

BRAND GUIDELINES

2019 Americas Public Edition



ESG[®]
ECCO SAFETY GROUP

BRAND EVOLUTION

Providing strategic guidance

What is a brand? It is the visual identity our company presents to our customers. It is our interaction with distributors, customers and fellow team members. And for more than 47 years, our brand has been simple – **we are passionate about safety.**

While our passion for providing the highest-quality safety solutions and emergency systems in our industry has not changed, our identity and brands have evolved.

Today, we are ECCO Safety Group® – the world’s largest manufacturer of commercial and emergency vehicle warning and safety products. Our brands must reflect that level of distinction.

Branding goes far beyond a style guide of logos, colors, fonts and letterhead. The standards set forth in this book are crucial to maintaining the integrity of our brand in such a diverse organization and provide strategic guidance to all of our teams around the world.

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ICONS

To download logos, color palettes and fonts, look for this icon in the top corner of each page.



Click this icon to download logos and templates

CORPORATE STRUCTURE

Our corporate name and compilation of brands worldwide



ECCO Safety Group® (ESG) is the corporate name for our compilation of brands worldwide.



ECCO® and Code 3® are the primary company brands for all safety solution and emergency system transitioning brands.



These historical brands will transition into the primary Safety Solutions or Emergency Systems brand. Britax and Preco should always be used alongside the ECCO brand and Hazard Systems and Premier Hazard should be used alongside the Code 3 brand until fully rationalized and/or transitioned.

ECCO SAFETY GROUP

This is our **CORPORATE NAME**, it's not a brand



This is our corporate name.

The octo-arc icon has been removed and should no longer be associated with the logo. Spacing has been increased between letters for legibility.

Use internally on company-wide documentation, and when representing multiple brands. Use sparingly on external communications, and demote to the footer when usage is required. ESG should never be used to represent our products or services.

CORPORATE LOGO

The primary corporate name, ESG, represents our organization in its entirety. It is only to be used when representing multiple brands or addressing the company internally. Do not use the ESG logo to represent a brand.

ECCO and Code 3 collateral should incorporate one of the following in the footer to represent our umbrella company (do not use the ESG logo).

For ECCO or Code 3 collateral use:
An **ECCO SAFETY GROUP® Brand**

For collateral representing multiple brands use:
Brands of ECCO SAFETY GROUP®



1-color version



white reversed



Clear zone equals a boundary the height of the "E"



To maintain the legibility and integrity of our brand logos, the minimum reproduction width for print and digital is 0.75"

CORPORATE CLEAR ZONE

To ensure the greatest visual impact, the logos must always be framed at the top and sides within a zone of "breathing" space that is equal to or greater than the height of the "E". No other graphic element or text may appear in this zone.



When placed on the same document as a primary brand, the ESG letter height should be equal to the brand letter height or smaller

CORPORATE COLORS

BLUE Primary Color

C100 **M**76 **Y**8 **K**1
R0 **G**82 **B**153
HEX 0046ad
PMS 293 (solid coated)

DARK BLUE Secondary Color

C100 **M**60 **Y**0 **K**60
R0 **G**46 **B**94
HEX 002e5e
PMS 295 (solid coated)

GRAY Accent Color

C0 **M**0 **Y**0 **K**25
R199 **G**200 **B**202
HEX c7c8ca
PMS 428 (solid coated)

CORPORATE TYPOGRAPHY

PRIMARY / COPY FONT

Use for ESG, ECCO and Code 3 communications



Frutiger 55

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 55 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY / TITLE FONT

Use for ESG, ECCO and Code 3 communications



Eurostile Extended

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostile Bold Extended

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIGITAL / WEB FONT

Use for ESG, ECCO and Code 3 communications



Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



ECCO

This is our primary **SAFETY SOLUTIONS** brand



**The ECCO brand should be used when representing
Safety Solution applications.**

Text should always align with the left side of the “E” and
should not align with the octo-arc.

ECCO LOGO

The primary ECCO logo should be used in most instances when representing the commercial warning brand. The secondary ECCO logo may be used on a dark background.



full color version



white reversed

ECCO COLORS

DARK BLUE Accent Color

C100 **M**60 **Y**0 **K**60
R0 **G**46 **B**94
HEX 002e5e
PMS 295 (solid coated)

ORANGE Secondary Color

C0 **M**50 **Y**100 **K**0
R247 **G**148 **B**29
HEX f7941d
PMS 1375 (solid coated)

BLUE Primary Color

C100 **M**76 **Y**8 **K**1
R0 **G**82 **B**153
HEX 0046ad
PMS 293 (solid coated)

ECCO CLEAR ZONE

To ensure the greatest visual impact, the logos must always be framed at the top and sides within a zone of “breathing” space that is equal to or greater than the height of the “E”. No other graphic element or text may appear in this zone.



Clear zone equals a boundary the height of the “E”



When placed side by side, the ECCO and Code 3 logo font heights should be identical.



To maintain the legibility and integrity of our brand logos, the minimum reproduction width for print and digital is 1"

Logo Misuse

- stretching or changing proportions
- recreating the logo
- deviating from approved colors
- using low resolution or “non-vector” versions
- applying special effects
- rotating or angling the logo
- applying transparencies
- outlining the logo

Application Misuse

- invading the “breathing” space
- allowing text to overlap the logo
- decreasing opacity to create watermarks
- stepping and repeating the logo
- obscuring the logo with graphic elements
- replacing the brand name in copy with a logo
- printing on a background that detracts visibility

LOGO DON'TS



CODE 3

This is our primary **EMERGENCY SYSTEMS** brand



The Code 3 brand should be used when representing Emergency System applications.

Text should always align with the left side of the "C" and should not align with the angled strap lines.

CODE 3 LOGO

The primary Code 3 logo should be used in most instances when representing the emergency warning brand. The secondary Code 3 logo may be used on a dark background.



full color version



full color reversed



white reversed

CODE 3 COLORS

GRAY Accent Color

C0 M0 Y0 K25
R199 G200 B202
HEX c7c8ca
PMS 428 (solid coated)

RED Secondary Color

C0 M100 Y100 K0
R237 G28 B36
HEX ed1c24
PMS 485 (solid coated)

BLACK Primary Color

C100 M100 Y100 K100
R3 G0 B0
HEX 030000
PMS 426 (solid coated)

CODE 3 CLEAR ZONE

To ensure the greatest visual impact, the logos must always be framed at the top and sides within a zone of “breathing” space that is equal to or greater than the height of the “C”. No other graphic element or text may appear in this zone.



Clear zone equals a boundary the height of the “C”



When placed side by side, the ECCO and Code 3 logo font heights should be identical.



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LOGO DON'TS



AMERICAS MARKETING SUPPORT

Send marketing and branding support requests to <http://bit.ly/ESGSupportRequest> and receive a response within **24 hours**



Jennie Marvin
Director of Marketing
jennie.marvin@esg.global



James Orr
Sr. Multimedia Designer
james.orr@esg.global



Mike Oster
Tradeshow Specialist
michael.oster@esg.global



Jessica Nuesse
Brand Manager
jessica.nuesse@esg.global



Mike Culton
Content Specialist
michael.culton@esg.global



Bryce Pielstick
Digital Marketing Coordinator
bryce.pielstick@esg.global