



Using the EIC member logo

Brand guidelines - 2022

Promote your membership

The Environmental Industries Commission (EIC) represents the companies – large and small – that design, deliver and manage our national infrastructure and built environment.

Our members provide solutions to some of our biggest challenges – how do we deliver a Net Zero economy? How do we clean-up the air we breathe and the water we use? How do we deliver a prosperous built environment while restoring biodiversity and providing access to nature and green spaces?

Your organisation's membership demonstrates a commitment to the industry, reinforces your expertise, and showcases a dedication to providing high-quality services and advice.

Our exclusive 'Member' logo promotes your membership of EIC to clients and other stakeholders, building reassurance and trust.

We encourage our members to display the EIC member logo on marketing collateral and company documents – including your website, email signatures and business cards. This guide outlines some guidelines for how to do so correctly.

Further questions on the implementation of the logo can be addressed to EIC:
membership@acenet.co.uk

EIC's identity

Brand colours

To establish and maintain consistency across all communications, it is critical that our identity is reproduced with the colours outlined below.

Primary colours

EIC TURQUOISE	HEX #008585 RGB 0 133 133 CYMK 100 0 0 48	EIC YELLOW	HEX #FFCE00 RGB 255 206 0 CYMK 0 19 100 0
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Secondary colours

HEX #64BBBC RGB 100 187 188 CYMK 47 1 0 26	HEX #133A3A RGB 19 58 58 CYMK 67 0 0 77
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Membership logo use

Variants

When the background colour does not offer sufficient contrast for the two-colour version to stand out, the white version should be used. (2). When printing in black and white please use the mono/black version (3).

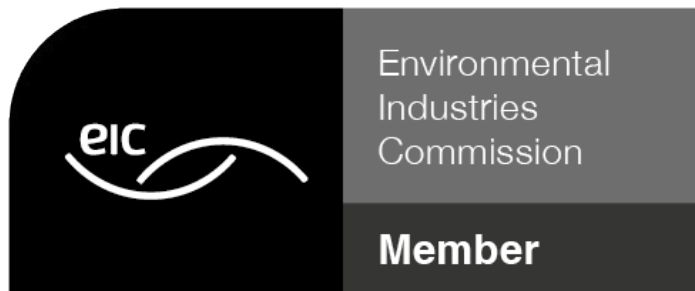
1.



2.



3.

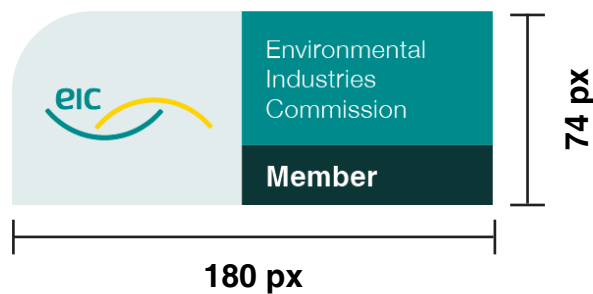


Membership logo use

Minimum size & clear space

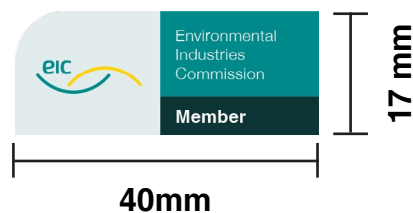
To ensure maximum impact and promotion of your membership, the area immediately surrounding the logo should be kept clear of graphics, type, illustrations, and photography and not used on excessively busy or patterned backgrounds. To ensure all elements of our logo are visible and legible, the minimum width for reproduction is 40mm (or 180 pixels digitally).

Screen:



To enhance clarity and ensure stand-out, a clear space must appear around our identity at all times. Adhering to clear space is particularly important when placing our logo alongside images or the logos of other organisations.

Print:



Membership logo use

Common mistakes



X Do not distort or wrap the logo



X Do not crop the logo



X Do not place the logo on top of a busy pattern



X Do not rotate the logo

Membership logo use

EIC's member logo is intended to be used both by individuals who work for an EIC member company and the business itself. Our checklist below outlines some of the places where members have displayed the logo in the past.

Please note that affiliates of EIC and sponsors of EIC related events and activity are not permitted to use the EIC member logo.

