

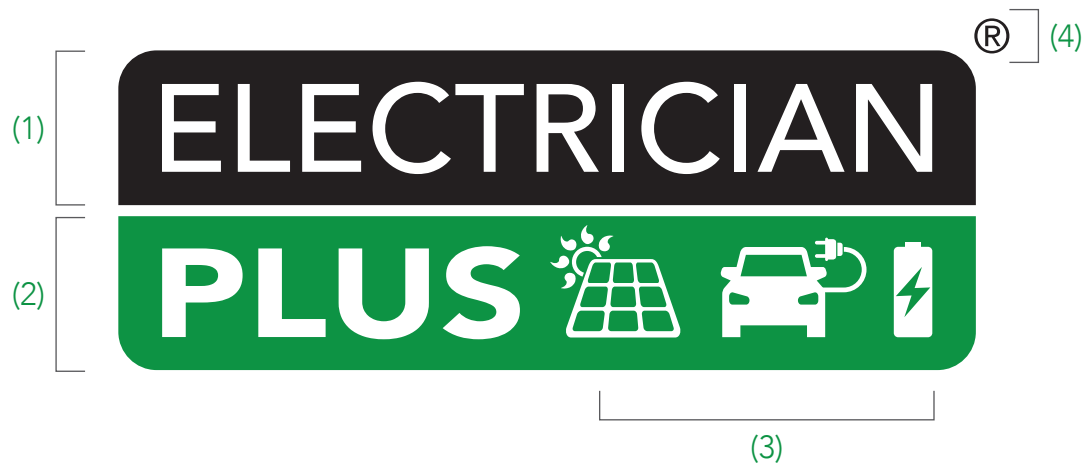
# Electrician Plus Corporate Logo Guidelines

(Version 2 - November 2024)

[www.the-esp.org.uk](http://www.the-esp.org.uk)

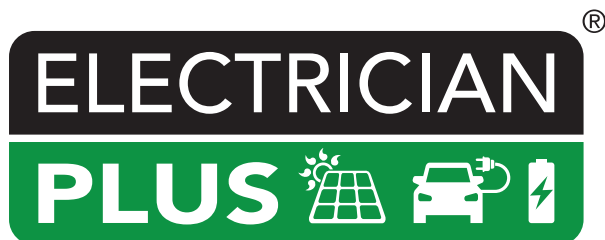
# Electrician Plus Corporate logo

The Electrician Plus Corporate logo consists of four elements: the top bar (1), the bottom bar (2), the sector icons (3) and the Registered Trademark symbol (4). The logo should not be modified, redrawn, added to, recoloured, rotated, distorted, or be placed at an angled orientation. The logo type should always be shown in Avenir font. The sector icons (3) should never be used on their own except in agreed situations.

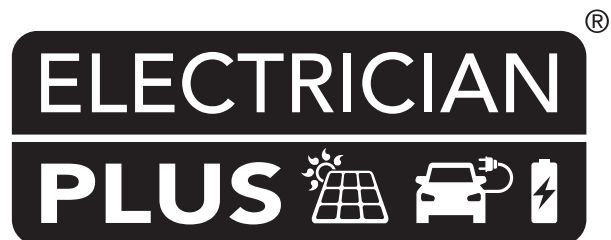


The logo is available in three options; full colour (A), black (B) and white out (C) for when used on a dark background. Wherever possible the full colour version (A) should be used.

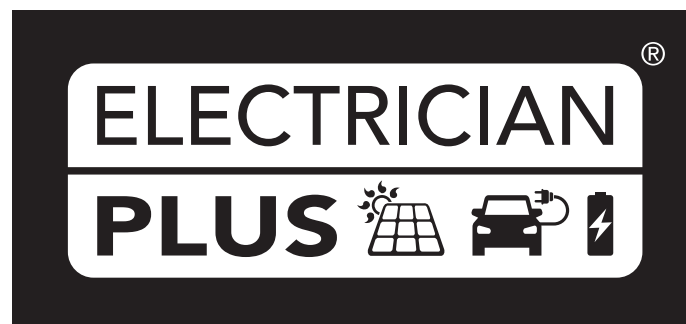
Version (A)



Version (B)



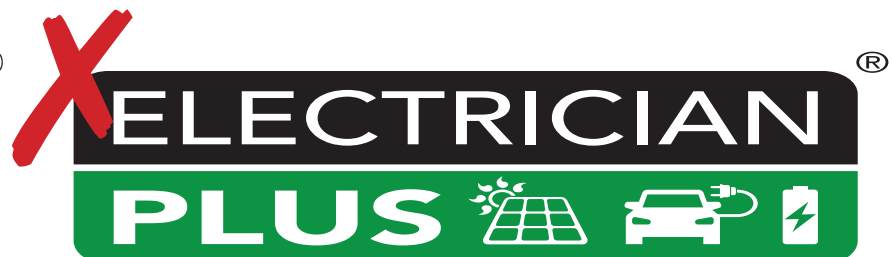
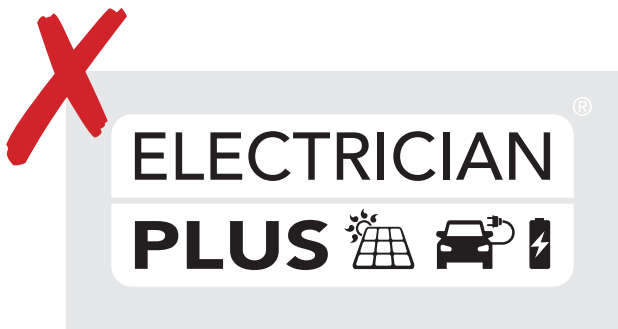
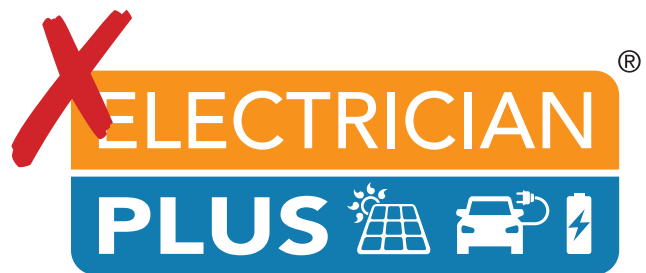
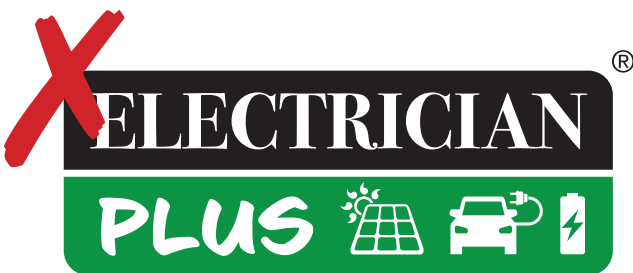
Version (C)



