



Branding Guide for Creating ESP Documents and Using the ESP Logo

Consult the Quick Reference Style Guide for additional details.

ESP Logo

There are two basic versions of the Epsilon Sigma Phi (ESP) logo. The first is a simple one color rendering. The other adds black accents to give the logo an appearance of depth. When budgets permit, the latter logo should be used.

The ESP logo may only be produced in a limited color palette. The approved colors are: ESP Green, ESP Gold, Metallic Gold, or Black. No other colors are authorized. The logo should not be reversed out such as making it white against a dark background. In such a situation, consider using ESP Gold if ESP Green does not provide sufficient contrast.

The detailing of the logo's "p" (i.e., "slots on the key") must always be white or the same color as the paper it is printed on. Ivory (or equivalent) and white are the only authorized paper colors. A background, such as a photograph, may not "bleed thru" the "slots on the key."

Care should be taken when imprinting products with the logo. Unless white ink is available (requiring an upcharge for an additional spot color), the "slots on the key" will be the same color as the product it is printed on. Therefore, products should be selected that uphold the intended branding of ESP and the ESP logo.

Each software program has different methods to adjust the size of an image. It is vital to learn the proper way to resize an image within your preferred program. Failure to resize an image properly can result in distorted proportions or image deterioration. Consult the programs Help function for details.

File Formats

The ESP logo is provided to two Preferred file formats: EPS and PNG.

Vector EPS files are offered for all uses other than on web pages. EPS files require special software to "open" or modify. However, all modern document programs (including all Microsoft Office 2003 and 2007 programs) can "place" EPS images into your document. Within your document program, the image can be resized to meet your needs. The EPS files can be opened using Adobe Illustrator CS2 (or higher) but modifications to the logo (other than resizing) are generally prohibited.

For line art, such as a logo, vector files are superior to any other format because the image can be resized without the loss of quality. Literally, a logo 10 feet high will be as crisp as one that is only an inch tall. This is because vector files are based on mathematical calculations. Raster files are stored as dots (pixels). When they are resized, dots are added or subtracted. This method results in fuzzy line art. Curved lines have a stair step appearance (alias). Further, raster files increase in size as the image size increases. For large-scale images they can be over a Gigabyte. This makes emailing impractical. Common raster formats include TIFF and JPEG. For line art TIFF and JPEG are legacy formats and their use should be avoided.

Rasterized PNG files are offered for use on web pages. They are compatible with all modern browsers and offer the best overall quality and file compression for line art. Four common sizes are provided. It is best to limit your use to these sizes. If you need to create a different size, we suggest starting with the EPS file and converting to PNG using a program such as Adobe Illustrator. PNG files can be resized in image editing software (e.g., Photoshop, Fireworks) but some quality loss can be expected. It is always better to reduce size than to increase size when using image editing software. Finally, while web authoring tools allow images to be resized dynamically, this practice can result in performance and quality issues.

Colors/Ink for ESP Logo

The ESP logo may be produced using only these colors/inks.

For most uses:

ESP Green 0,98,39 rgb
ESP Gold 146,119,55 rgb

For mono printers:

The black logo should always be used as the logo should never appear to be faded or drab.

For a professional "spot color" print jobs use the following ink colors only:

Black
ESP Green PMS 7483
Metallic Gold PMS 8660
(If a single color job, use the black logo. The color of the logo will be determined by the ink color specified.)

For webpage use:

ESP Green #006227
ESP Gold #927737

Note: Colors will look different depending on the glossiness of paper (coated v. uncoated), the material it is printed on, or the monitor it is viewed on. Generally, the logo will look more vibrant on a monitor or on a glossy surface than when it is printed on standard office paper.

In order to maintain consistent branding, the above colors should be used prominently in all ESP designs, documents, web pages, and products. Designs, documents, web pages, and products may be supplemented with additional colors that harmonize with the ESP color palette provided that the ESP logo, ESP name (Epsilon Sigma Phi), and the ESP tagline (Your Key to Professional Excellence) are always shown in the ESP colors only.

