

## Efficiency Trade Network Logo

### Connect with the things that matter.

Although the Efficiency Trade Network logo is visually different than the other Efficiency Nova Scotia logos, it can still be applied to any application due to its flexibility through these three colour options.

Members can use the Efficiency Trade Network logo in advertising to promote membership and subsequently, affiliation with Efficiency Nova Scotia.



EFFICIENCY TRADE NETWORK LOGO



BLACK EFFICIENCY TRADE NETWORK LOGO



WHITE EFFICIENCY TRADE NETWORK LOGO

## Efficiency Trade Network Logo - Layout

### How to use the Efficiency Trade Network logo.

The Efficiency Trade Network logo is made up of multiple elements organized within a box.

The area around the outside of the logo with the dotted lines is the safety area. No other logos or elements should come closer than half of an inch to the Efficiency Trade Network logo.



## Efficiency Trade Network Logo - Sizing

### One size fits (almost) all.

The Efficiency Trade Network logo can be blown up to any size without any concern for distortion. On the other hand, scaling down the logo too much can render the Efficiency Nova Scotia logo, that appears within the box, illegible.

The smallest the Efficiency Trade Network logo should be is 2.74" wide. Any smaller than that and the legibility of the Efficiency Nova Scotia logo is compromised.



## Placement of Efficiency Trade Network Logo

### Making the mark.

When our members are sending out documents or communicating with clients, we prefer the Efficiency Trade Network logo sitting in any of the four corners of the document, with preference given to the bottom left corner.

