



















# USING THE ESKADENIA BRAND IDENTITY ELEMENTS

## Logomark

### Official Artwork

The logomark should always be used or applied from the original, high resolution electronic source, and should never be scanned or copied from a piece of stationery, brochure or any other printed application. Pre-built logomark files are available from the Designer Dept. in multiple graphics file formats that are compatible with most systems. However, there are many versions of programs, formats, systems and platforms. If the available electronic files are not compatible with your specific need, you may request another file format. It is your responsibility to request the exact file you need.

### Incorrect Use of the Logomark

The ESKADENIA logomark is a valuable investment in the future of ESKADENIA Software Solutions, and requires careful use and management to continue to grow in value. The elements of the logomark appear in a precise relationship and must not be changed or modified in any way.



# USING THE ESKADENIA BRAND IDENTITY ELEMENTS

## Logomark

### The Logomark should NOT be:

Changed relative to the position of the banner



Combined with other graphics or Illustrations



Distorted horizontally or vertically



Used in any color other than the color combinations detailed in the Official ESKADENIA Colour Specifications



Applied using another typeface



Placed on an angle



Changed relative to the sizes of the elements



Applied to areas of other graphic images



# USING THE ESKADENIA BRAND IDENTITY ELEMENTS

## Logomark

### The Logomark should NOT be:

Reproduced within a title or phrase



Applied without all graphic or type elements



Used as part of a pattern



Positioned in violation of minimum staging

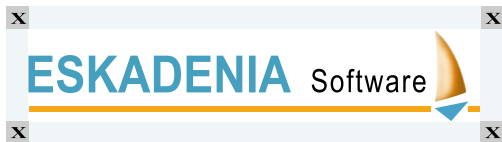


Enclosed within a border



# USING THE ESKADENIA BRAND IDENTITY ELEMENTS

## ESKADENIA Signature



Copyright logo



The ESKADENIA signature is defined as the logomark combined with the full name ESKADENIA Software. A system of signatures has been developed in multiple configurations, available for use depending on the format and space available.

A clear space surrounding all signatures should be kept free of competing typography and imagery. The “x” distance (which equals the height of the letter “S”) surrounding each signature defines this clear space.

A preferred signature is used on stationery and printed materials, and will appear more often than any other signature. It features the logomark directly connected to the ESKADENIA name in a horizontal format.

All signatures include the logomark in a precise relationship to the full name of the company. This relationship should not be altered in any of the signatures. The full name of the company should never be used alone in any of the signature configurations without the SOFTWARE logomark.

No signature should be applied so that the logomark portion is smaller than 1/4inch wide, except on publication covers where its minimum size is 1/2” wide.

# ESKADENIA COLOURS

The official ESKADENIA colours are ESKADENIA's signal: orange, blue and black.

The contrast of the signal orange and blue will contribute to the immediate recognition of ESKADENIA .



# ESKADENIA COLOURS

## Official ESKADENIA Colour Specifications

ORANGE  
# FCB034  
RGB: 252 176 52  
CMYK: 0 40 80 0

BLUE  
# 00AFEF  
RGB: 0 175 239  
CMYK: 75 15 0 0

CHARCOAL  
# 404041  
RGB: 64 64 65  
CMYK: 0 0 0 90

### Maintaining Colour Standards

The consistent use and accurate reproduction of the ESKADENIA colours, along with the complementary colours, will enable our audiences to recognise ESKADENIA communications at a glance. Maintaining the accuracy and integrity of the ESKADENIA colours is one of the most important aspects of building the equity of the ESKADENIA brand identity.

The ESKADENIA blue and orange colours are the most critical colours to accurately reproduce. The specifications included in this document cover a variety of available reproduction methods.

No matter what formula or colour standard is applied, there is no substitute for the human eye. A visual colour match to the official ESKADENIA blue colour is required at all times, to maintain the intensity of the signal blue.

In order to accurately reproduce the official ESKADENIA colours in all applications, the following system of colour formulas is provided for use depending on the application and media.



# ESKADENIA COLOURS

## Official ESKADENIA Colour Specifications

### ESKADENIA Orange Colour

For **printed materials** using  
PANTONE colours

- \* **PANTONE® 150C** for coated applications.
- \* **PANTONE® 143U** for uncoated applications.

For **process colour applications**

C=cyan, M=magenta, Y=yellow and K=black:  
CMYK = 0, 40, 80, 0

For **electronic applications and reproduction**

R=red, G=green, and B=blue:  
RGB = 252, 176, 52

For **Website use**, HTML (hexadecimal)  
notation for input into a text editor  
HTML = #fcb034 (hexidecimal)

### ESKADENIA Blue Colour

For **printed materials** using  
PANTONE colours

- \* **PANTONE® 299C** for coated applications.
- \* **PANTONE® 2995U** for uncoated applications.

For **process colour applications**

C=cyan, M=magenta, Y=yellow and K=black:  
CMYK = 75, 15, 0, 0

For **electronic applications and reproduction**

R=red, G=green, and B=blue:  
RGB = 0, 175, 239

For **Website use**, HTML (hexadecimal)  
notation for input into a text editor  
HTML = #00afef (hexidecimal)



# ESKADENIA TYPEFACES

## Official ESKADENIA Typefaces

The written word is an important part of developing a consistent and memorable image for ESKADENIA. An approachable, readable and legible style is necessary to successfully communicate with our audiences.

The typography used in the ESKADENIA logomark is created from the Arial Bold and Arial Normal typeface family. They represent the preferred typeface families for ESKADENIA communications. Arial is **Sans Serif** font. Both typefaces are Adobe PostScript typefaces necessary for electronic publishing.

