



*eos it*

listen connect deliver



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# Fonts

Correct font usage is vital to maintain the identity of the brand.

## *headlines* Legibility

The font that was used as the inspiration for the logo is:

### **FS Lola**

If desired this font should only be used for bold impact-driven headlines where the logo is set at a minimum size to avoid distracting attention from the logo.

The corresponding font is ***bold italic*** which can be purchased at:  
[www.fontsmith.com/fonts/fs-lola](http://www.fontsmith.com/fonts/fs-lola)

## Legibility

The font used for the **Listen, connect, deliver** component of the logo is:

### **FS Me**

This font is designed for maximum legibility.

It can be purchased at:  
[www.fontsmith.com/fonts/fs-me](http://www.fontsmith.com/fonts/fs-me)

## Practicality

To avoid the costs of font licensing, the body copy font for internally produced documentation is:

### **Arial**

This font is available on both the PC and OSX.

### **Usage sample**

The typesetting values we would recommend for legibility are 9pt type on a 12pt line spacing with a maximum average line width of no more than 10 words to maximise legibility.

## Our mission

We provide the heart that great businesses need to enable their staff to use information and technology in the most effective and economic manner, that is reliable, safe and secure, to achieve and exceed their objectives.

## EOS IT core values

1. People x technology = progress.  
People are united and empowered by technology, *never* divided and frustrated
2. Our objectives are always our client's objectives
3. We treat others with respect and integrity and expect this in return
4. Always seek to innovate and improve at the beginning, not at the end
5. When IT has its own language, speak the customer's language
6. Our customers are stakeholders in our business, we grow as they grow
7. Valuable long term relationships are built through quality and consistency
8. By being great at the small things we do we will remain great at the big things
9. Safety & security are paramount in everything we do

## Our vision

***To be the information heart of successful business.***

## Positioning statement

**Listen** We always listen to our customer and ensure they are aware of this

**Connect** We connect them to the solution they need

**Deliver** We always deliver, on-time, on-brief and on-budget

## Our target Audience

We are focussing on three key audience sectors:

1. **Medical professional organisations** such as orthodontists, dentists, vets etc.
2. **Professional organisations** such as accountants, solicitors, book keepers, professional associations
3. **Education & not for profit** such as schools, colleges, training organisations, charities etc.

## Brand characteristics

Our brand is not a logo, specific colours or a typeface, is the experience our customers feel when they work with us.

Our brand is designed to represent our business and the way we like to work. It has also been carefully crafted so that it alligns with the needs of our target audience. In this way we will appear more desirable than our competition.

This is how we will make EOS IT a bigger and better company.

We are:

### Qualified

Our range of experience covers both formal accreditation and a wide variety of real-world skills which empower us to resolve our clients IT issues and provide a premium service.

### Approachable

We speak technology but we're also great at translating this into the benefits the clients will experience. People make up the often-forgotten essential component of the IT process and part of our role is to ensure that they're equally as connected to their IT.

### Business minded

We are business people focused on delivering IT services, not IT people trying to run a business.

### Tenacious

When we start a job we always finish it.

### Reliable

We're only as good as our last job so we always make sure that every job is our best job.

### Passionate

Just 'doing the job' is not enough. Our team drives the job and make success personal.

### Consistent

The same high quality applies to everyone. Whatever you want, whenever you want it you get nothing less than the best we've got to give.

### Competitive

The world's a competitive place, luckily we're a competitive company. Let's talk.

### Innovative

What we did yesterday is always great, but how we do it tomorrow will always be better.

### Confident

We're not saying 'yes' just to please you. We're saying 'yes' because the answer is 'yes.'

### Honest

We take responsibility for everything we do. We work with integrity and are always honest.

# Colours

The standard 3 corporate colours have not changed.

The use of black has been changed to Pantone 412 Warm Grey to provide a warmer alternative.

Please note that the following CYMK colour breakdowns are based on Adobe InDesign CC values.

For specific colour accuracy please consult a pre-press quality proof from the supplier.

Though shown (right) the logo overlap colours are not used outside the logo.



**PANTONE 299**  
C 80.0 M 18.0 Y 0 K 0  
R 0 G 160 B 221  
# 00a0dd



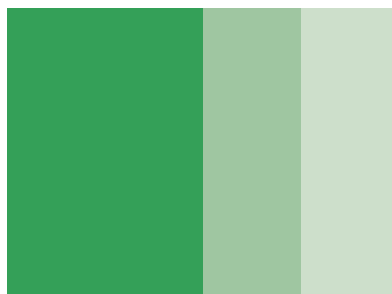
**PANTONE 1375**  
C 0 M 55.3 Y 96.1 K 0  
R 249 G 156 B 37  
# f89c24



**PANTONE 382**  
C 28.4 M 1.3 Y 100 K 0  
R 196 G 214 B 0  
# c3d500



**PANTONE 412**  
C 61.9 M 65.6 Y 65.2 K 61.7  
R 57 G 47 B 44  
# 392e2C



**Overlap Blue - Green**



**Overlap Orange - Green**

## The core logo

The logo is comprised of three main elements.

