

Electronics FOR Imaging™

**Graphic
Standards
Guide**

Updates & Info
<http://www.efi.com/about/logos/>

Effective
January 1, 1999

We at EFI are in the midst of an exciting phase in the history of the company. Our Fiery product line is expanding to meet the needs of every segment of the networked digital printing marketplace. In 1998, we added seven premier OEM partners to our lineup, including Agfa/Lanier, ENCAD, Epson, Fuji Xerox, Hewlett-Packard, Mita and Panasonic. In 1999, we will open a new, state-of-the-art U.S. corporate headquarters facility.

While these events signify positive change and growth within EFI, such milestones bring new challenges. We must ensure that our communication vehicles accurately and effectively communicate EFI's new vision and strategies. To this end, I am pleased to present EFI's new corporate identity plan, including new Electronics For Imaging, Fiery, Fiery Driven and Fiery Prints logos. Beginning January 1, 1999, these logos will be implemented in all applicable EFI corporate identity literature, including letterhead, business cards, envelopes, street signage, marketing collateral and more.

This Graphic Standards Guide provides guidelines for implementing our new corporate identity plan correctly and effectively. By adhering to its policies and using the new logos in a consistent manner, we ensure the longevity and usefulness of our new corporate identity. We all share in this responsibility.

Jan Smith
Vice President
*Human Resources and
Corporate Communications*

Introduction

For the new identity to be effective, it is important to refrain from using the retired EFI symbol, Electronics for Imaging Logotype, and Fiery brand symbols.

New, slightly modified Fiery brands have been created, with a sans-serif typeface similar to the Electronics for Imaging Logotype.

This visual consistency will help strengthen both the corporate and brand identities.

Original



Revised

The use of an EFI symbol has been discontinued.



Replaced by the above logotype.



A New Identity

Corporate Identity

Corporate colors

EFI Blue and *EFI Gray* are the official colors to be used with the logotype.

A solid blue rectangular swatch with the text "EFI Blue" centered in white.A solid gray rectangular swatch with the text "EFI Gray" centered in white.

Spot color logotype

This is the preferred treatment of the logotype. "ELECTRONICS" and "IMAGING" are printed using *EFI Blue*, and "FOR" is printed using *EFI Gray*. A 50% black screen can be substituted for "FOR" if necessary.

The logotype "Electronics FOR Imaging" where "Electronics" and "Imaging" are in blue and "FOR" is in gray.

 [EFI99_blue.eps](#)

Four-color process logotype

If spot color is not available, then a four-color process reproduction is acceptable.

The logotype "Electronics FOR Imaging" where "Electronics" and "Imaging" are in blue and "FOR" is in gray.

Black with screen logotype

When spot color or four-color process isn't available, then the black version of the logotype should be used. "FOR" is printed using a 50% black screen.

The logotype "Electronics FOR Imaging" where "Electronics" and "Imaging" are in black and "FOR" is in gray.

 [EFI99_black.eps](#)

Solid black logotype

Display the logotype in solid black when a screen will not reproduce well, such as on a fax cover sheet.

The logotype "Electronics FOR Imaging" where "Electronics" and "Imaging" are in black and "FOR" is in gray.

Never recreate the logotype using a typeface. Always use one of the custom-drawn logo files.

For logo downloads, updates, and documentation, refer to: <http://www.efi.com/about/logos/>

A large blue rectangular box with the text "Corporate Logotype" in white, bold, sans-serif font.

Preferred background

The two color logotype on a white background is preferred.

 [EFI99_blue.eps](#)



Electronics
FOR Imaging™

Dark backgrounds

When using the logotype on a dark background, a reversed version must be used because of the lack of contrast between *EFI Blue* and the background. "FOR" is displayed in 35% black.

For low resolution applications, a completely reversed logotype is acceptable.

 [EFI99_reverse.eps](#)



Electronics
FOR Imaging™



Electronics
FOR Imaging™

Neutral backgrounds

The color logotype may be used on a neutral background only with sufficient contrast between the background and all elements of the logotype. Otherwise, use either a black or fully-reversed version of the logotype.

