

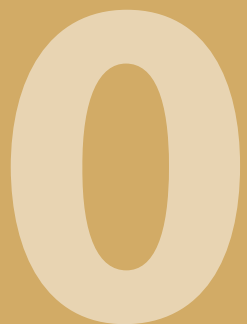
**EGA** *Master*  
**ART IN INNOVATION**  
*BE SAFE...BE EFFICIENT*



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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.

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# 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 is formed by EGA MASTER ART IN INNOVATION and the slogan BE SAFE...BE EFFICIENT.

Having reviewed the values associated with the brand, we have adapted the historic "Art in Innovation" slogan and enriched it by adding "Be Safe...Be Efficient" below it.

The logo, depending on the context and circumstances, could be reinforced by the stamp "Certified Premium Industrial Tools" in order to further highlight the Premium nature of our tools.

*Logo*



*Slogan*

***BE SAFE...BE EFFICIENT***

*Certified Premium  
industrial tools  
stamp*





# 2

## How to build and use

### MODULATION

The EGA Master logo is placed in a modular surface of 23x8 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.

	<b>Gold</b> 0/20/60/20 <i>Pantone 8640C</i>
	<b>Red</b> 0/100/100/0 <i>Pantone 173C</i>
	<b>Black</b> 0/0/0/100 <i>Pantone Process Black</i>
	<b>Grey 75</b> 0/0/0/75
	<b>Grey 50</b> 0/0/0/50
	<b>Grey 25</b> 0/0/0/75
	<b>Grey 10</b> 0/0/0/50



# 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.

Eg

MYRIAD PRO, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Eg

MYRIAD PRO, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Eg*

MYRIAD PRO, ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

Eg

MYRIAD PRO, SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Eg

MYRIAD PRO, BOLD

**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



# 7

## Uses of the brand

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

*Name cards*



*Coffe mug*



*Notebook*





**EGA** *Master*

**ART IN INNOVATION**

*BE SAFE...BE EFFICIENT*

