**ETIM**
*International*

The international classification
standard for technical products

# ETIM Style Guide and Logo Guidelines

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# ETIM International Corporate Identity and Logo Guidelines

## 1. Introduction

This document provides comprehensive guidelines for the proper usage of the ETIM International logo and style elements. Adhering to these guidelines is essential to maintain a consistent and professional brand image across all mediums.

The ETIM name and logo are owned and registered by ETIM International. ETIM International allows its members to use the ETIM name and logo under certain conditions as specified below.

The registered logos cannot be changed in any way or format, unless after explicit consent from ETIM International.

# 2. Logo usage

The ETIM International logo, referred to as the ETIM-logo, represents the ETIM brand and should be used consistently across all platforms. There are a number of versions that are all suited for its own special purpose.

## 2.1.  General logo specifications

### Full colour logo

The primary full colour logo is to be used in most instances. Always use the official, high-resolution version of the logo as provided by ETIM International.

### Diapositive logo

The secondary diapositive logo can be used in situations where the primary logo does not fit appropriately. This includes variations like monochrome, inverted colours, and dark backgrounds.

## 2.2.  ETIM International logo

The ETIM International logo is to be used in all instances when generally referring to the ETIM International association, its community, and its standards.



Full colour



Diapositive

## 2.3. ETIM country member logo

The ETIM country member logo must be used when referring to an organisation that is representing ETIM in a country.

Often, local representation of ETIM is carried out by a local association with its own organisation name and logo. In that case the ETIM country member logo must be used when referring to the local program and activities around ETIM within this organisation.



Full colour



Diapositive

## 2.4.  ETIM product classification logo

The ETIM product classification logo must be used when referring to ETIM product classification standard specifically.

We provide a logo in a compact as well as a spacious form.



Spacious, Full colour



Spacious, Diapositive



Compact, Full colour
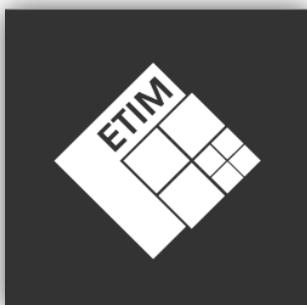


Compact, Diapositive

## 2.5. ETIM Inside logo

This logo is specifically designed for usage in connection with software solutions or product data bases making use of the ETIM classification standard. It can be used by any user of the ETIM standard and by any solution provider, but only after explicit consent by an official ETIM organisation.

The ETIM Inside logo can only be used when the respective software solution is demonstrably applying the ETIM classification standard.

The master files for the basic and 'ETIM Inside' logos are published together with these guidelines, the organizational logos are only made available at specific request to the concerning organization.



Full colour
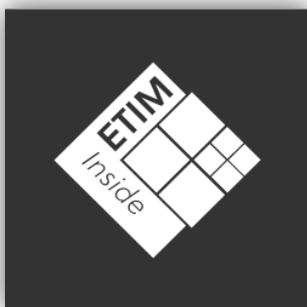


Diapositive

## 2.6.  ETIM xChange Logo

The ETIM xChange logo must be used when referring to the ETIM product data xChange standard specifically. Members and implementation partners can use this logo to show to the outside world that they are capable to exchange product data via the xChange JSON format.



Full color



Diapositive

## 2.7. Global Industry Member Logo

This logo is exclusively designed for use by our Global Industry Members only.



Full colour



Diapositive

## 2.8. Colour Specifications
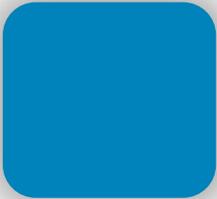
**Primary Colour**

HEX #0082BA
RGB: 0, 130, 186
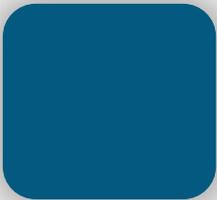
**Secondary Colour**

HEX #03597F
RGB: 3, 89, 127

**Secondary Colour**

HEX #053043
RGB: 5, 48, 67

**Background Colour**

HEX #F4F9FB
RGB: 244, 249, 251

Ensure these colours are not altered in any way to maintain brand consistency.

## 2.9. Clear Space

To ensure these ETIM-logos remains visible and uncluttered, maintain a minimum clear space around the logo. The clear space should be equivalent to at least 10% of the total width of the logo.
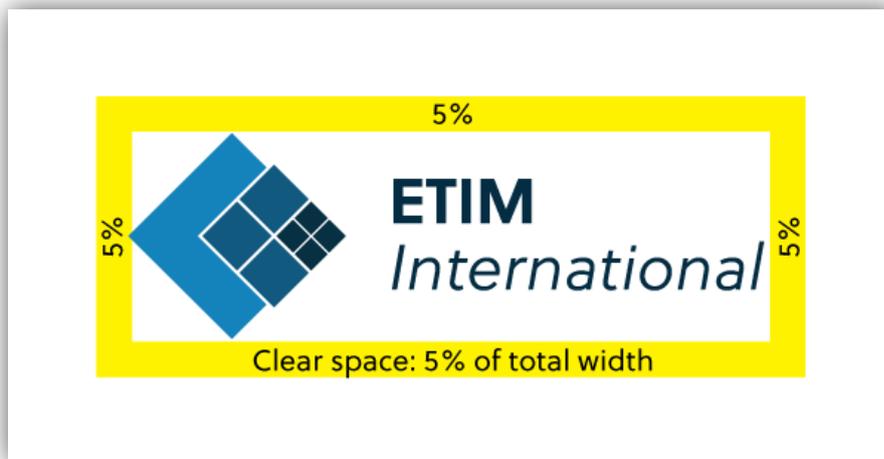


## 2.10. Minimum Size

ETIM-logos must be clearly legible at all sizes. The minimum size for print is 1 cm in height. For digital use, the minimum size is 60 pixels in height.

## 2.11. Incorrect Usage

To preserve the integrity of the ETIM-logos, avoid the following incorrect uses:

- Do not alter the proportions of the logo.
- Do not change the colours of the logo.
- Do not rotate or flip the logo.
- Do not add effects (e.g., shadows, gradients) to the logo.
- Do not add transparency of gradients to the logo.
- Do not add additional text to the logo.
- Do not place the logo on busy backgrounds that impair its legibility.
- Do not use the logo as an integral part of any organisation's logo, other than ETIM International, or ETIM country organisations.

## 2.12. Logo Placement

When placing the ETIM-logos in a design, ensure it is prominently displayed and does not compete with other elements.


## 2.13. File Formats

The ETIM-logos are available in the following formats to suit various applications:

**Vector**

 .ai, .eps, .svg (for print and large-scale applications)

**Raster**

.png, .jpg (for web and digital use)

Always use the appropriate file format to ensure the highest quality reproduction of the logo.

# 3. Typography

## Preferred Font: Soleil

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Alternative font: Arial**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Font styles

# Heading 1        22pt, Secundary colour

## Heading 2        14 pt, primary colour

### Heading 3        12 pt, primary colour

Body        11 pt, black

- List        plain round bullet in secundary colour, text black, Left 1,9 cm

# 4. Contact Information

For any questions regarding the usage of the [ETIM-logo] or to request additional logo files, please contact:

**ETIM International**

Email: info@etim-international.com

# 5. Conclusion

By following these guidelines, you help maintain the strength and integrity of the ETIM brand. Thank you for your cooperation and attention to detail in using the ETIM-logos correctly.

This document is subject to updates. Please refer to the ETIM International website for the latest version of the logo guidelines.