ESG®
ECCO SAFETY GROUP

BRAND
GUIDELINES

2025 PUBLIC EDITION | Americas External

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 52 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.

CONTENTS

ICONS

To download logos, color palettes, templates and more, look for these icons in the top corner of each page.

Click this icon to download logos and templates

Since 1972, ECCO Safety Group (ESG) has designed and manufactured some of the world's most effective and innovative visual and audible warning equipment for commercial and public safety vehicles, providing superior protection and enhanced safety both on job sites and out on the road.

Globally, ESG serves more than 3,000 OEM and private label, fleet and aftermarket customers in a range of industries. ESG has facilities in the Americas, Europe, Asia and Australia and a portfolio of the most respected brands in the industry. While we have reached global success, at our core we are committed to providing superior protection and enhanced safety to all of our customers.

OUR MISSION
PROTECTING PEOPLE WITH WORLD-LEADING INNOVATIVE SAFETY SOLUTIONS.
ONE TEAM. ONE MISSION.

OUR VALUES
WE VALUE PEOPLE, CUSTOMERS, TEAMWORK,
COMPETITIVENESS, AND INNOVATION.

CORPORATE STRUCTURE

OUR CORPORATE NAME & COMPILATION OF BRANDS WORLDWIDE

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

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ECCO®, Code 3® and LED Autolamps® are the primary company brands for all safety solution, emergency system and visibility solutions 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

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 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®**

ESG®
ECCO SAFETY GROUP

1-color version

ESG®
ECCO SAFETY GROUP

white reversed

CORPORATE CLEAR ZONE

ESG®
ECCO SAFETY GROUP

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

ESG®
ECCO SAFETY GROUP

.75"

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

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.

ESG | ECCO® | CODE 3® | LED autolamps®

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

CORPORATE TYPOGRAPHY

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)

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
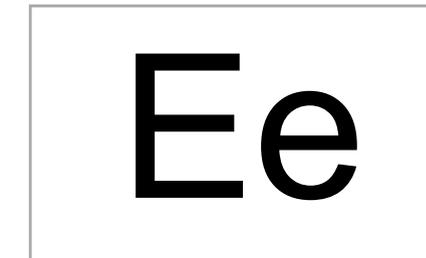
Ee

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

ECCO ®

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

ECCO COLORS

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

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.

1"

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

CODE 3 COLORS

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

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.

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LOGO DON'TS

AMERICAS MARKETING SUPPORT

Send marketing and branding support requests to **ESG.Global/AmericasMarketingSupport** and receive a response within **24 hours**

Bryce Pielstick
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ESG ®
ECCO SAFETY GROUP