RIGHT CARE ✦ RIGHT TIME

EVERY SECOND COUNTS

EMERGENCY COMMUNICATION
NURSE SYSTEM
Identity Standards Manual

RIGHT CARE ✦ **RIGHT TIME**

EVERY SECOND COUNTS

To maintain and strengthen the desired perception of the Emergency Communication Nurse System (ECNS) brand, the Identity Standards Manual should be utilized. The guidelines represent an opportunity to establish and extend equity for the Emergency Communication Nurse System brand, ensuring that consistent messages are delivered. Communications created based on these guidelines will help ensure that a professional and positive image is conveyed to the public.

This manual is intended for use as a handy reference to help you incorporate identity elements as you create and reproduce ECNS-branded materials. It provides simple guidelines for logo, color and typography. These standards apply to all visual representations of ECNS, including print collateral, electronic communications, and websites. The ECNS logo must be prominent in all public communications.

Primary Logo:

RIGHT RIGHT
CARE TIME
EVERY SECOND COUNTS

Clear Space:

RIGHT RIGHT
CARE TIME
EVERY SECOND COUNTS

Minimum Size:

RIGHT RIGHT
CARE TIME
EVERY SECOND COUNTS

1.5"

Logo

The logo shown at left is the foundation of the ECNS identity system. To reproduce the logo, approved artwork files must be used. The ECNS logo is a piece of artwork—not a font. It should never be hand-typeset.

Clear Space

The ECNS logo must be surrounded by a clear space of at least the height of "RIGHT" to ensure maximum recognition. The clear space is measured from the top, right, left, and bottom-most points of the logo.

When a color background is used, choose a background that allows sufficient contrast (less than 40% gray or equivalent).

Minimum Size

The minimum allowable reproduction width for the ECNS logo is 1.5 inches wide. The slogan is not readable at a smaller size.

center logos
horizontally

RIGHT CARE **RIGHT TIME**
EVERY SECOND COUNTS

CITY OF
Yucaipa

RIGHT CARE **RIGHT TIME**
EVERY SECOND COUNTS

CITY OF UPLAND
CALIFORNIA

RIGHT CARE **RIGHT TIME**
EVERY SECOND COUNTS

RANCHO
CUCAMONGA

center logos
vertically

RIGHT CARE **RIGHT TIME**
EVERY SECOND COUNTS

.125"
.125"

CITY OF
Yucaipa

RIGHT CARE **RIGHT TIME**
EVERY SECOND COUNTS

CITY OF UPLAND
CALIFORNIA

RIGHT CARE **RIGHT TIME**
EVERY SECOND COUNTS

RANCHO
CUCAMONGA

Co-Branding—City/Jurisdiction Logo Placement

When possible, the official ECNS logo is placed on the left; it may NOT be altered by proportions, colors, tagline or special effects. A 1 pt. line should be used to separate the two logos. For horizontal placement, this line should be the same height as the ECNS logo. In a vertical placement, the line should be the width of the ECNS slogan (Every Second Counts).

The ECNS logo and City logo may also be stacked vertically if this is more appropriate for the layout space available.

All logos SHOULD be center-aligned along the vertical and horizontal axes. Guide lines are recommended to ensure equal visual weight.

All logos SHOULD maintain an adequate clear space of .25 inches in between any horizontal placement and .125 inches in between any vertical placement. Make sure any other graphics in the layout are not too close to the set of logos.

Primary Logo: Full Color

Dark blue - PMS Reflex Blue C
Red - PMS 7597 C
Blue - PMS 660 C
Gray - 15% Black

Primary Logo: Black and White

Black

Primary Logo: 1-Color reversed

Positive Reproduction

For all applications, the primary logo must be used in color as specified.

A one-color, black version of the logo is available for use in situations that print in black and white. This version should only be used when the logo must appear in black and white such as newspapers.

Reverse Reproduction

When reproducing the ECNS logo on a background color, the preferred application is to place the logo on one of the identity colors (see page 7). The logo should be reversed out to white on the darker colors in the palette.

Do Not tilt or transform the logo in any way.

Do Not reproduce the logo in colors other than those specified on page 4.

Do Not reorganize any elements of the logo.

Do Not apply a drop shadow.

Do Not reproduce the logo at a width smaller than indicated on page 3.

Do Not enclose the identity within boxes or shapes defined by white or any other background color, in effect creating a new lock-up.

Do Not add any modifiers to the logo except the approved lock-ups.

Do Not alter the composition of the logo.

Do Not set the logo on a competitive background that will detract from its readability.

Incorrect Usage

The ECNS logo is the visual expression of the program to the outside world. No other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated to the left. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the logo, use only the supplied artwork. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Proxima Nova Extrabold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Typography

Logo Font

Proxima Nova is the typeface used in the logo. If available, it should be used in ECNS collateral.

System Fonts

System fonts should be used in electronic and web-based applications, and where the logo font is not available.

Titles/Body Copy:
Arial/Helvetica

Color Palette

The logo colors should be used for typography and solid areas where appropriate.

Color Palette

Dark Blue
CMYK 100/93/14/12
RGB 0/22/137
PMS Reflex Blue C
#001689

Blue
CMYK 76/47/0/0
RGB 61/125/202
PMS 660 C
#3d7dca

Red
CMYK 10/89/100/2
RGB 214/65/35
PMS 7597 C
#d64123

Gray
CMYK 0/0/0/15
RGB 220/221/222
PMS Cool Gray 1 C
#dcddde