

E01 - 100% BLACK



E02 - 50% BLACK



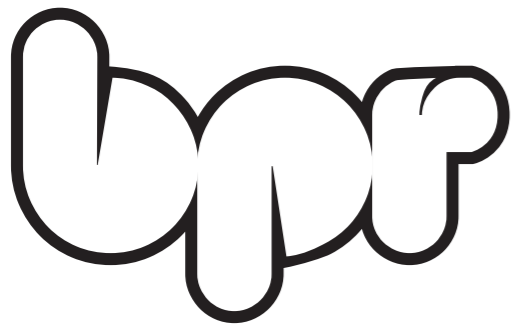
E03 - 25% BLACK



E04 - WHITE



E05 - 100% BLACK - FILL & STROKE



E06 - 50% BLACK - FILL & STROKE



E07 - 25% BLACK - FILL & STROKE



E08 - WHITE STROKE (NO FILL)



E09 - RED RIBBON - FILL



E10 - RED RIBBON - FILL & STROKE



E11 - 100% BLACK (PLUS TEXT)

E12 - WHITE (PLUS TEXT)



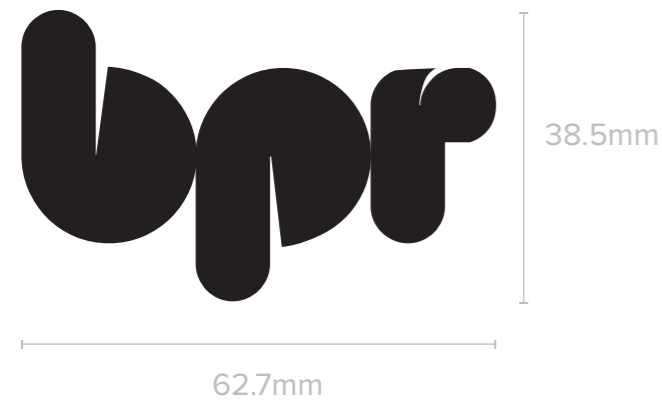
Brooks Pumfrey Research

E10 - RED RIBBON - FILL & STROKE (PLUS TEXT)



Brooks Pumfrey Research

## DIMENSIONS - E01 TO E04, E11, E12

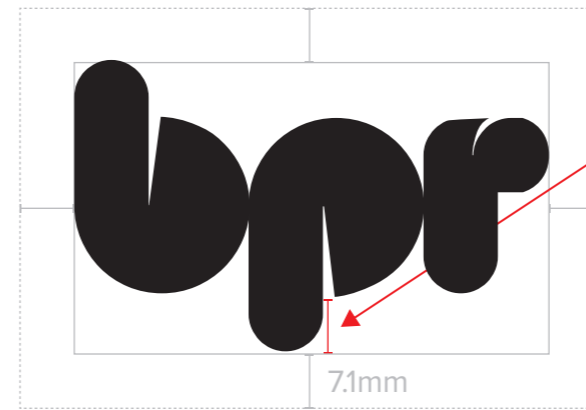


## RATIO

$63 / 39 = 1.6286$  is our ratio.

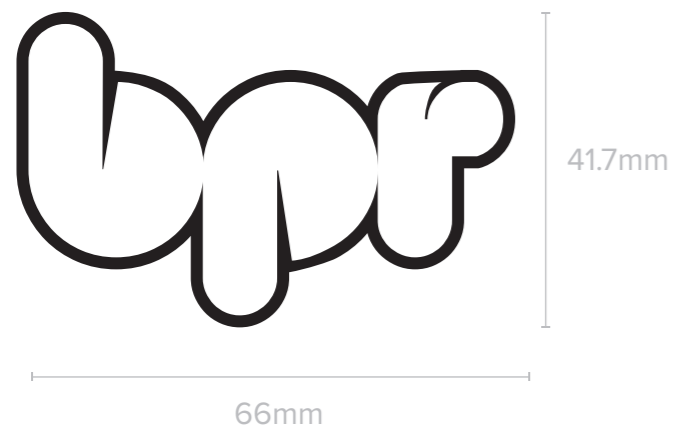
The length is 1.6286 times wider than the height.

