

Using the  
ECMD  
Corporate  
Signature



The ECMD logotype has been custom designed using Handel Gothic and combined with an outline stroke to give it a bold appearance. The "®" is always positioned bottom right of the logotype.

The Globe identifier is centered above the ECMD logotype and the Statement-Of-Value with its associated line rules are centered below the ECMD logotype.

Repositioning any elements or changing colors of the ECMD signature is unacceptable. **Note:** For extreme enlargements of the the ECMD signature, the "®" may be reduced to a more aesthetically pleasing size.



**2-Color and 4-Color usage on a white field.**

2-Color usage: ECMD logotype, stroke and "®" are to appear in PMS 273, the Globe identifier and the Statement-Of-Value and its line rules are to appear in black.

4-Color usage: ECMD logotype, stroke and "®" are to appear in C=100, M=96, Y=0, K=8, the Globe identifier and the Statement-Of-Value and its line rules are to appear in black.



**Usage on a light-toned field.**

ECMD logotype, stroke, "®" Globe identifier and the Statement-Of-Value and its line rules are to appear in black.



**Usage on a dark-toned field.**

ECMD logotype, stroke, "®", Globe identifier and the Statement-Of-Value and its line rules are to appear in white.



**1-Color or monochromatic use.**

ECMD logotype, stroke, "®", Globe identifier and the Statement-Of-Value and its line rules can appear in solid black, PMS 273 or C=100, M=96, Y=0, K=8.