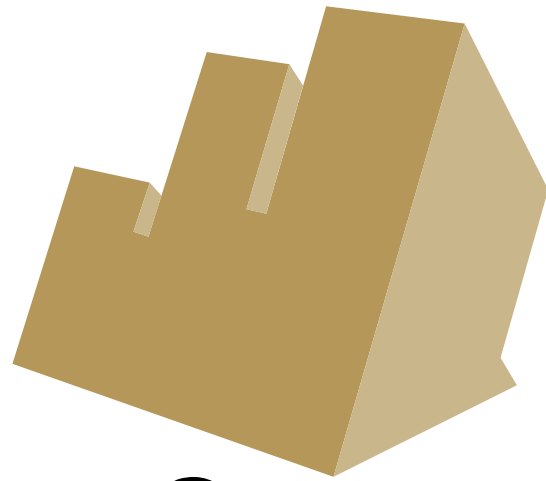


Logo



effie
awards

Logo (Primary)

The Effie Awards logo is the graphic symbol of the corporate brand and is the most important corporate asset. It must be protected from misuse by assuring a consistent high-quality reproduction, wherever it appears.

The logo is composed of two elements: a symbol in the rendition of the trophy and a crafted logotype based on ITC Avant Garde Bold. The symbol and logotype can be used on their own depending on the circumstance i.e. super graphic, sign off, etc. However it is strongly recommended to follow the primary configuration (see logo below).

It is a unique piece of artwork and must never be re-created unless approved by Effie Worldwide Inc. These guidelines will help you reproduce the Effie Awards logo with care, precision, and consistency.

Symbol
Pantone 872 C
Pantone 872 C 70%

Wordmark
Pantone Process Black C
Pantone 872 C



Logo (Country and Region Variations)

When Effie is applied to other countries and regions the additional titles must follow the same rules as the primary logo in terms of color, typography, and space. This is in order to maintain a consistent worldwide brand.

Symbol
Pantone 872 C
Pantone 872 C 70%

Wordmark
Pantone Process Black C
Pantone 872 C
Date typeface: Chalet London
Nineteen Seventy

Country
Pantone 872 C 70%
Typeface: ITC Avant Garde Bold
lowercase match cap height/match tracking and leading of wordmark

2009



Symbol
Pantone 872 C
Pantone 872 C 70%

Wordmark
Pantone Process Black C
Pantone 872 C
Date typeface: Chalet London
Nineteen Seventy

Region
Pantone 872 C 70%
Typeface: ITC Avant Garde Bold
lowercase match cap height/match tracking and leading of wordmark

2009



Logo (World Festival)

When the World Festival elements are applied to the Effie identity, they must follow the same rules as the primary logo in terms of color, typography, and space. Additionally to avoid visual conflict the World Festival symbol takes the place of the Effie award symbol. The World Festival symbol should reflect the chosen theme and location of that year. The new symbol is subject to the rules previously listed and must be approved by Effie Worldwide Inc. in order to maintain a consistent worldwide brand.

<p>Symbol Pantone 872 C Pantone Process Black C</p>		
<p>Wordmark Pantone Process Black C Pantone 872 C Date typeface: Chalet London Nineteen Seventy</p>	<p>2009</p>	
<p>Location Pantone 872 C 70% Typeface: ITC Avant Garde Bold lowercase match cap height/match tracking and leading of wordmark</p>	<p>2009</p>	
		
	<p>No location</p>	<p>No year</p>

Color Palette

The color palette is based on the highlights and tones of the trophies' colors bronze, silver, gold and the Grand effie's Black. Gold is the primary color and represents the strength of the brand. However using the other award colors for variations of the logo is also acceptable.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Primary Color Palette



Secondary Color Palette Tints



Logo Usage (Color Variation)

4 Color Logo

Note: The 4 color logo uses gradients to achieve a 3D look. Use this technique when you are unable to use metallic materials to represent the logo.



2 Color Logo

Note: The 2 Color Logo uses metallic pantones to achieve the appearance of metals. This is the preferred look, however for production purposes use this style when you have the printing capabilities.



1 Color Logo

Note: The 1 color logo is used for special printing purposes (varnishes, faxes).



Clear Space and Scale

Always maintain a minimum clear space around the logo to preserve its integrity. This space isolates the logo from distracting graphic elements, such as copy, photography, or background patterns. The minimum amount of space surrounding the logo and its elements are based on the x width of the 'e' in effie awards. When appending the date, the distance is determined by the case height of the year. When appending a location its cap height should match the cap height of the date and match the leading of the Effie Award or Effie World Festival logos.

The logotype should always be legible. When the logo is less than .5 inch it becomes difficult to read and loses its effectiveness.



100%



50%



1/2 inch
Note: Minimum Size



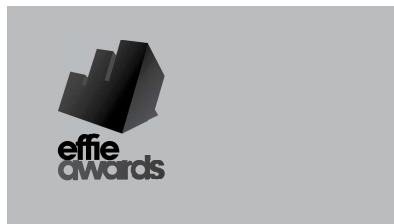
Background Control

When placing the logo over a background it is preferred that it is over a clear white space. If it is required to be over a photographic or complex background then allow for enough clear space and place the logo in the clearest area of the background.

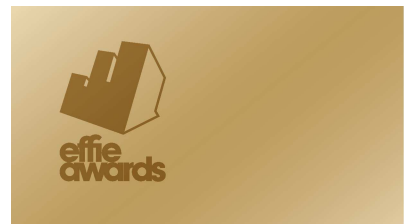
White Space



Colored Space



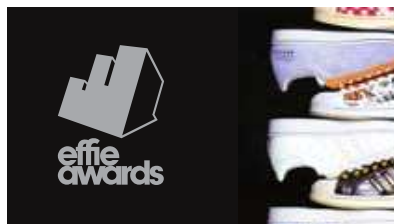
Gradient Space



Photographic White Space



Photographic Colored Space



Photographic Negative Space



Incorrect Usage

The shape, color, and configuration of the effie awards logo should never be altered in any way. Although the examples below do not represent every misuse, they illustrate some common misuses that must be avoided when reproducing the logo.



Do not change the color of the logo.



Do not stretch or distort the logo.



Do not place logo on a confusing background.



Do not change the proportions of the logo elements.



Do not rearrange the logo elements.



Do not change the orientation of the symbol.



Do not change the typeface of the location, region, country.



Do not change the orientation or typeface of the date.



Do not change the World Festival typeface.