



CORPORATE STYLE GUIDE

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Eservus Identity Elements

Eservus Signature

The Eservus Signature is the main element in the Eservus Corporate Identity and is used to represent the company in all communications.

The Eservus Signature is a registered trademark that is protected by the Trademarks Act of Canada.

The logo for Eservus, featuring a stylized lowercase 'e' in yellow with a white arrow pointing to the right, followed by the word 'servus' in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the end of the word.

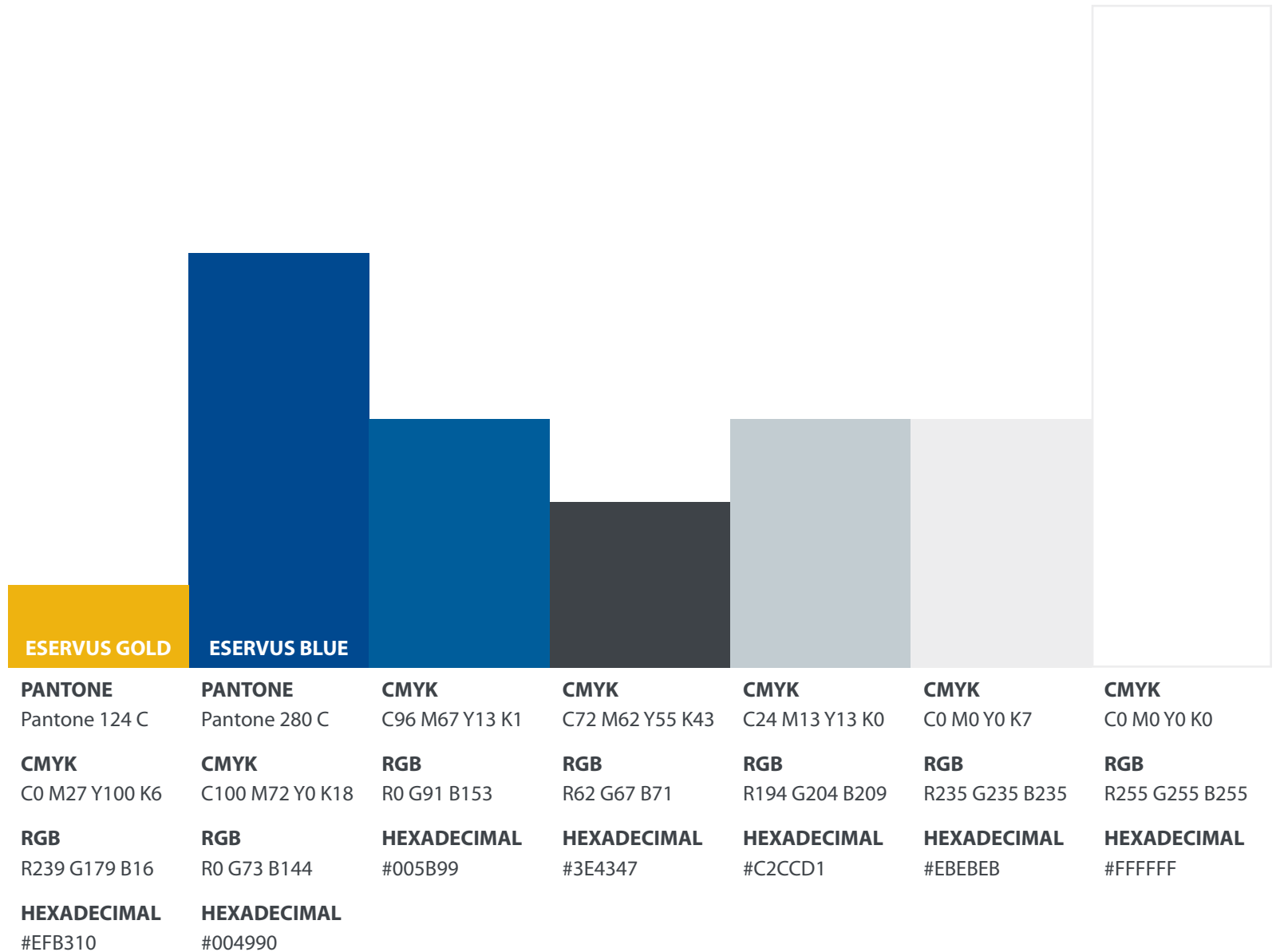
eservus®

Primary Colour Palette

Colour is a strong and communicative element to any corporate identity.

