EagleView® Technologies Brand Guidelines

Updated March 2015

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Logos

EagleView Corporate Logo

The EagleView corporate logo consists of a compass symbol and wordmark. The compass sits to the left of the word EagleView. The font used to create the word EagleView is an adapted version of Frutiger® Next Pro Medium in small caps.

The EagleView corporate logo exists as two versions: a horizontal version, which is preferred, and a vertical version. When possible, use the horizontal version of the logo. The vertical version should be reserved for situations with limited width space.

The EagleView logo is visually a two-color logo consisting of 100% EagleView Red and EagleView Blue. Details on the color can be found under the corporate color section of this document.

The complete EagleView corporate logo consists of both the compass and wordmark. Neither the compass or wordmark should be recreated using available fonts and typography or drawing programs. Employees may download artwork from the company intranet or by contacting the marketing department.

EagleView Corporate Logo Representation

The EagleView corporate logo represents all EagleView companies as a whole. The logo should be used by the departments that service all EagleView companies, such as marketing, finance and human resources department.

Horizontal (preferred) logo

Vertical logo

Logos

EagleView Corporate Logo – Minimum Size

The recommended minimum size of the horizontal EagleView logo for print is 1½ inches wide. The minimum recommended size for web and digital applications for the horizontal EagleView logo is 110 pixels.

The recommended minimum size of the vertical EagleView logo for print is 1-inch wide. The minimum recommended size for web and digital applications for the vertical EagleView logo is 75 pixels.

Note that the limits are guides only. Most reproduction methods have specific limitations and care should be taken to ensure that the size selected suits the process being used.

EagleView Corporate Logo – Clear Space

The required minimum clear space on all sides of both the horizontal and vertical logo is the height of the capital "E" in EagleView.

1.5 in. / 110 px.

Minimum Size

1 in. / 75 px.

Minimum Size

Horizontal Logo Clear Space

Vertical Logo Clear Space

Logos

EagleView Technologies Logo

The EagleView logo consists of a compass symbol and wordmark. The compass sits to the left of the words EagleView Technologies. The font used to create the word EagleView is an adapted version of Frutiger® Next Pro Medium in small caps and the font used to create the word Technologies is an adapted version of Frutiger Next Pro Bold in all caps.

The EagleView logo exists as two versions: a horizontal version, which is preferred, and a vertical version. When possible, use the horizontal version of the logo. The vertical version should be reserved for situations with limited width space.

The EagleView logo is visually a two-color logo consisting of 100% EagleView Red and EagleView Blue. Details on the color can be found under the corporate color section of this document.

The complete EagleView logo consists of both the compass and wordmark. Neither the compass or wordmark should be recreated using available fonts and typography or drawing programs. Employees may download artwork from the company intranet or by contacting the marketing department.

EagleView Technologies Logo Representation

The EagleView Technologies logo represent EagleView Technologies, Inc. The company is the unparalleled provider of aerial imagery, data analytics and GIS solutions serving the commercial, government and public utility sectors.

Horizontal (preferred) logo

Vertical logo

Logos

EagleView Technologies Logo – Minimum Size

The recommended minimum size of the horizontal EagleView logo for print is 1½ inches wide. The minimum recommended size for web and digital applications for the horizontal EagleView logo is 110 pixels.

The recommended minimum size of the vertical EagleView logo for print is 1-inch wide. The minimum recommended size for web and digital applications for the vertical EagleView logo is 75 pixels.

Note that the limits are guides only. Most reproduction methods have specific limitations and care should be taken to ensure that the size selected suits the process being used.

EagleView Technologies Logo – Clear Space

The required minimum clear space on all sides of both the horizontal and vertical logo is the height of the capital "E" in EagleView.

1.5 in. / 110 px.

Minimum Size

1 in. / 75 px.

Minimum Size

Horizontal Logo Clear Space

Vertical Logo Clear Space

Logos

Pictometry Logo

The Pictometry® logo consists of a compass symbol and wordmark. The compass sits to the left of the words Pictometry An EagleView Company. The font used to create the word Pictometry is an adapted version of Frutiger Next Pro Medium in small caps and the font used to create the words An EagleView Company is an adapted version of Frutiger Next Pro Bold in all caps.

The Pictometry logo exists as two versions: a horizontal version, which is preferred, and a vertical version. When possible, use the horizontal version of the logo. The vertical version should be reserved for situations with limited width space.

The Pictometry logo is visually a two-color logo consisting of 100% Pictometry Red and Pictometry Blue. Details on the color can be found under the corporate color section of this document.

The complete Pictometry logo consists of both the compass and wordmark. Neither the compass or wordmark should be recreated using available fonts and typography or drawing programs. Employees may download artwork from the company intranet or by contacting the marketing department.

Pictometry Logo Representation

The Pictometry logo represent Pictometry International Corp. The company delivers the highest resolution, aerial oblique and orthogonal images to provide unmatched visual intelligence. Property-centric analytic tools empower end-user workflows with highly accurate answer sets supporting the commercial and government sectors.