### The 3 circles

The Venn diagram component consists of 3 overlapping circles which indicate a process. The last circle links to the dot above the i. These can be enlarged and cropped to fill a large area.

They cannot be used at a logo-size without the **eosit** component.

### eosit

The company name can be used in isolation from the 3 circles.

In black and white-out formats there is an added space between the **eos** [and] **it** elements to aid differentiation.

### listen connect deliver

These must always be kept to their allocated colours which cannot be changed. The only exception is the use in black, grey or white-out formats.



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## Logo colour variations

To preserve the impact of the brand, it is vital that the logo is used in a consistent manner and none of its elements are separated.

The logo can be used in the following methods:

- Colour
- Grey
- Black
- White-out of a contrasting solid

Only these approved versions may be used.



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## Usage guide 1 of 3: Logo

Legibility and consistency of application are the most vital considerations when using the brand components.

### Minimum size

The logo alone should not be used at an overall width of less than **25mm**.

When used with the strap-line the logo should not be used in any format at an overall width of less than **40mm**. Usage at smaller sizes will impair legibility of the strap-line.



40mm



25mm



### Safe area

The logo should always have a clear safe area around it no less that the size of the blue dot above the letter 'i' in **it**



### Proportion

The logo should always be used in proportion with all elements correctly grouped. Breaking this rule is very naughty indeed!



## Usage guide 2 of 3: Additional graphic elements

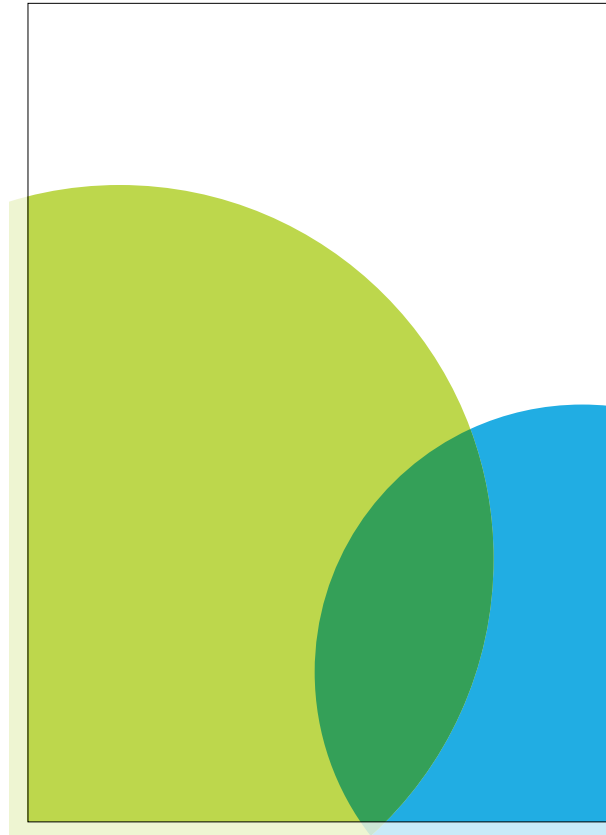


### **The Venn diagram circles**

The three overlapping circles can be cropped within a space to add visual interest.

They can also be used to crop images within them.

The colours of the circles should not be changed.



## Usage guide 3 of 3: Integration with images



### Logo overlaid on images

The logo can be used over an image when used without the strap-line. This is permissible where the underlying image has no significant colour or tonal variations within the logo safe area which may distract from the logo.

The logo must always be distinct and legible.



# Usage guide Photography

## Introduction

Photography is a vital part of the brand toolkit.

The images should always focus on people rather than technology as it is people who benefit from the service.

Photography can be divided into two levels:

### 1. Professional ('Hero') shots

These will form the backbone of the marketing material and are taken to fulfil specific briefs. They will be used on website slider banners and literature, signage etc.

As they are repeated across several media they gain recognition as part of the brand.

### 2. Internally generated shots.

These shots are taken by team members and customers on phone cameras etc.

Wherever possible these should be well lit and exposed and the subject should fill the frame.

## Subject guide

Images should cover the following subjects:

- Range of professions we work with (white coat professionals to estate agents)
- Range of solutions we supply (hardware to software)
- Range of hardware we support (from tablets to desktops)
- Range of locations our clients work in from offices on desktops to working remotely on tablets
- Happiness

## Style guide

Here are some simple guidelines to ensure that internally generated shots work well:

- Lighting. Keep the sun over your left or right shoulder when taking pictures
- Shadows. Try not to include your own shadow in a picture
- Angles. Be creative and use high or low viewpoints for a more dynamic shot
- Take a moment. Before snapping just take a second to look at what's in the viewfinder and think, 'how can I make this better?'

