN PRACTICE

- Use only vertical and horizontals to anchor your compositions and allow the curved profile to take prominence; no strong diagonals are used.
- Curved lines and forms act as an accent and are to be used judiciously for maximum effectiveness.
- Logos and typography should always be contained within the permitted area for content.
- Imagery and graphics can go "full bleed" to the edge of the page, through the margins.