The Eservus Primary Colour Palette is a minimalist neutral blue palette selected to instill trust and credibility as an online corporate concierge. Neutrality is important because it allows the offers for the members to take focus.

Note the relative amounts of colour. The palette puts considerable emphasis on whitespace. When applying the colour palette, please try and maintain the relative amounts of colour in relation to each other.



Secondary Colour Palette

The Secondary Colour Palette is designed to support and complement the Primary Colour Palette. These colours enable flexibility and variety in design. Typically these colours are used to highlight or emphasize graphical elements such as buttons and call-to-actions. When applying the Secondary Colour Palette, ensure that none of the colours are used in greater quantity than any of the colours in the Primary Colour Palette.

**CMYK**

C0 M23 Y73 K0

RGB

R255 G200 B94

HEXADECIMAL

#FFC85E

CMYK

C100 M86 Y40 K40

RGB

R0 G41 B80

HEXADECIMAL

#002950

CMYK

C80 M54 Y0 K0

RGB

R94 G157 B255

HEXADECIMAL

#5E9DFF

CMYK

C58 M33 Y0 K0

RGB

R110 G149 B206

HEXADECIMAL

#6E95CE

CMYK

C66 M0 Y34 K0

RGB

R22 G209 B195

HEXADECIMAL

#16D1C3

Primary Typeface

The quick brown fox
jumps over the lazy dog

Typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for Eservus across all communications and promotional materials.

Aa

Myriad Pro Light

Aa

Myriad Pro Regular

Aa

Myriad Pro Semibold

Aa

Myriad Pro Bold

Aa

Myriad Pro Condensed

Myriad Pro

The Myriad Pro typeface family has been selected for its versatility and legibility for large amounts of body copy. It offers many styles which provide a large amount of design flexibility for all graphic communications.

The integrity of the typeface should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc.

Typeface Styles

- Condensed
- Condensed Italic
- Bold Condensed
- Bold Condensed Italic
- Light
- Light Italic
- Regular
- Italic
- Semibold
- Semibold Italic
- Bold
- Bold Italic

Substitute Typeface

The quick brown fox
jumps over the lazy dog

When the primary typeface, Myriad Pro is unavailable for use, please use Arial in its place.

Aa Aa

Arial Regular

Arial Bold

Arial

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

Common usage includes: letters, labels, memos, PowerPoint, invoices, forms and binders.

Typeface Styles

- Regular
- Bold
- Bold Italic
- Italic

Typeface Examples

Primary Typeface

Myriad Pro Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Condensed Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold Condensed Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Substitute Typeface

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



The Eservus Signature

Introduction

The Eservus Signature must be used to identify Eservus on all communications including external, internal and third-party communications as requested.

The integrity of the signature must be respected at all times. Never recreate or modify it in any way. Always use the approved electronic file which can be provided by contacting the appropriate Eservus Communications team member.

Eservus Signature



Registered Trademark

Logo



Overview

The Eservus Signature comes in three forms:

- Eservus Signature (primary)
- Eservus Signature & Description
- Smile E Signature

The integrity of each signature form must be respected at all times. Never recreate or modify it in any way. Always use the approved electronic file which can be provided by contacting the appropriate Eservus Communications team member.

Eservus Signature



Eservus Signature & Description



Smile E Signature



Eservus Signature

Clear Space

Always maintain the minimum clear space around the signature to maintain visual clarity and to provide maximum impact. The minimum clear space is X, where X is equal to the height of the Smile E logo. This space is required around all sides of the signature. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.



Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

1" (25.4 mm)

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Eservus Signature

Primary Colour Application

The Full Colour application is the primary colour arrangement to use when using the Eservus Signature. Please try and use the Full Colour application whenever possible.