# Corporate logo correct usage

Always use the original logos from our resource centre. **Never attempt to change the logo in any way.** It is vital to the integrity of the Electrician Plus brand that it is not compromised, in any way.

- Do not attempt to change the shape, sector icons, font or name.
- Only use the original logos including the Registered Trademark symbol.
- Always ensure there is enough contrast when placing the logo on colour or an image.
- Never adjust or change the colour of the logo supplied.
- Never modify, stretch horizontally or vertically, or alter the logo in any way.

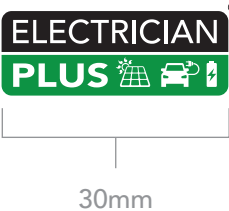


# Corporate logo sizes

## Small / Minimum size usage

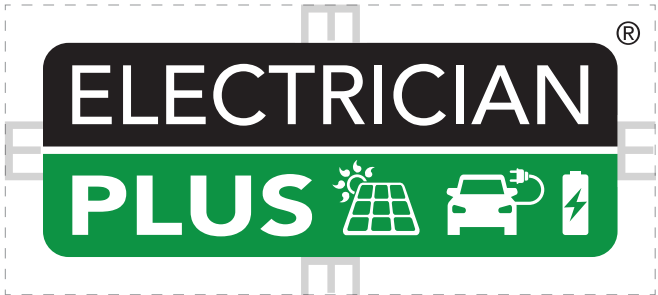
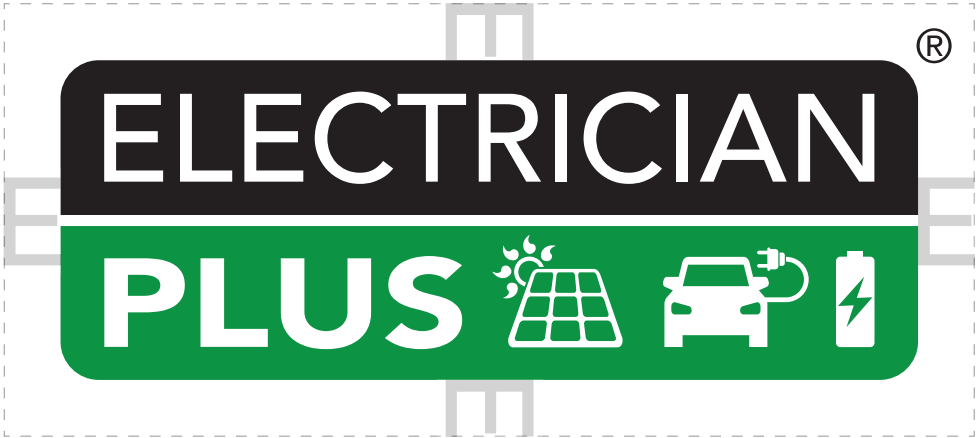
The logo needs to be legible at all times, in all circumstances. It is vital the name is clear and concise.

Minimum logo width for reproduction



## Exclusion zones

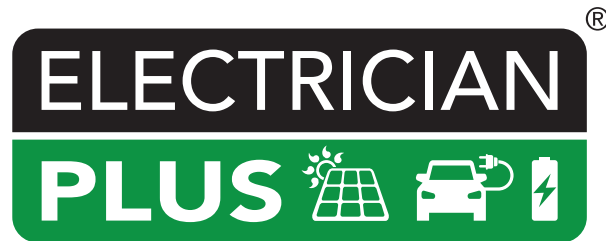
To ensure clarity, the logo has a defined area around it that should always be kept clear. We have kept this simple. As a guide, the zone should always be the width of the 'E'. Therefore, if you are using the logo where the 'E' is 5mm wide, then the zone around the whole logo is 5mm.



# Corporate logo colour

The Electrician Plus logo should always be reproduced in solid Black and Green (CMYK colour values as C.85, M.10, Y.100, K.10) - with white text and sector icons.

Colour Version



The logo should never appear in any other alternative colour.

# Correct Reproduction

The Electrician Plus logos should only be reproduced from original electronic artwork files.

Original vector eps, jpg or pdf files are available to download by contacting TESP on [info@the-esp.org.uk](mailto:info@the-esp.org.uk)