BRAND GUIDELINES

2019 Asia Pacific 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, 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

ESG®
ECCO SAFETY GROUP

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

ECCO® CODE 3®

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

Britax PRECO™ HAZARD™ systems PREMIER HAZARD™

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.



ESG®
ECCO SAFETY GROUP

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 usuage is required.
ESG should never be used to represent our products or services.

DOWNLOAD
ESG LOGOS

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

DOWNLOAD
CORPORATE COLOUR SWATCHES

CORPORATE COLOURS

BLUE
Primary Colour

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

DARK BLUE
Secondary Colour

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

GRAY
Accent Colour

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

DOWNLOAD
CORPORATE FONTS

CORPORATE TYPOGRAPHY

PRIMARY / COPY FONT
Use for ESG, ECCO and Code 3 communications

Ee

Frutiger 55
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 55 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY / TITLE FONT
Use for ESG, ECCO and Code 3 communications

Ee

Eurostile Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostile Bold Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIGITAL / WEB FONT
Use for ESG, ECCO and Code 3 communications

Ee

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.

DOWNLOAD
ECCO LOGOS

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

DOWNLOAD
ECCO COLOUR SWATCHES

ECCO COLOURS

DARK BLUE
Accent Colour

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

ORANGE
Secondary Colour

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

BLUE
Primary Colour

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 DON’TS

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



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.

DOWNLOAD
CODE 3 LOGOS

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 colour version



full colour reversed



white reversed

DOWNLOAD
CODE 3 COLOUR SWATCHES

CODE 3 COLOURS

GRAY
Accent Colour

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

RED
Secondary Colour

C0 **M**100 **Y**100 **K**0
R237 **G**28 **B**36
HEX ed1c24
PMS 485 (solid coated)

BLACK
Primary Colour

C100 **M**100 **Y**100 **K**100
R3 **G**0 **B**0
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.



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

LOGO DON’TS

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



The Xray Vision brand should be used when representing Off-Road applications.

Text should always align with the left side of the “X”.

DOWNLOAD
XRAY LOGOS

XRAY LOGO

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



full color version



full colour reversed

DOWNLOAD
XRAY COLOUR SWATCHES

XRAY COLOURS

DARK GREY
Accent Color

C69 **M**60 **Y**55 **K**38
R71 **G**74 **B**77
HEX 474a4d

RED
Secondary Color

C1 **M**99 **Y**97 **K**0
R237 **G**28 **B**36
HEX ed1c24

BLACK
Primary Color

C70 **M**67 **Y**64 **K**74
R35 **G**31 **B**32
HEX 231f20

XRAY 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 “X”.



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



To maintain the legibility and integrity of our brand logos, the minimum reproduction width for print and digital is 25mm

LOGO DON’TS

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











ASIA PACIFIC MARKETING SUPPORT

Send marketing and branding support requests to **ESGAPMarketing@eccogroup.com** and receive a response within **24 hours**

ESG®
ECCO SAFETY GROUP