Secondary Colour Application

If using the Full Colour application of the signature is not possible, please use one of the secondary colour applications. The secondary colour applications allow for more design flexibility when representing the Eservus Signature.

Full Colour



One Colour



Greyscale

40% Black



90% Black

Black



Negative



Eservus Signature & Description

Clear Space

Always maintain the minimum clear space around the signature to maintain visual clarity and to provide maximum impact. The minimum clear space is X, where X is equal to the height of the Smile E logo. This space is required around all sides of the signature. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.



Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

1.25" (31.75 mm)



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Eservus Signature & Description

Primary Colour Application

The Full Colour application is the primary colour arrangement to use when using the Eservus Signature & Description. Please try and use the Full Colour application whenever possible.

Secondary Colour Application

If using the Full Colour application of the signature is not possible, please use one of the secondary colour applications. The secondary colour applications allow for more design flexibility when representing the Eservus Signature & Description.

Full Colour



One Colour



Greyscale



Black



Negative



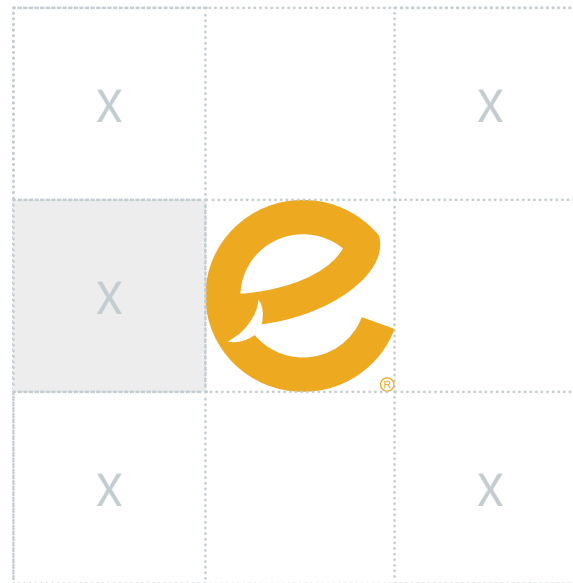
Smile E Signature

Clear Space

Always maintain the minimum clear space around the signature to maintain visual clarity and to provide maximum impact. The minimum clear space is X, where X is equal to the height of the Smile E logo. This space is required around all sides of the signature. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



0.2" (5.08 mm) | 

Smile E Signature

Primary Colour Application

The Full Colour application is the primary colour arrangement to use when using the Smile E Signature. Please try and use the Full Colour application whenever possible.

Secondary Colour Application

If using the Full Colour application of the signature is not possible, please use one of the secondary colour applications. The secondary colour applications allow for more design flexibility when representing the Smile E Signature.

Full Colour



One Colour



Black



Negative



Registered Trademark

The registered trademark symbol ® ensures that the Eservus signature is protected and provides legal title to intellectual property. When using the registered trademark symbol, it's only necessary to display it with the first or most prominent instance of the Eservus signature. The symbol does not need to appear with every instance of the signature.

Sizing

Sizing ® is done independently of the Eservus signature. This is because there is a minimum and maximum size the symbol should stay within to maintain legibility and reduce interference with the identity.

Positioning

® should always appear in the general area of the bottom-right corner of the Eservus signature. Exactly where depends on the size of the signature itself. To size and position the ®, follow the steps below:

1. Size the signature and ® independently from one another.
2. Combine the signature and ® so that the symbol is aligned to the bottom-right corner of the signature.
3. If half of the height of ® is X, ensure the symbol is not within X distance from the signature.
4. If ® is within X distance, move the symbol so that its left edge is aligned with the signature's right edge.
5. If ® is still within X distance, move the symbol so that its left edge is X distance from the signature's right edge.



Registered Trademark

eservus®

eservus
ONLINE CONCIERGE SERVICES®



eservus®

eservus
ONLINE CONCIERGE SERVICES®



eservus®

eservus
ONLINE CONCIERGE SERVICES®



Notice how the registered trademark symbol shifts from the inside right-edge to the outside right-edge of the Smile E Signature as the signature gets smaller.

