



**EOLA CAPITAL**

**Logo  
Standards**

\* No variations should be made from the use of these logos other than those allowed in these standards

## Logo Elements

The Eola Capital logo is made up of the Eola Capital logotype and the fountain symbol.



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### Logo

Never alter or modify the logo. The relationship of all components of the logo (size of each element, alignment, and space between elements) has been carefully considered and should not be changed in any way.

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### Logotype

The logotype is in a font customized for Eola Capital. No attempts should be made to alter the font or to duplicate it for other uses. The logotype should never appear without the fountain symbol.

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### Symbol

The fountain symbol should always appear with the logotype.

## Logo

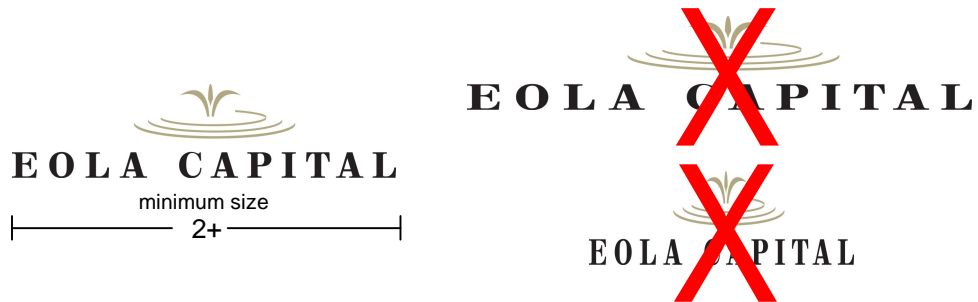
### Reproduction

The logo should be reproduced only from digital files provided on disk or Web site. No attempt should be made to redraw, or modify the logo. No arrangements of the logo other than those illustrated are acceptable. Never use a photocopied logo or scan a logo from a printed piece.

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### Scaling & Sizing

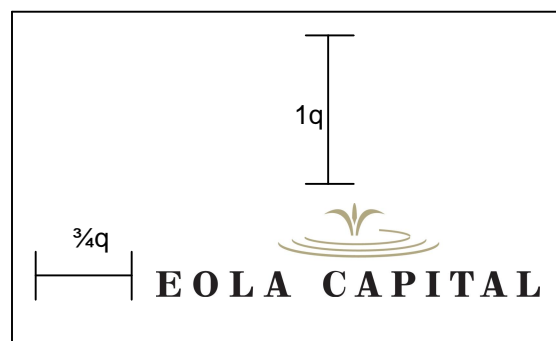
When sizing the logo, care should be taken to ensure it is scaled proportionately. To ensure readability of the text, it is preferred that the logo not be less than 2+ wide.



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### Spacing

To prevent the identity from becoming visually crowded clear space must surround the logo. This clear space should be at least 1-inch free of any other type/images on top and below the Eola Capital logo, and at least  $\frac{3}{4}$ -inch of clear space on the left and right of the Eola Capital logo.



## Logo

### Backgrounds

It is preferable that the logo be reproduced on a white background or reverse out of a dark color. If the logo appears on any color other than white the single color version of the logo should be used in black or as a reverse. The logo should never be used as solid gold.

Acceptable reverses



Unacceptable reverses



Avoid using the logo on background imagery or patterns that appear busy, detract from the logo or affect readability.



The logo should never be confined within a box or border.



## Symbol

In some instances the fountain symbol may also be used as an individual design element.



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## Color

The fountain symbol may appear as solid gold, black or white reverse out of a solid background.



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## Sizing

It is preferable that the fountain symbol be proportionately small within a designed document and appear as a minor design element rather than an item of focus. The symbol should never be used larger than the size which it would appear in the logo itself.



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## Applications

The symbol should be used as a minor graphic element to support the identity, not to serve as the identity. The symbol should never be used in close proximity to the complete logo or even on the same page when possible. Uses might include graphic elements within footers of multipage documents. Another appropriate use for the symbol is a screened-back image such as a watermark.

## Color

Two standard colors have been selected for use with the logo developed for Eola Capital: black and gold. These approved colors should be given first consideration when applying the logo to various applications. The logo may also appear as solid 1-color black or as white reversed out of a background.



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## Spot Color

Whenever possible the logo should be reproduced in two spot colors:

Black                      PMS 451 Gold

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## Four-color Process

When PMS 451 is not available, the gold may be reproduced from a four-color process build of 33% cyan, 29% magenta, 55% yellow and 0% black.

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## Single Color

When represented in only one color the logo should be printed only in solid black or reversed out of a solid color background. Do not apply a screen tint to the fountain.



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## Electronic Applications

All electronic uses (web, presentations, screen savers, e-mail files) of the Eola Capital identity should appear in full color. The RGB equivalents for Eola Capital colors are:

black RGB 0/0/0 and gold RGB 178/170/126.

## Typography

Goudy Bold may be used for the headline font and Goudy Old Style may be used for the text font within business communications such as letters and proposals.

**Goudy Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!?"\$#%&\*()**

Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!?"\$#%&\*()

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## Logotype

The font in the logotype has been customized for Eola Capital. No attempt should be made to alter any part of the existing logo, duplicate the font or use a similar font on Eola Capital materials.

Eola Capital Orlando