 [EFI99_blue.eps](#)
[EFI99_reverse.eps](#)



Electronics
FOR Imaging™



Electronics
FOR Imaging™

The boxes shown around the Electronics for Imaging Logotype are for instructional use only. The logotype should not appear in an enclosed graphic shape.

Background Color

Sizing

The minimum size of the Electronics for Imaging Logotype is dependent upon the reproduction resolution. The logotype should never be so small that the "FOR" becomes illegible. As a general rule, never use the logotype smaller than 1/4" in height. The logotype can be used as large as necessary.



Spacing

The Electronics for Imaging Logotype should always have an adequate amount of space around it. The only exception is when the Electronics for Imaging Logotype is used in an *approved* address lockup or Fiery lockup.



Sizing & Spacing

Inconsistent scaling

Only scale the logotype with its correct aspect ratio. Never shear, rotate, or otherwise distort the logo.



Insufficient contrast

All parts of the logotype must be completely legible at all times.



Improper use of color

Reproduce the logotype only with: EFI Blue & EFI Gray, black & gray, all black, reversed & gray, or all reversed.



Irregular use of proportions

Never alter the scaling of the logotype's elements. *Never recreate the logotype using a typeface. Always use one of the custom-drawn logo files.*



Positioning of elements

Never move elements of the logotype. Never connect the l's of the logotype.



Swapping of official colors

Never swap the specified colors.



Enclosing the logotype

Never enclose the logotype in a graphic shape.



Unacceptable Uses

Using an approved address style will help strengthen the corporate image across all printed materials.

Whenever the corporate logotype is used in conjunction with an address, a lockup must be used.

Preferred lockup

The address is set in black with *Helvetica Neue 73 Bold Extended*.

 EFI99_addresslockup1.eps

Electronics
FOR **Imaging**[™] 303 Velocity Way Foster City California 94404
Web www.efi.com
Tel [650] 357 3500
Fax [650] 357 3907

Alternative lockup

For addresses that are longer than 1 line, use the alternative lockup. Always maintain a line of space between the logotype, mailing address, and web/tel/fax.

 EFI99_addresslockup2.eps

Electronics
FOR **Imaging**[™]
EFI do Brasil, Ltda.
Av. Ayrton Senna, 3000
Bloco 2 - Sala 412 - Edificio Via Parques Offices
Barra Da Tijuca - RJ Brasil CEP 22775 001
Web www.efi.com
Tel 55 21 421 9196
Fax 55 21 253 6459

Simple address style

If the corporate logotype is not used, then the simple style is acceptable.

 EFI99_addresslockup3.eps

Electronics for Imaging
303 Velocity Way
Foster City, California 94404
Web www.efi.com
Tel [650] 357 3500
Fax [650] 357 3907

Corporate Address

Primary type family: Helvetica Neue

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Extended Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Extended Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate Typeface

Consistent use of color is vital to maintaining the integrity of the corporate identity. When using the corporate logotype and product logos, PANTONE® inks are preferred. When PANTONE® inks are not available, process inks are acceptable.

For applications with which the final output will be Fiery-printed, specify the artwork with PANTONE® colors for optimal color matching.

EFI Blue

PANTONE® 2745 CV
C=100% M=94% Y=0% K=0%

EFI Blue (Spot Color)

EFI Blue (CMYK)

EFI Gray

PANTONE® Cool Gray 8 CV
C=0% M=0% Y=0% K=50%

EFI Gray (Spot Color)

EFI Gray (CMYK)

Fiery Red

PANTONE® 032 Red
C=0% M=85% Y=100% K=0%

Fiery Red (Spot Color)

Fiery Red (CMYK)

The colors shown in this guide are not intended to match PANTONE® color standards. PANTONE® is a registered trademark of Pantone, Inc.

Corporate Colors

Fiery Identity

The Fiery Logo has been slightly modified for visual coherence with the new Electronics for Imaging Logotype. The revision will also reproduce better at small sizes.

Usage of the previous version of the logo is prohibited.

Logo color

Fiery Red is the official color of the Fiery Logo.



Fiery Red

Spot color logo

This is the preferred treatment of the logo.

