

BRAND GUIDELINES

11.03.15



The ET brand is more than a name. It's a set of values, attributes, and artwork that reflects the spirit of the musician. Using it consistently will reinforce the passion and commitment to providing a memorable wordmark to the artist fans.

WORDMARK OVERVIEW

A great brand has lots of moving parts. There are many things that need to be thought about in advance and managed over time. Design is only one aspect of how you present your brand to the public.

CLEAR SPACE

The clearspace around the wordmark on all sides should be equal to 35 pixels for maximum legibility and impact.



MINIMUM SIZE

To preserve legibility, the wordmark should never be printed smaller than .75" and should never appear less than 75 pixels in digital format.





COLOR

Use mark white on dark backgrounds.

Its unique form denotes quality and attraction, and it is meant to stand alone.

USAGE

The wordmark should not be paired with the symbol.



COLORS

The wordmark should always contrast with the background. There are 4 versions of the wordmark to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

FULL COLOR

The full color - positive logotype is the preferred version and should be used wherever possible.

MONOCHROME

When there is a limited number of colors available for reproduction, or the quality of colors is questionable, choose the monochrome version. Only black and white should be used.



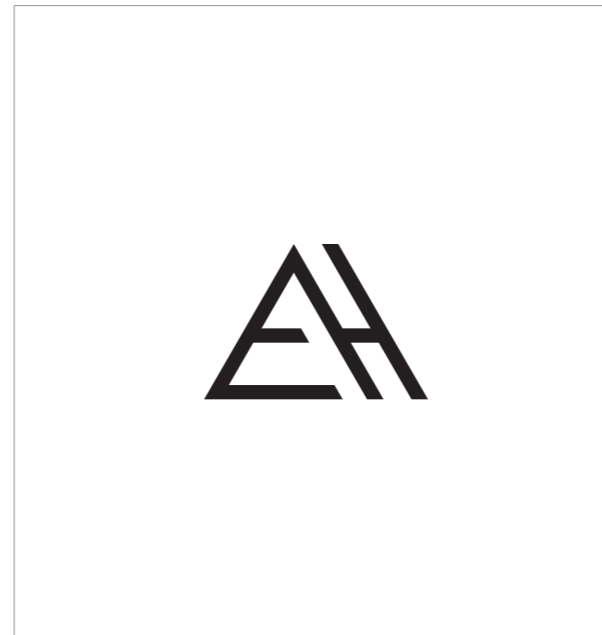
Full Color — Light Background

ET Dark Gray
#282727

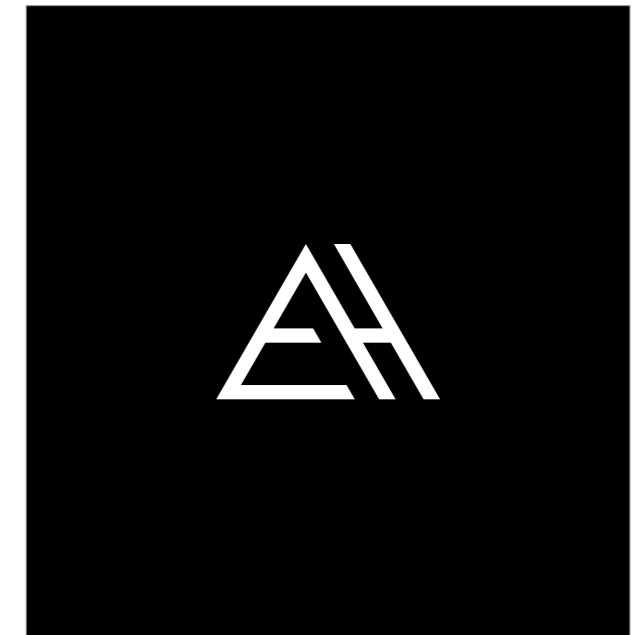


Full Color — Dark Background

ET Light Gray
#FFFFFF



Monochrome — White Background

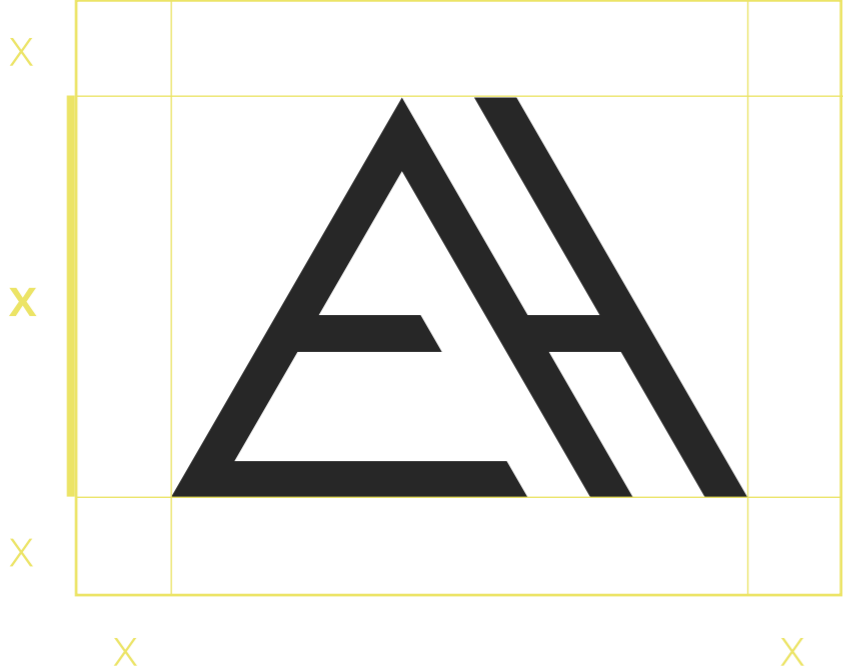


Monochrome — Black Background

CLEAR SPACE

The clear space around the wordmark on all sides should be equal to 35 pixels for maximum legibility and impact.