Horizontal (preferred) logo

Vertical logo

Logos

Pictometry Logo – Minimum Size

The recommended minimum size of the horizontal Pictometry logo for print is 1½ inches wide. The minimum recommended size for web and digital applications for the horizontal Pictometry logo is 110 pixels.

The recommended minimum size of the vertical Pictometry logo for print is 1-inch wide. The minimum recommended size for web and digital applications for the vertical Pictometry logo is 75 pixels.

Note that the limits are guides only. Most reproduction methods have specific limitations and care should be taken to ensure that the size selected suits the process being used.

Pictometry Logo – Clear Space

The required minimum clear space on all sides of both the horizontal and vertical logo is the height of the capital "P" in Pictometry.

1.5 in. / 110 px.

Minimum Size

1 in. / 75 px.

Minimum Size

Horizontal Logo Clear Space

Vertical Logo Clear Space

Logos

Corporate Symbol

The EagleView corporate symbol, a custom-drawn compass, may be used on its own to represent the company.

Details on the color can be found under the corporate color section of this document.

Dual Logo

The Dual Logo may be used in special cases where both companies are represented or there is an overlap in markets. Please contact the marketing department to talk about cases where the dual logo may be needed.

EAGLEVIEW® **PICTOMETRY®**

Horizontal (preferred) logo

EAGLEVIEW®

PICTOMETRY®

Vertical logo

Logo

Positive Color Representation

All logos – EagleView, EagleView Technologies, Pictometry and the Dual Logo – should be represented in their two-color format whenever possible – EagleView Blue and EagleView Red. Two-color representations are available in Pantone, CMYK, Hex and RGB formats.

In cases where two-color representation is not possible, a one-color representation may be used. The EagleView Blue should be used for one-color representation when possible or 100% Process Black if black and white is required.

Logo

Reversed Color

In some cases, the logos will need to be reversed out to show against dark backgrounds. The all logos should only be reversed out in white.

Logo

Misrepresentation

All of the logos represent our company. By altering the logos, the brand of the company is compromised.

Do not stretch or compress any of the logos.

Do not change the size relationship of the compass to any of the word marks.

Do not change the colors or use retired company colors in the logos.

The positive version of the logo should not be placed on dark backgrounds.

When reversed the entirety of the logos should only be represented in white. No portion of the logos should remained colored.

When positive one-color representations of the logo are used, the entire logo should be a single color with no tints.

When the logos are used in reverse they should be represented on dark backgrounds to ensure clarity.

Logo

Compass Watermarks

For internal and external software integrations where Pictometry images are used, the yellow copyright information that is generated on the Pictometry image should be visible.

Alternately, if the generated copyright information cannot be displayed, or is obstructed, the compass mark and copyright information should be displayed in the bottom right corner of images.

The compass should be created as a 90% white transparent PNG with a black drop shadow set at 100% with a distance of 0 pixels, spread of 4 pixels and size of 4 pixels in PhotoShop. The size for the compass is 50 pixels wide. The copyright information should be presented in Tahoma Bold in white at a font size of 11 points.

Employees may download the 50-pixel compass artwork for partner software from the company intranet or contact the marketing department.

Imagery that is used for marketing communication as a stand-alone piece should also bear the generated copyright information, or a compass with the copyright information. The compass should be roughly 5% of the size of the photo and appropriately sized copyright verbiage should be included in Frutiger Next Pro Bold or Arial Bold. The compass and copyright information should be placed at the bottom left corner.
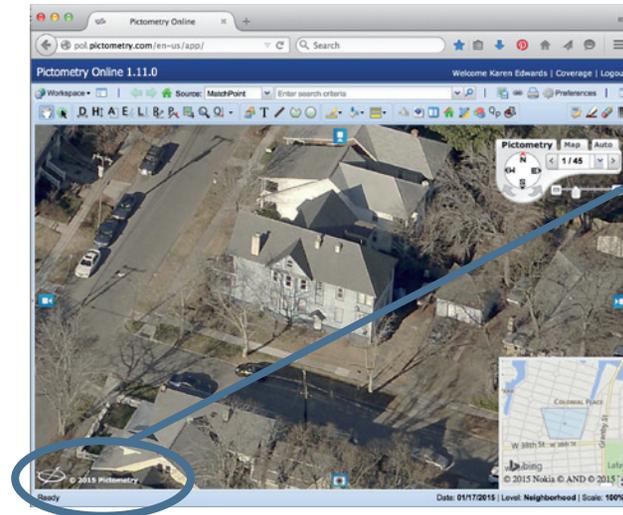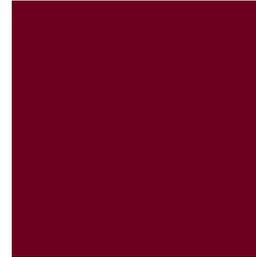

