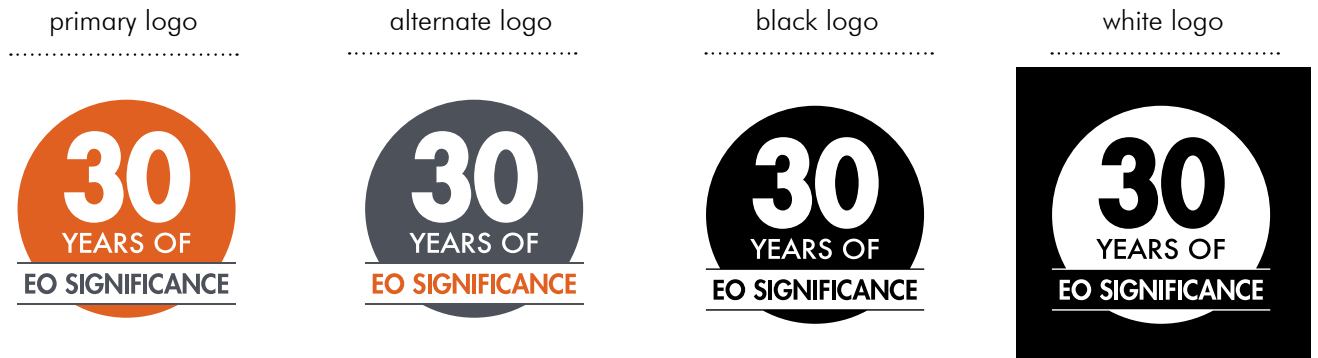




To successfully reinforce a consistent, global brand, it is important that all EO signatures be presented accurately when used.

When using the 30th Anniversary logo externally, EO must still remain the parent brand. Since there is not an inherent association with EO from the design of the logo and the graphic, it must be used in conjunction with the primary EO logo that includes the text, "Entrepreneurs' Organization." It must be placed relatively close in vicinity to the 30th Anniversary logo. For any questions regarding the use of the 30th Anniversary logo, please contact communications@eonetwork.org.

30th Anniversary Logo



Primary Color Palette

Color Translations:			
Print:	Pantone Coated	Pantone 159 C	Pantone 425 C
Spot Color	Pantone Uncoated	Pantone 159 U	Pantone 425 U

Print:	CMYK	C 1	C 38
Process Color		M 74	M 28
Coated		Y 100	Y 21
		K 7	K 63

Print:	CMYK	C 1	C 38
Process Color		M 74	M 28
Uncoated		Y 100	Y 21
		K 13	K 63

Web	RGB	R 199	R 86
		G 91	G 90
		B 18	B 92

Web	Hexadecimal	#C75B12	#565A5C



All-black on a white background with sufficient space **OKAY**.



Do not split or stack the signature.



Do not position the signature within rules or frames.



Do not add drop shadows to the signature.



Do not alter the colors that have been assigned to the signature.



Never print over an image.



Do not use the signature smaller than type will read comfortably.



Do not rotate or skew the axis of the signature.



Do not rotate or skew the axis of the signature.



Do not alter the size relationship between any element of the signature.



Do not position the signature on a background with insufficient contrast.



Do not position the signature with insufficient clear space.

Talking Points

Remember to incorporate the following when communicating about the 30th Anniversary:

- » Celebrating EO's 30th Anniversary will serve as a platform to generate greater awareness of organizational value.
- » The Anniversary is an opportunity to make an ever bigger mark—but we can only do so with teamwork.
- » We need your help. Planning events, publicizing them and finding EO Patrons requires the membership to roll up their sleeves.
- » EO Global is there to help, with the tools you need available for download on the 30th Anniversary website.
- » Raise your voice for EO! Post your events to social media, reach out to local media and share your unique Anniversary celebration with your peers and your community.
- » The 30th Anniversary efforts should support retention, facilitate engagement and maximize the EO experience for members.
- » Above all, it will serve as a reminder of EO's impact as a significant thought leader in the entrepreneurial space.
- » Embrace our history, reflect on progress and look ahead to the next 30 years.
- » Let's make this fun!

Download the 30th Anniversary Branding Resources

Want to access 30th Anniversary files? Download the official flyer, logo and more at events.eonetwork.org/anniversary/!