



Identity Standards
& Usage Guide

THE EWM BRAND IDENTITY

The EWM brand identity is a *Symbol & Name* logo-design style. The sophisticated and friendly Trajan Pro font style used for EXECUTIVE, compliments the Futura Book WEALTH MANAGEMENT subtext and provides a balanced font-foundation.



The unique 3-part shield symbol represents growth and protection, and communicates the idea of Building, Defending and Advancing their clients' wealth-building goals. This unified composition of graphic and typographical elements memorably communicates the unique brand essence EWM desires to convey to the world.

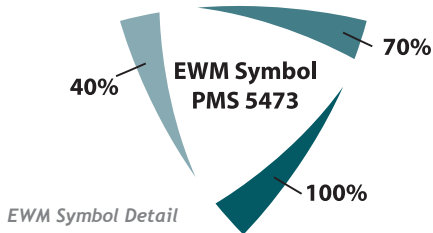
The Anatomy of the EWM Brand Identity

EWM Symbol

Business Name & Descriptor



Composite Signature



THE EWM LOGO ORIENTATIONS

The EWM logo files have been created in multiple orientations for a variety of graphic uses. As a general rule, the PRIMARY logo will be the first choice. The space where the logo is to be reproduced will dictate which orientation will work best, as well as with or without the company slogan.

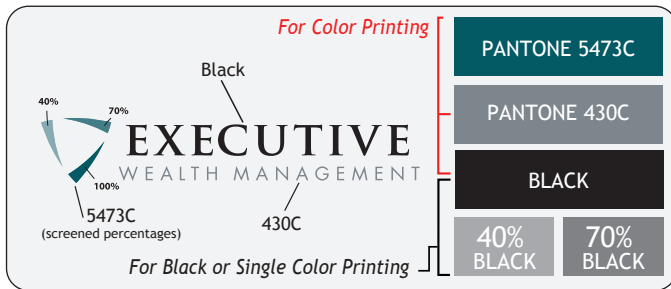


COLOR FORMULAS, COLOR USE & LOGO FONTS

Colors are defined by the **Pantone Matching System (PMS)**.

- The EWM identity uses **Pantone 5473C, 430C, and BLACK**
- Single color printing is Black or White ink only.
- White printing is also termed 'knock-out' and is always solid, not screened. *Note: The use of white (knock-outs) should be only where the item being imprinted is darker in color.*

Pantone Colors & CMYK/RGB/HTML Formulas*



Pantone 5473C
CMYK 86-20-32-51
RGB 17-94-103
HTML 115E67

Pantone 430C
CMYK 33-18-13-40
RGB 44-42-41
HTML 7C878E

Black
CMYK 60-40-40-100
RGB 44-42-41
HTML 2C2A29

*The colors in this (printed) ID Standards Guide are approximate representations of the true colors, and may or may not be a close match to the actual PMS color. Please reference the provided PDF version of this guide for the most accurate screen the colors and the printed PANTONE COLOR BRIDGE for the most accurate printed colors.

Single Color Printing Options



Black Only



Grayscale



White (Knock-Out) Color & Black

Recommended Extended Color Scheme

Additional triadic, analogous or complimentary colors could work well as accent colors to accompany the logo in web or print use.

PMS 465C

CMYK 9-29-66-24
RGB 185-151-91
HTML B9975B

PMS 7582C

CMYK 0-49-66-75
RGB 103-71-54
HTML 674736

PMS 506C

CMYK 19-86-38-57
RGB 132-52-78
HTML 84344E

PMS 2374

CMYK 72-55-20-18
RGB 77-95-128
HTML 4D5F80

SIZING LIMITS, WHITE SPACE & FONTS

Recommended Reduction Limitations:

For readability, the logo should not be reduced below 1.35" wide, and no smaller .25" high, as shown.



White Space Area:

It is critical that the logo not be too crowded by other elements. To help ensure this, a degree of visual white space should be retained all around the logo when positioning in an ad layout, document, or any other graphic presentation.



Logo Fonts:

Often there are slight modifications created to differentiate the font used in the logo, so we **NEVER** recommend rebuilding the logo from scratch.

ABCDEFABCDEF 12345

EXECUTIVE - Trajan Pro Bold
- Custom kerning has been applied

ABCDEFabcdef 12345

WEALTH MANAGEMENT - Futura Book
- Custom open tracking has been applied

ABCDEFabcdef 12345

SLOGAN: Build. Defend. Advance. - Futura Medium

Marketing Support Font Family:

We also recommend the **specified font family(s) below** in support of the new brand identity throughout any marketing materials created.

ABCDEFabcdef ABCDEFabcdef ABCDEFabcdef **ABCDEFabcdef**
Futura Family examples

ABCDEFabcdef **ABCDEFabcdef** ABCDEFabcdef *ABCDEFabcdef*
Times New Roman examples

INCORRECT IDENTITY USES

It's critical to the effectiveness of your new identity that it be properly presented without "creative" liberties applied to it by well-meaning employees or vendors. In the same way that consistency will strengthen a credible 'brand image', inconsistency will kill it.

Examples of Incorrect Identity Use

Incorrect:

Applied effects like dropshadows, bevels or gradients.



Incorrect:

Created containment box



Incorrect:

*Distortion resulting in forced fit.
Aspect ratio (width X height)
should always be the same.*

Incorrect:

Improper single color use.



Incorrect:

Angled orientation



Incorrect:

Skewed or italicized



Incorrect:

Replication attempt with wrong type font



Incorrect:

Unauthorized alternate orientation created



THE LOGO FILES

The logo files have been created for a variety of graphic uses, including horizontal and vertical orientations, with and without EWM's slogan, "Build. Defend. Advance."

Digital Logo Files:

Vector formats - AI, EPS, PDF & DWG

Raster formats - PSD, TIFF, JPEG, PNG & BMP



EWM_HZ1



EWM_VT1



Build. Defend. Advance.

EWM_HZ2



EXECUTIVE
WEALTH MANAGEMENT

Build. Defend. Advance.

EWM_VT2



EWM_EHZ1



EWM_Social_HZ



EWM_Social_VT



EWM_SYMBOL.