50 px.
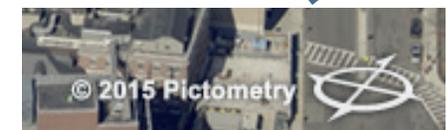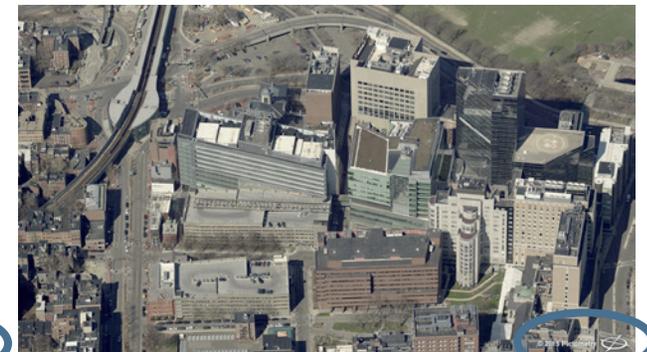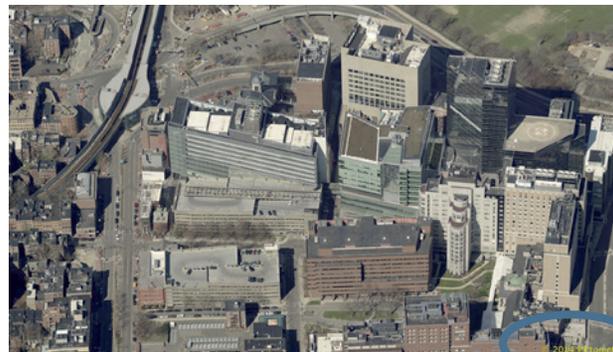
Color

Corporate Colors

The primary colors of the corporate brand are EagleView Blue and EagleView Red. These two colors will be the primary colors used on all corporate collateral, websites, apps, tradeshow graphics, etc. Where possible, use of white space should be applied to keep the visual brand clean.

Process Black set at 90% is used for a majority of the body copy in EagleView collateral and associated print materials. The color equivalent is to be used in digital and online assets.

Secondary Colors – Print

Muted tones of gray, blue and taupe have been chosen as a secondary palette. These accent colors should be used sparingly as a highlight or in charts and graphs.

EagleView Blue
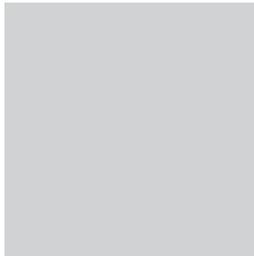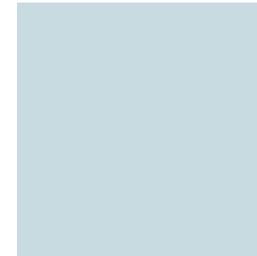Pantone 302C
C100 M48 Y12 K58
R0 G58 B93
003A5D

EagleView Red
Pantone 188C
C16 M100 Y65 K58
R120 G35 B46
78232e

EagleView Bodycopy
Pantone Process Gray 90%
C00 M00 Y00 K90
R65 G64 B66
414042

EagleView Accent 1
Pantone Process Black 20%
C0 M0 Y0 K20
R217 G218 B219
D6DADB

EagleView Accent 2
Pantone 7527C
C3 M4 Y14 K8
R218 G215 B203
DAD7CB

EagleView Accent 3
Pantone 5455C
C16 M3 Y3 K5
R198 G211 B215
C6D3D7

EagleView Accent 2
Pantone 7535C
C7 M10 Y22 K20
R190 G185 B166
BEB9A6

Typography

Print

All print collateral for EagleView Technologies utilizes the Frutiger Next Pro family and the PF DinDisplay Pro font families. PF DinDisplay Pro should be used for headlines only to create distinction and emphasis.

Frutiger Next Pro Light should be used for body copy in brochures and literature. In most cases, copy should be typeset in 10 pt. with 13 pt. leading; 90% Black in color. Frutiger Next Pro Regular and Bold should be used when copy is in a reversed setting. Frutiger Next Bold should be used for sub-headings.

In all design, bold and italic forms should be used instead of underlining to show emphasis.

Frutiger Next Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Next Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Next Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Next Pro Family

Frutiger Next Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Next Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Next Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PF DinDisplay Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PF DinDisplay Pro Family

PF DinDisplay Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Website

The Myriad Pro family is used for the EagleView corporate website and landing pages. The Myriad Pro family TypeKit is preferred and Tahoma is the backup for older browsers that do not recognize the TypeKit.

Email Marketing

The Arial family is used for email marketing communications. This is a web-safe font that will render across all browsers and email clients.

Microsoft Office

The Calibri family is used for all documents created in Microsoft Office applications (Outlook, Word, Excel and Powerpoint).

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Family

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Family

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Family

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890