## WHITE SPACE - E01 TO E13



The white space around the logo is based on the space between *bottom of the x-height and the baseline.*

## DIMENSIONS - E05 TO E08, E10, E13

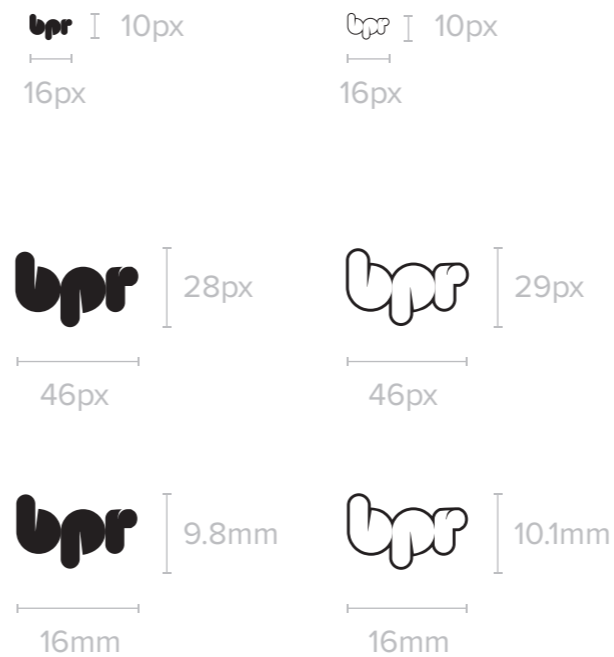


## RATIO

$66 / 42 = 1.5827$  is our ratio.

The length is 1.5827 times wider than the height.

## MINIMUM SIZE - E01 TO E13



The logo is designed to work at a minimum size of:

Web: 10px by 16px  
*All*

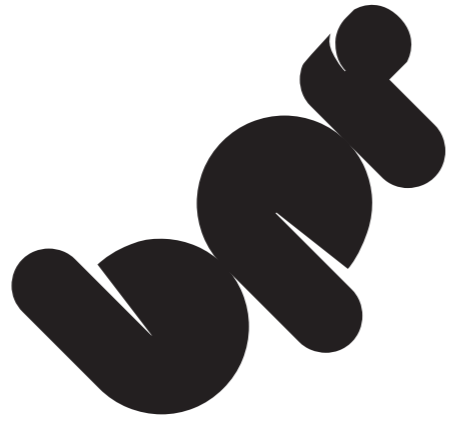
Presentations: 46px by 28px  
*E01 to E5, E11, E12*

Presentations: 46px by 29px  
*E05 to E08, E10, E13*

Print: 16mm by 9.8mm  
*E01 to E5, E11, E12*

Print: 16mm by 10.1mm  
*E05 to E08, E10, E13*

**X ROTATE**



**X CROP**



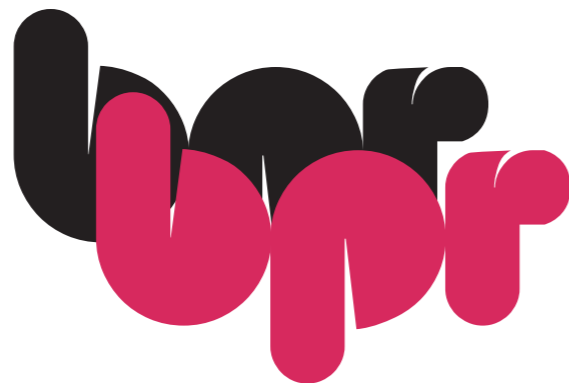
**X FLIP**



**X NOTHING ON TOP**



**X TWO LOGOS**



**! IF IN DOUBT**

Contact for advice