



Logo Versions

This is the primary logo for most eCAPITAL communications.



This is the secondary logo for all eCAPITAL communications. It is to be used when scale / size make the primary logo less effective or legible.



The iconic “e” in the eCAPITAL logo is also a key part of the visual system.



Logo Space



This diagram represents the clear space that should always be afforded the eCAPITAL logo.

No typography, graphics, imagery or other objects are permitted to violate this spacing around the logotype.

This same distance of clear space also applies to the secondary logo.



Minimum Size

The logo must not be scaled below these minimum sizes. This will ensure visual brand integrity and retain legibility.



6cm



240px



3cm



120px