Website

- | | | |
|--|--|--|
| <input type="checkbox"/> Homepage | <input type="checkbox"/> About us page | <input type="checkbox"/> Sitewide footer |
| <input type="checkbox"/> Association/Membership page | <input type="checkbox"/> Staff biographies | <input type="checkbox"/> Sitewide header |

Office supplies

- | | | |
|---|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Envelopes | <input type="checkbox"/> Letterheads |
| <input type="checkbox"/> Note cards | | |

Internal

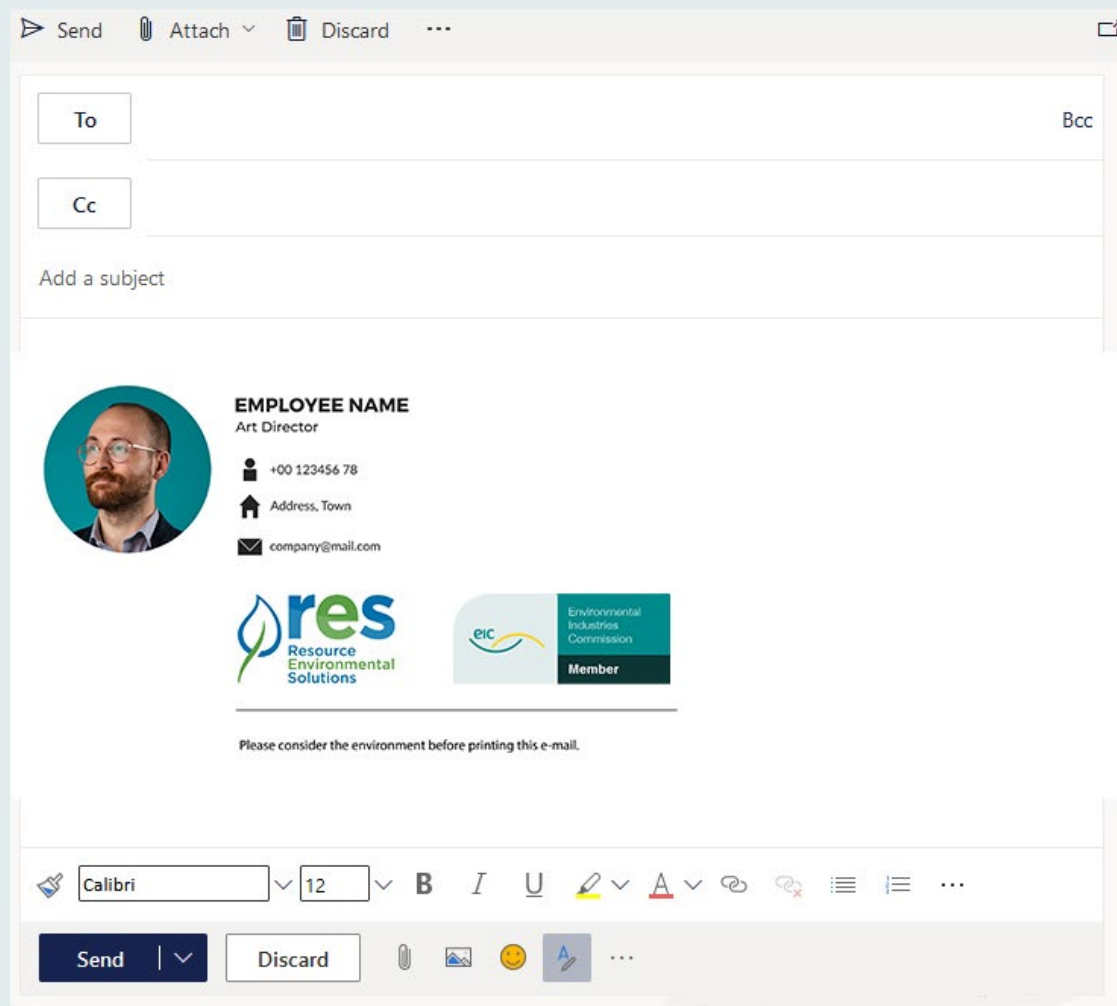
- | | | |
|---|--|--|
| <input type="checkbox"/> Internal newsletters | <input type="checkbox"/> HR/Staff onboarding documentation | <input type="checkbox"/> Employee recruiting materials |
| <input type="checkbox"/> Intranet | | |

External

- | | | |
|--|--|---|
| <input type="checkbox"/> Introduction letters | <input type="checkbox"/> Powerpoint templates | <input type="checkbox"/> Client flyers |
| <input type="checkbox"/> Proposal boilerplate | <input type="checkbox"/> Client brochures | <input type="checkbox"/> Staff biographies |
| <input type="checkbox"/> Engagement letters | <input type="checkbox"/> Engagement letters | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Joint venture letters | <input type="checkbox"/> Email signature files | <input type="checkbox"/> Lobby signage |
| <input type="checkbox"/> Blogs | <input type="checkbox"/> Niche pieces or Service-specific flyers | <input type="checkbox"/> Social media (Facebook, Twitter, LinkedIn) |

Membership logo use

Example - email signature



Membership logo use

Example - letterhead footnote





To ensure correct and consistent application at all times and across all media, the EIC brand and identity should only be reproduced in accordance with these guidelines.

For more information contact:

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