Sample images to be added when photography has been taken.

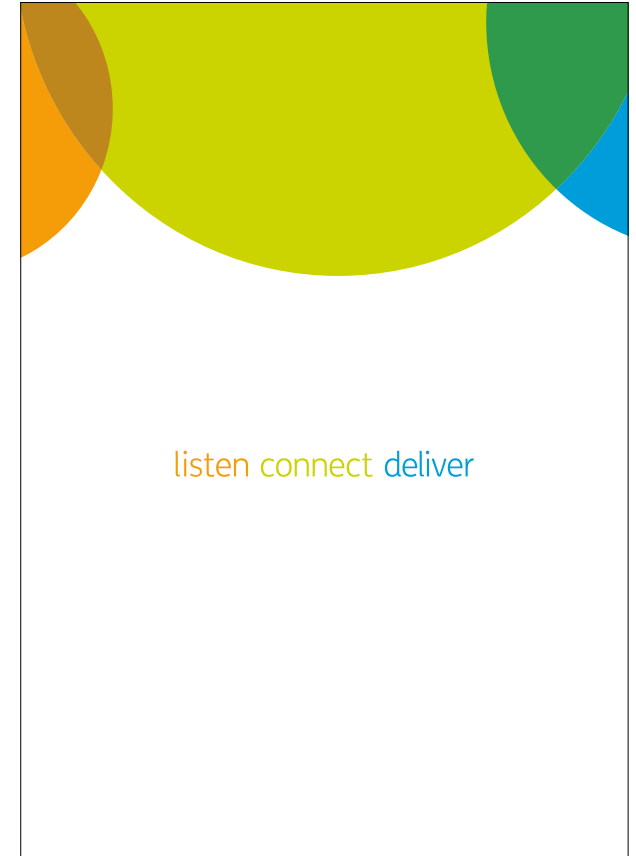
# Stationery

Business Card artwork has been provided in both .pdf and Adobe Indesign CC Format for customer personalisation.

The stationery is supplied as an Adobe Indesign artwork file (EOS IT A4 Letterhead.indd) and with a .pdf file which indicates a suggested letter layout (EOS IT A4 Letterhead Layout Sample.pdf).

We would suggest that the business cards be printed on a 350 to 400gsm bright white stock with a matt laminate to both sides and a spot UV varnish added over this to pick out both logos in a gloss contrast.

The business card is supplied with a distinct layer in Adobe Indesign for a Spot UV Varnish plate for this purpose (shown in Magenta below).



Spot UV varnish area



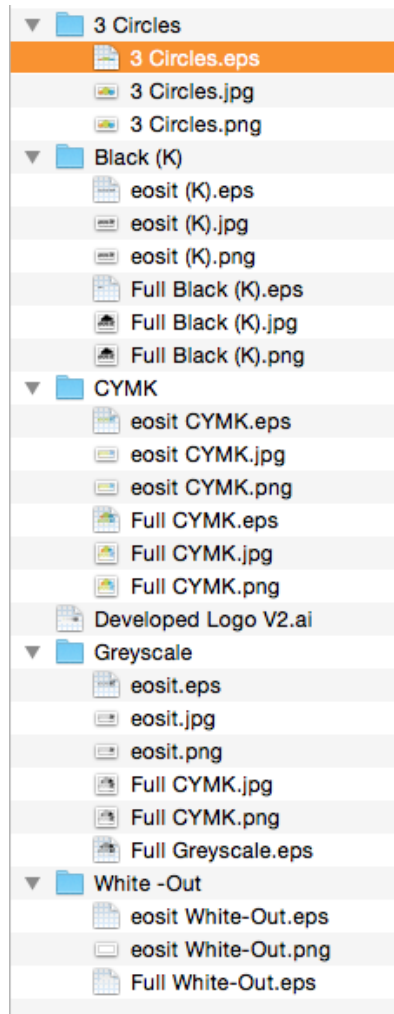
Spot UV varnish area



# File resources guide

Electronic versions of all logo files plus the Spot Colour Library file (in .ase format for Adobe CS5 + software) can be found in the Logo folder in the following formats: This is available in the following formats:

- **Adobe Illustrator CS .eps vector.** This format is suitable for print and sign work and can be scaled without any loss of quality
- **300DPI RGB .jpg.** This is fine for print work and screen work but will degrade in quality when enlarged
- **300DPI RGB .png** This format is great for screen work and is suitable to be used over background images as it has a transparent background



Full CYMK



Full Greyscale



Full Black (K)



Full White-Out



eosit CYMK



eosit Greyscale



eosit Black (K)



eosit White-Out

3 Circles





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