

# Overview.



## THE LOGO

The logo consists of two elements: the icon and the logotype. The exact relationship of these two elements should never be altered. See the logo alternates section for more options.

## THE ICON

The icon is the graphic element constructed from the lower case glyphs, "eca". This mark can be used by itself when context dictates, but never change any of the visual elements.

## THE LOGOTYPE

The logotype is a customized type treatment of our name, based on the typeface Century Gothic. Never substitute "Eugene Civic Alliance" in a similar typeface.

# Logo use.

## CLEAR SPACE

It is essential to maintain sufficient space around the logo. This ensures that the logo is clearly recognizable and has a strong visual impact.

Maintain a clear space of at least the height of lower case "e" in the center of the symbol, keeping it clear from other text, images and the edge a document page.



## MINIMUM SIZE

The logo can be enlarged proportionally to any size. However, for ideal legibility in print and web, the logo should not be scaled below the minimum size shown.



The minimum height at which the logo can be printed is .375"

# Logo abuse.

1.



2.



3.



4.



5.



6.



1. **Don't change the colors of the full-color logo.**  
Using the proper colors is paramount to defining the brand.
2. **Don't change the color of the single-color logo.**  
The single-color version of the logo must only appear in black or white.
3. **Don't sacrifice legibility.**  
Legibility and definition must be maintained when placing the logo over busy backgrounds or photographs.
4. **Don't stretch the logo.**  
The logo's proportions must be accurately maintained.
5. **Don't apply effects to the logo.**  
Effects such as drop shadows detract from the visual identity of the brand.
6. **Don't reposition any elements of the logo.**  
Neither the symbol nor any of the logotype may be repositioned with respect to the logo.

# Logo alternates.

In some cases, the shape or color of the primary logo may not be suitable. In these limited cases, alternate logos are available.

## Logomark only

The logomark-only version is to be used very rarely. But it is necessary for cases such as social media profile icons or when space is very tight.



## Single color

When color printing is not an option, use the gray only version. The logo can also be reversed, i.e., used in white, when used against a solid dark background color.



# Alternate graphics.

The various “Civic” type treatments have become something like logos in their own right. They can be used on promotional material and merchandise to build excitement, but they should not eclipse the regular ECA logo. All official ECA communication materials must use the primary logo.



civic  
PLAY ON

**TECHNICAL NOTE:** When the CIVIC element is 3” in width, the tagline should be typeset in 48pt. Century Gothic with character spacing of 50 and a 4pt rounded stroke.



civic  
THE OF  
EUGENE

Alternate tagline type treatments are acceptable if the integrity of the CIVIC graphic is not changed and the overall visual effect and message is consistent with the ECA brand.