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The combination of bold and normal typestyles in communications helps represent diversity, and relates to the use of two typestyles in the ESKADENIA logomark.

In general, **Sans Serif** typefaces (Bold) are more acceptable for emphasis in headlines, sub-heads, captions, charts and sidebars. Normal typestyles are more readable for body text.

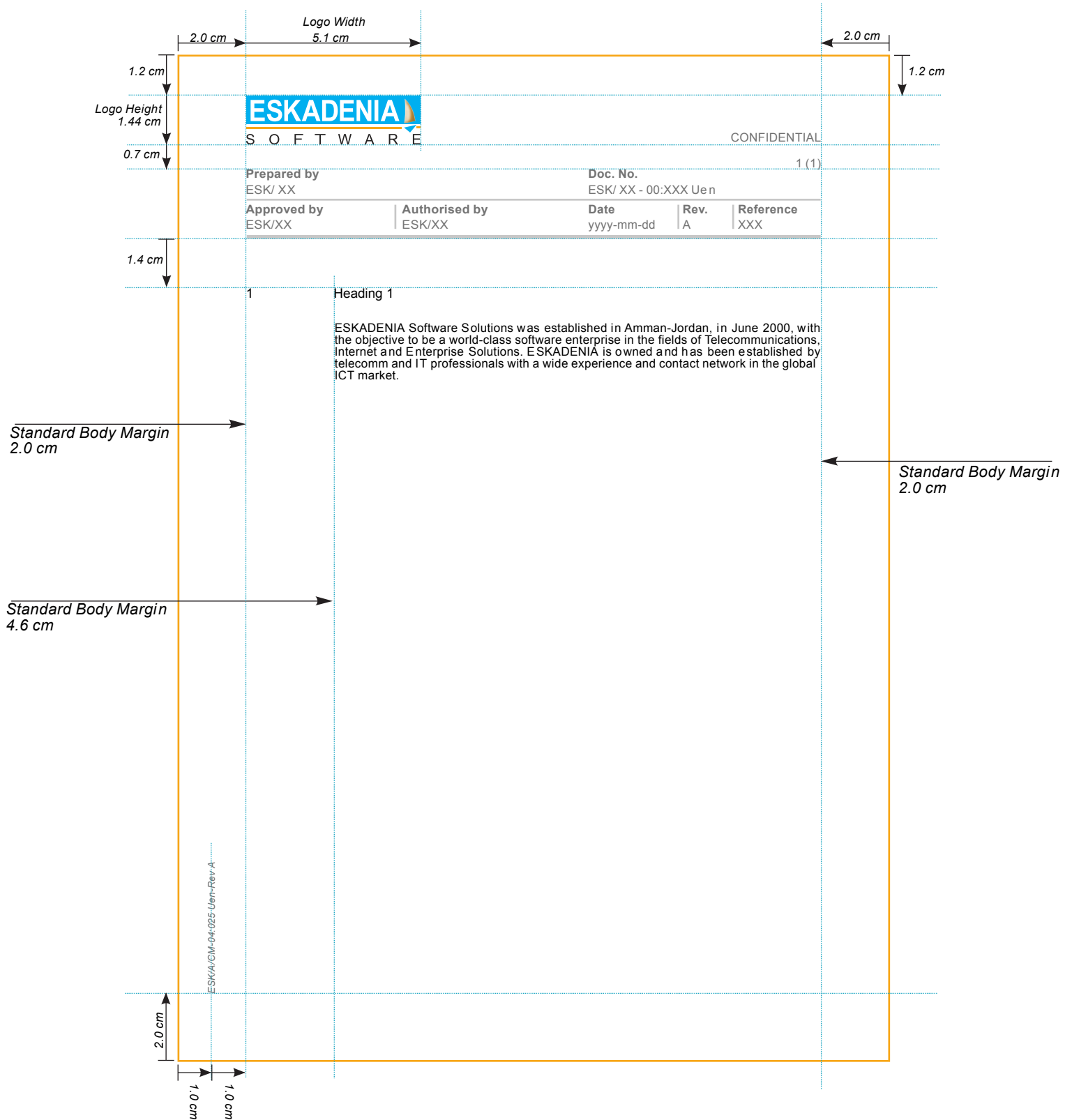




# ESKADENIA STATIONERY

A consistent and simple format exists for all major ESKADENIA stationery components. These format standards will project consistency in all ESKADENIA communications on a daily basis, and are an important foundation for building a readily recognisable ESKADENIA brand identity.





## Using the ESKADENIA Name in Text

The official name of the company is "ESKADENIA Software"

Note that the ESKADENIA brand name should not be hyphenated when it comes at the end of a justified line. (Ex. ESKA-DENIA).



# THE RESULTS

By conforming to our brand identity standards and guidelines, we ensure that each element of our brand identity program complements and reinforces the others, so that together they form a unified and memorable visual image and message.

Consistent use of our brand identity will help strengthen and differentiate our existence in the I.T. field, as well as our image and reputation internationally.

In our company setting, with our diverse operations and activities, a unified brand identity confirms our brand promise that we will always deliver relative to our mission as a world-class software solutions company.

**Our brand identity program helps signal and reinforce this commitment, and is one of the necessary tools for successfully competing in the I.T. marketplace.**

## Contacts

If you have any questions about our brand identity program, or its standards and guidelines as described in this document, please contact any of the following:

**Jawad Haddadin** | [j.haddadin@eskadenia.com](mailto:j.haddadin@eskadenia.com)

**Maha Amro** | [m.amro@eskadenia.com](mailto:m.amro@eskadenia.com)