



Master Brand Identity

The master brand identity for E Hayes is able to be reproduced in two options :

- either as a self contained icon as shown in **Figure 1**.
- or as the brand identity reproduced on a full colour background as shown in **Figure 2**.

In each case, the relationship between the colours and typography **DOES NOT CHANGE** - only the extent of the background colour. The background colour can be extended horizontally or vertically as required.

Figure 1. Self contained icon



Figure 2. Extended background





Colour Reference Chart

Use these colour references when specifying ANY reproduction of the EHayes logo including the following examples:
Offset print • Screen print • Signage • On Screen (TV or Web)

It is important to the integrity of the brand that the chart shown below is always used in specification of colour for any application or media to maintain consistency.

Never colour match from a digital output or from a screen.

Core Colours with Breakdown



Process (CMYK) C100 M70 Y0 K10

Process (CMYK) C0 M10 Y100 K0

Pantone (Coated) Pantone 293 C

Pantone (Coated) Pantone 123 C

Signage

We understand that individual sign companies choose to use different applications and manufacturers. Please use the following references AS A GUIDE ONLY and match your own colour film according to either the following products or the Pantone references above

3M™ Scotchcal™ Graphic Film 30-8820 Deep Blue

3M™ Scotchcal™ 100-2432 Spring Yellow