

EOIN CÉ GRECO BRAND GUIDELINES

ESTABLISHED

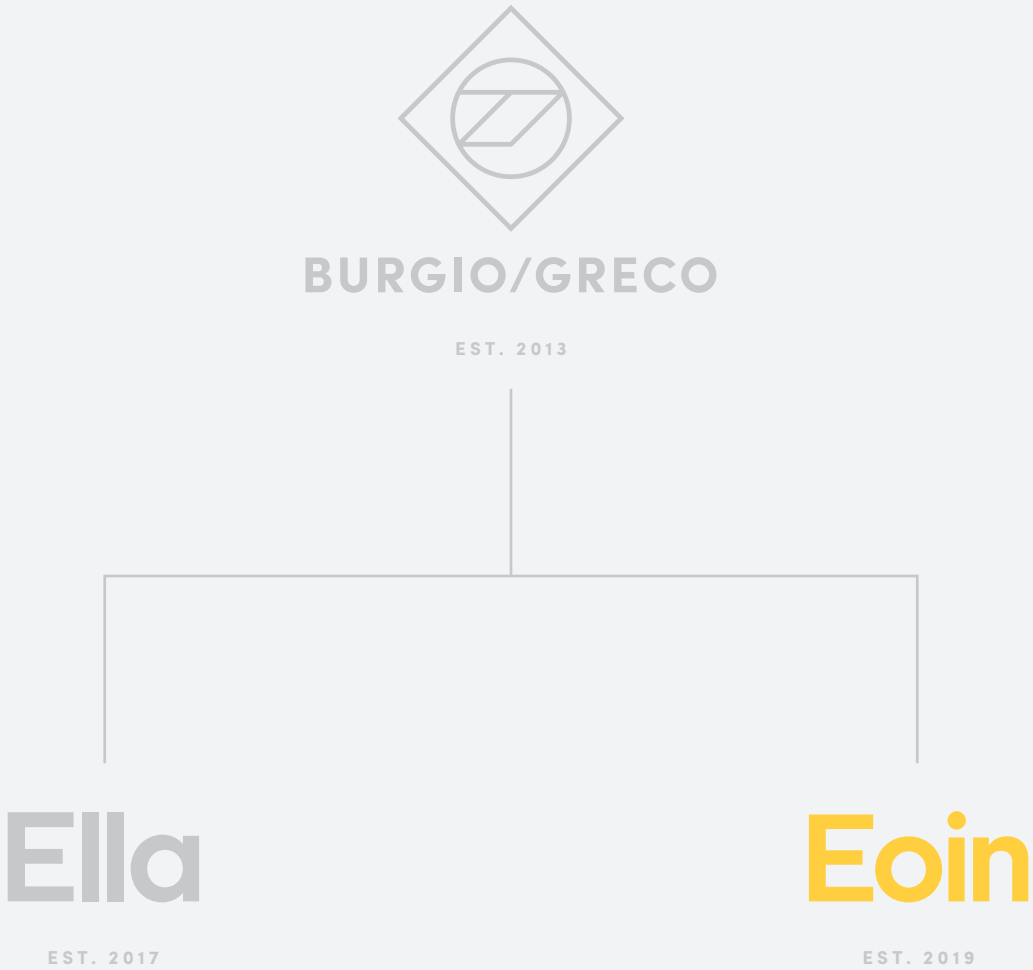
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A NEW GRECO FOR 2019

This document is meant to be a guide for all partners creating work for or with **EOIN CÉ GRECO**. Adherence to the rules and direction described in the following pages will ensure consistency and recognition across all communications.

Eoin is part of an **ENDORSED STRUCTURE**. Both the parent brand and its divisions have strong, unique market presences, and the divisions benefit from their association with or endorsement from the parent brand. The harmony between them is mutually beneficial.