EXAMPLE

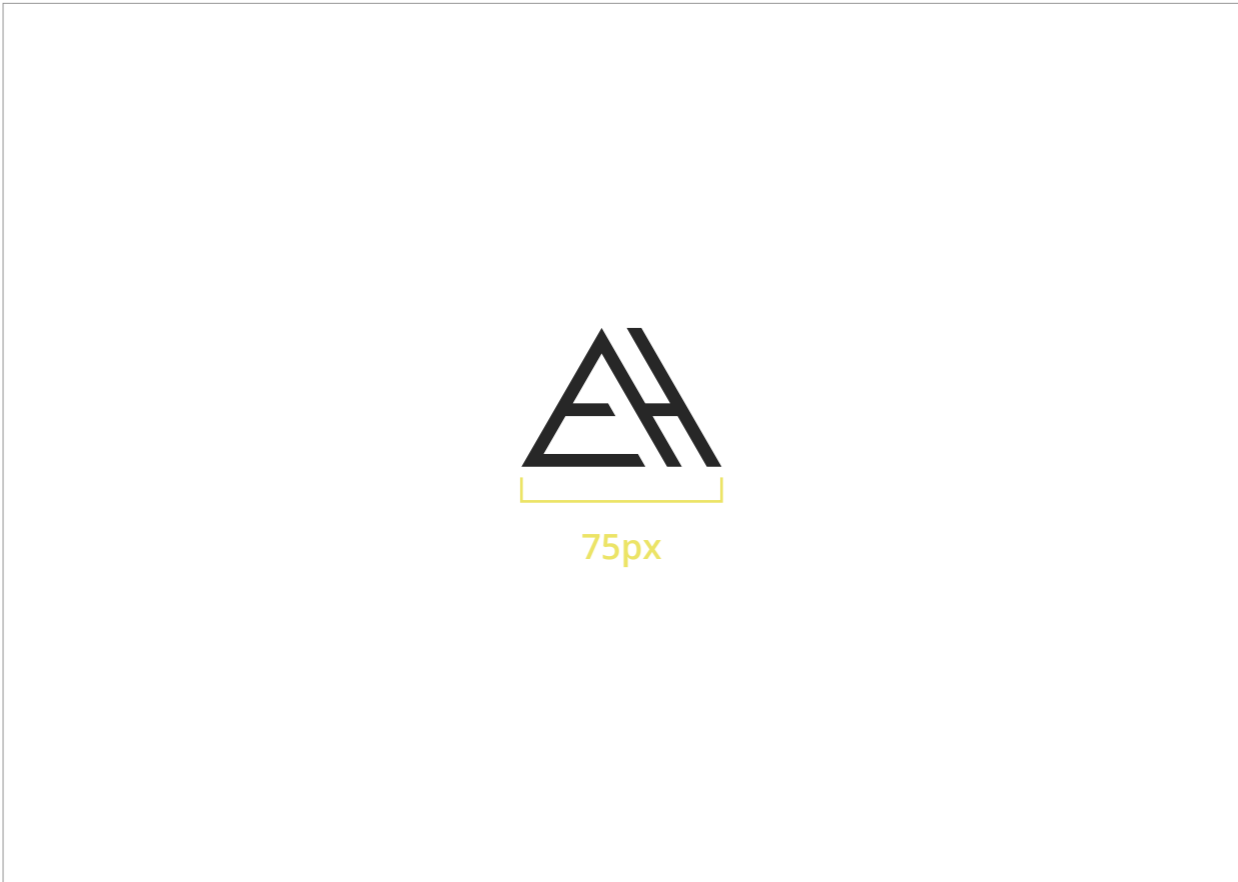


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

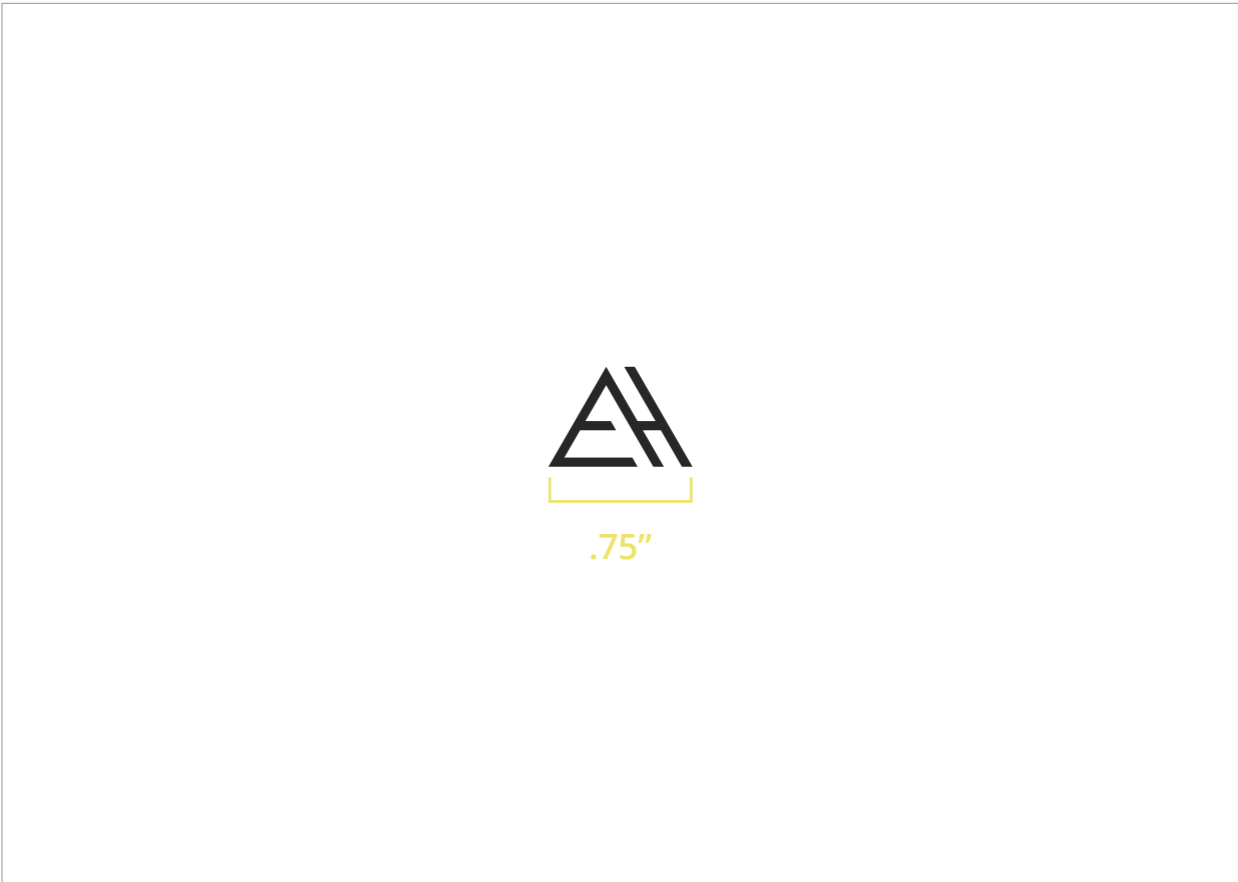
MINIMUM SIZE

To preserve legibility, the wordmark should never be printed smaller than .75" and should never appear at less than 75 pixels in digital formats.

DIGITAL



PRINT



The wordmark cannot be altered or redrawn in any other way.

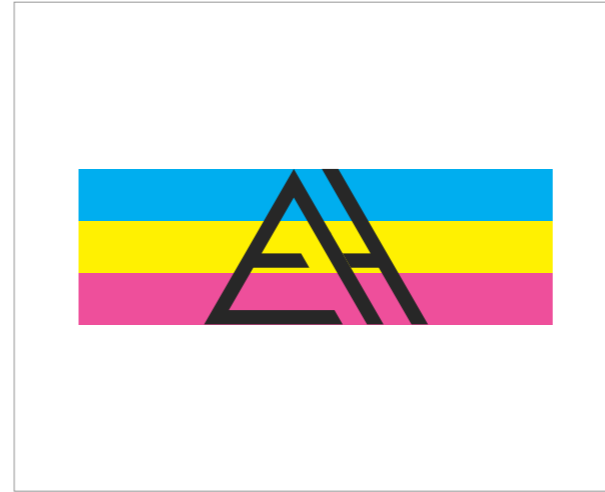
INCORRECT USAGE



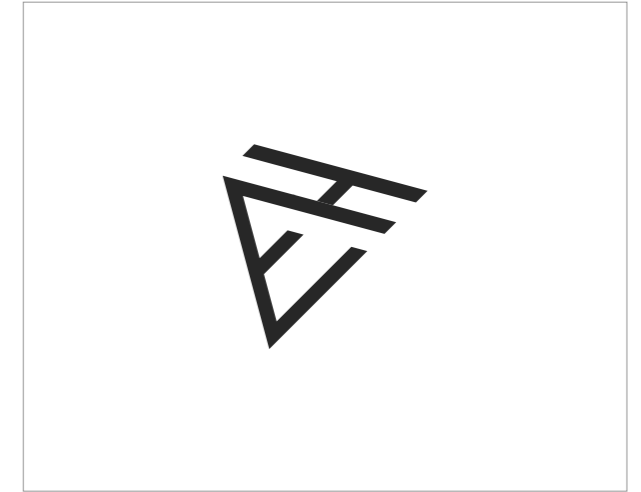
Wordmark colors inconsistent with brand standards



Letters are stretched out and distorted



Background colors inconsistent with brand standards



Angle the letters of the logotype



Wordmark paired with badge



Wordmark paired with badge

BRAND COLOR PALETTE

ET dark grey is the most frequently used brand color.
The dark hue makes lighter type easy to read.

PRIMARY BRAND COLORS

These three primary (100) colors should be the foundation of any branded designs.



COLOR TINTS

Use the tints, rather than the primary colors, in complex graphics or illustrations to give additional depth to designs.



LOGO BADGE

Use the primary badge when space is so limited that the logotype will be smaller than the minimum size (75px).

This badge is a secondary brand mark only. It is not the logo and should never be paired with the wordmark. Use it instead of the wordmark only in these specific instances.



CLEAR SPACE

The clear space around the badge should equal 4 times the thickness of the character itself (n). Maintaining this clear space will ensure maximum brand recognition and impact.



SIZING

The ideal size of the badge is between 20 and 30 pixels. While it has been designed for legibility at very small sizes, it should never appear smaller than 16 pixels.



30px



20px



16px



Ideal Size Range



Minimum Size

FONT

A great brand requires consistent typography throughout all print and digital creative.

ET primary typeface is Aileron. It should be used every time it is available.

AILERON THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AILERON ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AILERON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AILERON SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AILERON BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AILERON BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AILERON HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AILERON ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