 `Fiery99_red_small.eps`



Four-color process logo

If spot color is not available, then a four-color process reproduction is acceptable.



Solid black logo

For instances where spot color and four-color process aren't available, then the black version of the logo should be used.

 `Fiery99_black_small.eps`



**For logo downloads, updates,
and documentation, refer to:
<http://www.efi.com/about/logos/>**



Fiery Logo

Preferred usage

The *Fiery Red* logo on a white background is preferred.

 `Fiery99_red_small.eps`



Dark background

When using the logo on a dark background, either the red or reversed versions may be used.


In situations where there isn't sufficient contrast between the background and *Fiery Red*, then use the reversed version.

 `Fiery99_red_small.eps`
`Fiery99_reverse_small.eps`



Neutral background

On neutral backgrounds, either the red, black, or reversed version of the logo may be used, as long as there is sufficient contrast from the background.

 `Fiery99_red_small.eps`
`Fiery99_black_small.eps`
`Fiery99_reverse_small.eps`



The boxes shown around the Fiery Logo are for instructional use only. The logo should not appear in an enclosed graphic shape.

Background Color

Depending on the size of application, there are two versions of the Fiery logo available.

Normal size usage

This version should be used whenever the logo is printed $\frac{1}{2}$ " x $\frac{1}{2}$ " or larger.

 Fiery99_red_normalsize.eps



Small size usage

Smaller sizes can compromise the logo's legibility. When smaller than $\frac{1}{2}$ " x $\frac{1}{2}$ ", use this specially modified version.

 Fiery99_red_small.eps



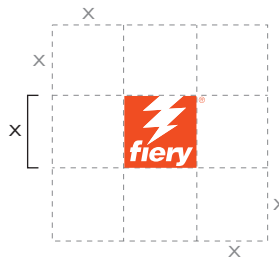
Minimum size

Never reproduce the Fiery Logo smaller than $\frac{3}{16}$ ".



Spacing

Unless using an approved lockup, always place the Fiery Logo clear of any other graphic elements as shown.



Size & Spacing

Inconsistent scaling

Only scale the logo with its correct aspect ratio. Never shear or rotate the logo.



Insufficient contrast

All parts of the logo must be legible at all times.



Incorrect knockout

On dark backgrounds, do not reverse the logo. Instead, use the specially outlined reversed version of the logo.



Improper use of color

The logo should always be reproduced with either Fiery Red, black, or the reversed version.



Positioning & scaling of elements

Never move, isolate, or scale elements of the logo.



Changing colors of elements

The Fiery text and lightning bolt should always be white.



Unacceptable Uses

Placing the Electronics for Imaging Logotype near the Fiery Logo is generally **not** recommended. When it is necessary to promote both the company and product within a limited space, such as on t-shirts and pens, one of two approved lockups should be used.

Both the corporate logotype and the Fiery Logo are each subject to their own color usage guidelines.

Preferred Lockup

When ample clearspace is available, this lockup is preferred.

 EFI_Fiery99_lockup1.eps



Limited space Lockup

For placement within tighter spaces, use this version.

 EFI_Fiery99_lockup2.eps



Brand/Corporate Lockups

For visual coherence across the entire corporate identity, the Fiery Driven and Fiery Prints Logos have been slightly modified. Use of older versions should be discontinued.

Fiery Driven

The Fiery Driven brand identifies products that contain embedded Fiery technology. Usage of Fiery Driven follows the same guidelines as the Fiery Logo.

 [FieryDriven99_red.eps](#)



Fiery Prints

The Fiery Prints Logo identifies Print-for-Pay shops using Fiery, and Fiery output samples. Usage of Fiery Prints follows the same guidelines as the Fiery Logo.

 [FieryPrints99_normsize.eps](#)



Other branding

Other branding should follow the template at the right. The logotype is set with Helvetica Black Oblique in *Fiery Red* and Helvetica Neue Light Extended in *EFI Gray*.



Campaign taglines

For applications involving a running theme, the variable text should be placed flush left to the left edge of the Fiery Logo, set in *Helvetica Neue Extended Light Oblique*, sized at the same X-height as the Fiery text, and *EFI Gray*.



Do you dream in color?™

Fiery Branding