



eBiz  marketing
a c a d e m y



LOGO

COLOR VALUES



Pantone: Orange 021U
CMYK: 0, 71, 86, 0
RGB: 255, 109, 45
Hex: #FF6D2D



Pantone: 801U
CMYK: 78, 24, 5, 0
RGB: 0, 153, 205
Hex: #0099cd



100% Black / 70% opacity



0% Black / 20% opacity



LOGO
FONTS



Raleway Semi Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Designer: Matt McInerney

Raleway Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini.

It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

It also has a sister family, Raleway Dots.



LOGO LOGO SIZES



4.5"

Whenever possible full logo should be used.

- Bigger than 1" wide -Full Logo
- 0.8" wide and smaller. Text "academy" removed
- 0.8" wide, and smaller. Text removed.
- 0.5" wide smallest size allowed



2.5"



2"



1.5"



1.25"



1"



0.8"



0.7"



0.5"



LOGO
LOGO VARIATIONS



Original Logo should be used when possible



Circle Logo, to be used on small spaces and social media



Long Horizontal Logo - Used for long width and small height spaces



LOGO

LOGO RULES

Smallest Size Original Logo 1"



Smallest Size: 0.5"



Color version should be used whenever possible. Optimal background color for logo placement on dark purple or white. Logo should never be boxed in or not show contrast with background. When this occurs use reverse version of logo.



Logo boxed in



No contrast with background



use reverse option



Text or objects around the logo should give a space of at least the width of icon

Lorem ipsum eBiz Marketing Academy dolor sit amet, consectetur adipiscing accumsan elit. Sed sit amet augue et leo pellentesque pulvinar. Quisque eu sapien nec lorem varius hendrerit. Donec non aliquam ipsum. Phasellus nec lacus nisi, ac accumsan arcu. Nulla in justo quis odio tincidunt tincidunt eu id sem. Sed quis blandit sapien. Phasellus eros nibh, commodo vel viverra vitae, lobortis eu nulla.

Nullam ultricies pulvinar viverra. Phasellus tempor malesuada fermentum. Suspensisse

TEXT

Titles: Raleway SemiBold (lowercase) Should be a dark color (blue, purple) never be same color of logo

Body Text: Cabin Regular black or dark purple #2d1e32

The word eBiz Marketing Acedemy should always be Title Case with lower case e in blue (if possible).

Email Signature



Ernesto Comodo
founder

310.200.8870 cell
ernesto@e-bizacademy.com

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PO Box 9902-321
Los Angeles, CA 90003
www.e-bizacademy.com

ernesto comodo
907k marketing
126 e.64th st.
los angeles, ca 90003



STATIONARY



www.e-bizacademy.com

June 15th, 2020

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Best regards,

Ernesto Comodo
founder

(310) 200-8870
ernesto@e-bizacademy.com

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LOGO
LOGO IN USE



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THANK YOU

Brand Guideline presented by 907K. More info: ernesto@907k.com | 310.822.6980