Logos

The exclusion zone is the area around each logo version that must be kept free from any type or graphic elements for visibility and logo protection.

Primary
Use the x-height of the capital E to work out the exclusion zone.

Secondary
Use the x-height of the capital T to work out the exclusion zone.

The E-ball
Use 1/4 of the width of the E-ball to work out the exclusion zone.

Primary – exclusion zone

Secondary – exclusion zone

E-ball – exclusion zone