

# BRAND GUIDELINES

2019 EMEA Public Edition

**ESG**<sup>®</sup>  
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, colours, fonts and letterhead. The standards set forth in this book are crucial to maintaining the integrity of our brand in such a diverse organisation and provide strategic guidance to all of our teams around the world.

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## ICONS

To download logos, colour 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 rationalised 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 organisation 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-colour 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 19mm / 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 COLOURS

### BLUE Primary Colour

**C**100 **M**76 **Y**8 **K**1  
**R**0 **G**82 **B**153  
**HEX** 0046ad  
**PMS** 293 (solid coated)

### DARK BLUE Secondary Colour

**C**100 **M**60 **Y**0 **K**60  
**R**0 **G**46 **B**94  
**HEX** 002e5e

### GREY Accent Colour

**C**0 **M**0 **Y**0 **K**25  
**R**199 **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 colour version



white reversed

## ECCO COLOURS

### DARK BLUE Accent Colour

**C**100 **M**60 **Y**0 **K**60  
**R**0 **G**46 **B**94  
**HEX** 002e5e  
**PMS** 295 (solid coated)

### ORANGE Secondary Colour

**C**0 **M**50 **Y**100 **K**0  
**R**247 **G**148 **B**29  
**HEX** f7941d  
**PMS** 1375 (solid coated)

### BLUE Primary Colour

**C**100 **M**76 **Y**8 **K**1  
**R**0 **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 colours
- 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 systems brand. The secondary Code 3 logo may be used on a dark background.



full colour version



full colour reversed



white reversed

## CODE 3 COLOURS

### GREY Accent Colour

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

### RED Secondary Colour

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

### BLACK Primary Colour

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.



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- replacing the brand name in copy with a logo
- printing on a background that detracts visibility

## LOGO DON'TS



# EMEA MARKETING SUPPORT

Contact us with your marketing and branding support requests



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