Improper Use

Avoid any instances which causes any of the Eservus signatures to become altered or modified in any way. The following are some examples of situations to avoid.

Approved electronic files can be provided by contacting the appropriate Eservus Communications team member.



Colour

Use only the approved primary and secondary colour applications as outlined in this guide.



One Colour

Use only the approved one-colour options. This is especially true for the Smile E Signature as it should never be displayed in Eservus Blue.



Transformations

Do not rotate, flip, shear, or distort any of the Eservus signatures. Scaling is the only transformation allowed and never below the minimum size.



Integrations

The Eservus signature cannot be used as an element in the creation of a logo.



Combinations

Do not mix elements from other logos with the Eservus Signature.



Screens

The Eservus signature should not appear as a screen or a watermark.



The Eservus Sub-Brands

Introduction

The Eservus sub-brands represent a product or service that requires special distinction within the Eservus brand. In relation to the Eservus Signature, the sub-brands are considered children. This hierarchy should always be visually represented.

Each sub-brand is specific in purpose and must always be used to represent the product or service it was intended for and nothing else.

The integrity of the sub-brands must be respected at all times. Never recreate or modify it in any way. Always use the approved electronic file which can be provided by contacting the appropriate Eservus Communications team member.



Overview

Each Eservus sub-brand is comprised of the same graphical elements:

- Eservus logotype
- Product or service logotype
- Sub-brand logomark

The integrity of the sub-brand must be respected at all times. Never recreate or modify it in any way. Always use the approved electronic file which can be provided by contacting the appropriate Eservus Communications team member.

Product or Service Logotype



Sub-Brand Framework

The Eservus sub-brand framework outlines the rules that all current and future sub-brands must follow.

The Eservus logotype is always written in Myriad Pro Light and is half the width of the full sub-brand. The product or service logotype is always written in Myriad Pro Bold and should generally be two lines of text for best results.

Spacing between lines is determined by X, where X is equal to half of the height of the Eservus logotype.



Sub-Brand Framework

Clear Space

Always maintain the minimum clear space around the sub-brand to maintain visual clarity and to provide maximum impact. The minimum clear space is 2X, where X is equal to the height of the Eservus logotype. This space is required around all sides of the sub-brand. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.



Minimum Size

Minimum size refers to the smallest size at which the sub-brand may be reproduced to ensure its legibility.



Sub-Brand Framework

Primary Colour Application

The Full Colour application is the primary colour arrangement to use when using any of the sub-brands. Please try and use the Full Colour application whenever possible.

Secondary Colour Application

If using the Full Colour application of the sub-brand is not possible, please use one of the secondary colour applications. The secondary colour applications allow for more design flexibility when representing the sub-brands.

Full Colour



One Colour



Greyscale



Black



Negative



Improper Use

Avoid any instances which causes any of the Eservus sub-brands to become altered or modified in any way. In addition to the examples of improper use for the Eservus Signature, the following are more examples of situations to avoid with the sub-brands.

Approved electronic files can be provided by contacting the appropriate Eservus Communications team member.



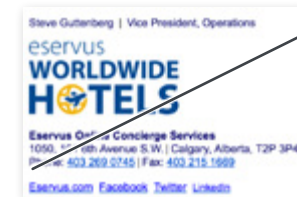
Approved Sub-Brands

Do not use the sub-brand framework to create un-sanctioned sub-brands. New sub-brands should be created with careful consideration and restraint. All sub-brands must be approved by Eservus executive team.



Hierarchy

Ensure that the parent-child hierarchy is visually represented between the Eservus Signature and the sub-brand. The sub-brand should never appear as if it is the parent or "umbrella" brand. This also means that the sub-brand should never be used independently of the Eservus Signature.



Frivolous Use

Do not frivolously use any of the sub-brands on non-marketing material such as invoices and email signatures. Sub-brands must always appear in the context of the product or service they represent.