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Paper

Preferred Paper color: Ivory (or equivalent)

Alternate Paper color: White

Other Paper colors: Not Authorized

Preferred Paper finish: Uncoated or matte. (Avoid glossy paper when you have a choice.)

Fonts/Type

Note: For illustration purposes, font names and other characteristics are shown in their actual typeface. In a normal document, multiple typefaces should never be mixed in-line as shown in this section. Be consistent. In all your documents, use the same styling characteristics for special text.

For masthead items (e.g., taglines, ESP name, document titles) footers, and other special text:

Niagara Solid, *Niagara Engraved*

(If not available **all** of these items should be set in a **single “serif” typeface/font** of choice. Do not mix multiple typefaces/fonts.)

Definition of “**serif**” at <http://en.wikipedia.org/wiki/Serif>

For All Body Text:

Arial Narrow Regular. All at the same size (typically 8pt to 14pt)

Headlines:

Arial Narrow Bold, *Arial Narrow Italics* – or –

Niagara Solid, *Niagara Engraved* – or -

If using a “**serif**” font (per above), it may be used instead of Arial Narrow.

(All at a size greater than body type)

Subheads:

Arial Narrow Bold, *Arial Narrow Italics* – or -

If using a “**serif**” font (per above), it may be used instead of Arial Narrow.

(All at a size smaller than headlines but equal to or greater than body type)

Captions, Block Quotes, etc.:

Arial Narrow Regular (in a **different color** (Black, Green or Gold) and/or a **different size** than body type)

Arial Narrow Italics

In-line Titles - *italics*

In-line Website and email addresses – underlined – or –

same as body text – or –

contrasting color from body text (limited to black, green or gold) with or without underlining – or –

blue with underline (for electronic documents only)

In-line emphases text - **bold** – or –

contrasting color from body text (limited to black, green or gold)

(Emphases text should be limited to single words or short phrases. Avoid using **bold** for paragraphs and other large blocks of text. Instead, set them off as sidebars or block quotes.)

Avoid using underlining (except as noted above), ALL CAPS and SMALL CAPS in any document.

Tagline

The authorized tagline is “Your Key to Professional Excellence”. When practical, the tagline should be included anytime the ESP logo is used.

ESP Name

The official name of the organization is “Epsilon Sigma Phi”. When practical, the official name should be included anytime the ESP logo is used. In body copy, it is acceptable to refer to the organization as “ESP” once the “Epsilon Sigma Phi” name has been used. Just “ESP” is preferred in headlines.

Watermark

The ESP watermark file should only be used as intended. It should be placed “under” (i.e., on the lowest layer) all other items on a page.

Using MS Publisher *

Always create your documents using one of the ESP authorized templates. You can modify the template for your needs but the basic formatting is included in the document’s style sheet. Initially, templates are available for MS Publisher. A basic template is under development for MS Word and Adobe InDesign.

In MS Publisher, you can create the RGB colors as follows:

1. Click on the down arrow next to the bucket, line or text icon
2. If there are colors below the default colors, hover over them until you find one with the correct RGB numbers.
3. Select that color
4. If the color isn’t available, click on “More Fill Colors”
5. Select the “Custom” tab
6. Color Mode = RGB
7. Type in the correct values
8. Optional – to lighten the color select a transparency value. (Note: Anything underneath the color will bleed thru. Check your work if you plan to use this feature.)
9. Click “OK”

In MS Publisher, format your document using the pre-defined styles only. If you need to create a new style, it should be based on an existing style. Do the following:

1. If necessary, open the Styles & Formatting sidebar. Format > Styles & Formatting
2. Hover over a style that is similar to what you want.
3. Click on the down arrow and select “New Style”
4. Give the style an appropriate name
5. “Style based on” same as the style it is based on (not the default “Normal”)
6. Click on the “Font” (or other) button
7. Make changes to get the desired results. If you need to change the color or the font type, use only the approved fonts and colors.
8. Click “OK”
9. If needed, click on other buttons, such as “Tabs”
10. Click “OK”
11. Select text and apply the new style.

* These instructions may work with other Microsoft Office programs.