



EGGA *Master*

ART IN INNOVATION

The logo features the word "EGGA" in a bold, gold, sans-serif font. The word "Master" is written in a gold, cursive script font. A thick, red horizontal bar is positioned below the "EGGA" and "Master" text. Below the red bar, the tagline "ART IN INNOVATION" is written in a bold, red, sans-serif font. The entire logo is set against a dark gray background.

Corporate Identity Manual

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Introduction

This manual includes all basic tools for the correct graphic use of the EGA Master brand in all its possible applications. It has been developed taking into account all the possible needs of the people that may need to interpret, articulate, communicate or apply the brand in its various scopes.

The correct and consistent use of the EGA Master brand will help us achieve our objectives of brand recognition and reinforcement. It is a team effort in which we all take part to make EGA Master a great brand.

1

Brand

The EGA Master brand has a unique personality. It has been created for the most demanding industrial end-users. Our style must transmit these four ideas which represent our strengths and which customers should associate with our brand: ***Safety, efficiency, productivity and innovation.***



1.1

Logo

The logo consists of the brand name EGA MASTER and its main tagline, ART IN INNOVATION.

A graphic reaffirmation has been carried out following the review of brand strategy values, consolidating the long-standing and effective slogan "Art in Innovation" as the central axis of EGA Master's positioning.

This decision reinforces the company's commitment to technological innovation and excellence in manufacturing, while maintaining a clean, strong, and globally recognizable identity.

Logo



2

How to build and use

MODULATION

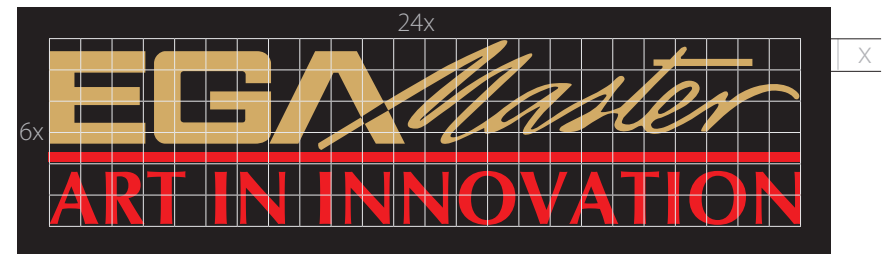
The EGA Master logo is placed in a modular surface of 24x6 proportions.

The value "X" establishes the unit of measure. Thus, we assure the correct proportion of the brand.

AREA OF PROTECTION

A protective area has been established around the logo. This area must be free of graphic elements that may interfere with the reading and perception of the brand.

The construction of this protective area is determined by the measurement "X". It is recommended that this area is increased as much as possible, thus separating the logo from the other elements in the page, both texts and images.



3

Sizes

USE ACCORDING TO SIZE

For cases when the size of the logo may not exceed a width of 3 cm, the following adaptation must be used.

*Adapted logo
when width is
less than 3 cm*



*Original
Logo*

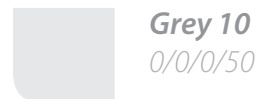


4

Color

The color references of EGA Master are the following values.

When necessary they can be replaced by its Pantone equivalents.



4.1

Gold

Gold is one of the main colors of the brand and must predominate.

Gold denotes value, prestige, success and loyalty among many other values tied to the EGA Master brand.

0/20/60/20

Pantone 8640C

4.2

Red

Red is another of the main colors. It is not used as a predominant color, but rather to emphasize other elements and messages.

Red which is associated with energy, strength, vigor and passion, is used to draw attention.

0/100/100/0

Pantone 173C

4.3

Black

Black is also one of the main colors, combined with gold and red.

It denotes elegance.

0/0/0/100

Pantone

PROCESS BLACK

4.4

Ranges of grey

Ranges of grey are used as secondary colors, combined with the main ones.

The various shades of grey indicate distinction, even luxury in tones close to silver.

0/0/0/10

0/0/0/25

0/0/0/50

0/0/0/75

5

Typography

The corporate typographic family of EGA Master is Myriad Pro. It is to be used for all marketing needs, including catalogues and price lists.

MYRIAD PRO, REGULAR

Eg ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO, LIGHT

Eg ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO, ITALIC

*Eg ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

MYRIAD PRO, SEMIBOLD

Eg ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD PRO, BOLD

**Eg ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

6

Rules for a proper use of the brand

In order to avoid unwanted results when showing the brand certain generic rules must be followed.

The value of the brand depends to a great extent on the proper application.

With the aim of not weakening the visual message of the brand it is imperative to avoid counterproductive effects.

Using and applying the logo correctly will assure that the values of the brand will be transmitted in all their strength and clarity.



6.1

Correct versions

Whenever possible the main version of the brand will be used. If for technical reasons that were not possible, the white and black version will be used.

Main version



Black and white version



Version for sizes of less than 3 cm



6.2

Incorrect uses

The logo has certain relative measurements and proportions determined by composition, hierarchy and functionality.

Under no circumstances are modifications of sizes and proportions allowed. An incorrect use would damage the image of our corporate identity.

Changes in the distribution of elements



Distortion in horizontal proportion



Changes in typography



Omission of the background in the original version



Changes in colors



Distortion in vertical proportion



Removal of elements of the logo



6.3

Text type of the brand

When the brand EGA Master is typed, it will be written as follows.

Correct writing

Example of how **EGA Master** must be written

Incorrect writing

Example of how ~~EGA-MASTER~~ must never be written

Incorrect writing

Example of how ~~ega master~~ must never be written

Incorrect writing

Example of how ~~Ega Master~~ must never be written

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Uses of the brand

Applications of the brand EGA Master on corporate documents and promotional items.

Name cards



Bottle



Flexible flag



EGGA *Master*

ART IN INNOVATION