THE EROAD LOGO WITH WORDMARK

The EROAD wordmark is a specially kerned and adjusted version of Gotham Bold. The relative position and proportions are locked and must not be altered.

It is primarily used in commercial markets (USA) and for certain application in established markets (NZ).

REVERSED LOGO WITH WORDMARK

Please use the reversed logos on backgrounds with sufficient contrast.
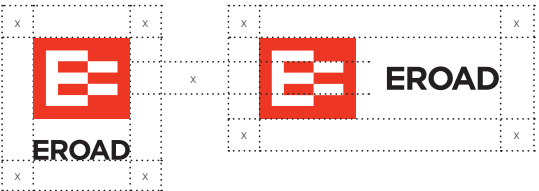
LOGO FORMATS

Please use the relevant format of the logo, for the accurate colour output and resolution.

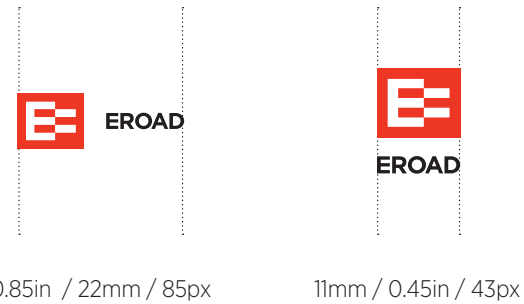| USAGE	FORMAT	COLOUR SYSTEM
Print	**EPS (preferred)** **JPEG (high resolution)**	CMYK, PMS
Digital	**PNG, JPEG**	RGB
Signage	**EPS, PDF**	CMYK, PMS

SAFE AREA

The exclusion zone refers to the minimum amount of space required around the logo. It must also be used as large as possible on all collateral.

MINIMUM SIZE

The word 'EROAD' needs to be legible at all times. The minimum size is 0.85in or 22mm wide.

0.85in / 22mm / 85px   11mm / 0.45in / 43px

PROPORTIONS

Please ensure the Shift key is pressed down when resizing the logo so that it does not look stretched or disproportionate.

Don't crop or change, add elements or change the orientation of the logo in any way.