Eoin is

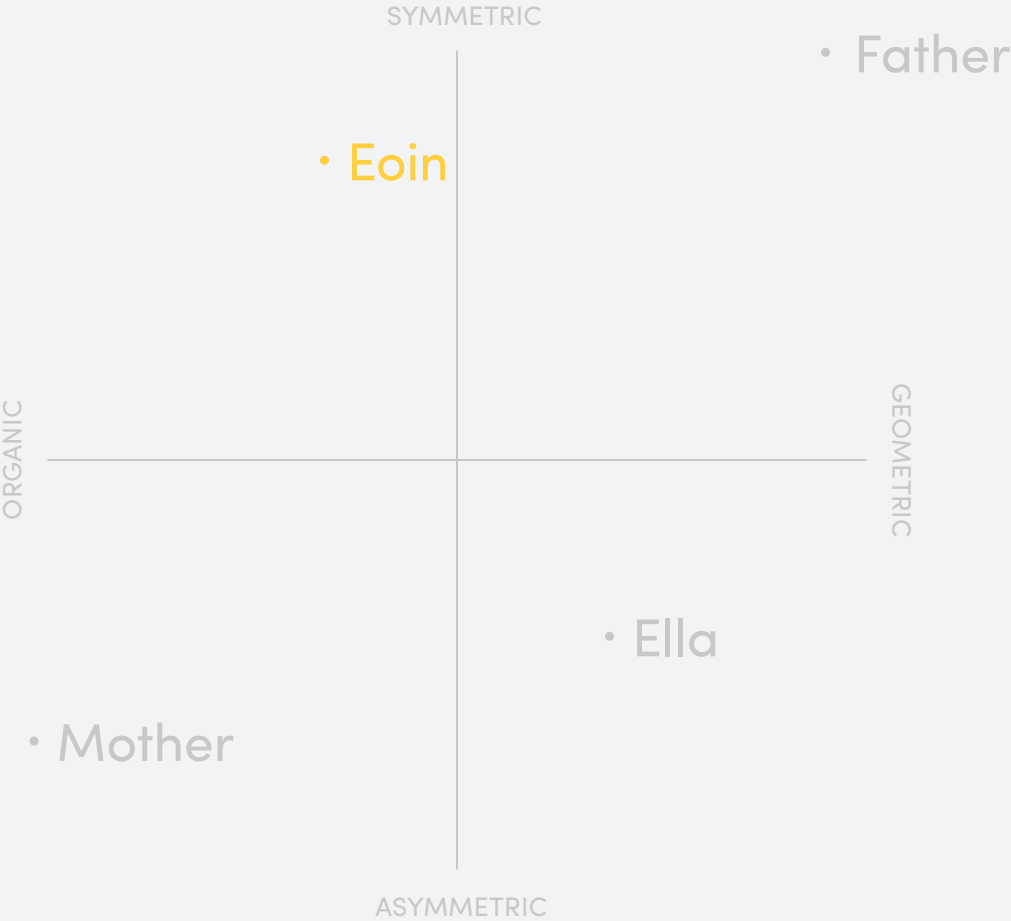
MALE
 HUMAN
 NEW
 DEAR

Information should be presented in a charming if not lyrical manner. Additional explanatory information is welcome provided the layout and hierarchy allow for it.

The application of the metadata tag **#EOINISDEAR** is recommended in order to easily find Eoin-specific content online.

The brand’s look and feel is bright, open, and balanced, inspired by the natural and real elements of the **SUN AND AIR.**

Communications should have a central point of focus with negative space between symmetrically placed elements.



The logomark is the identifying symbol of the Eoin Cé Greco brand. The **CIRCULAR SEGMENT** is a region of a circle which is separate from the rest of a circle by a secant or a chord. If viewed through the correct eyes, the circular segment bears a striking resemblance to the upper portion of a rising sun.

The logomark should only appear in Sunrise Yellow and White. It may appear over fields of brand colors and gradients as well as photography and illustrations. The curve of the segment should always be directly upward-facing when placed in layout.



This specific chord's length is 89.49% of a circle's diameter. This is a number of no significance.



To preserve the integrity of the logomark and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the circular segment.

Eoin

PRIMARY WORDMARK

Eoin Cé

SECONDARY WORDMARK

Eoin Cé Greco

TERTIARY WORDMARK

The uniform wordmark leverages round, bold letterforms in creating a visual connection to the curvature of the logomark.

Eoin spells as good as it sounds, **PRONOUNCED OH-IN**.
The name is of Irish origin and can be understood to mean “the benevolence of the cosmos.”

Cé, **PRONOUNCED KEY**, is a lake in Ireland. The McDermott Clan (his mother’s mother’s maiden name) are said to have ruled from Castle Island on Loch Cé from the 12TH through 16TH centuries. This name contains an acute accent over the e which marks a long vowel.

Greco is pronounced how it has always been pronounced.

Eoin Cé Greco and his sister Ella Celeste Greco also happen to share the same initials, ECG and ECG, respectively.

HEADLINE | FLARESERIF 821 | BOLD

IT IS A VERY SAD THING THAT
NOWADAYS THERE IS SO LITTLE
USELESS INFORMATION

SUBHEAD | ITALIAN PLATE NO2 | BOLD

ABCDÉFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY | SOFIA PRO | BOLD, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

FLARESERIF 821, a weightier version of Albertus, suggests the texture of letters cut in materials like wood or stone through the use of strong vertical lines and glyphic serifs.

ITALIAN PLATE NO2 is a solid condensed face, a modern, more versatile interpretation of Italian license plates from the 60’s.

SOFIA PRO is a casual, playful geometric sans serif with wide open counters that reads clearly at any scale.

Albertus has long been a part of the Burgio/Greco family of brands, used extensively in launch materials for the parent company in 2013.

SUNRISE YELLOW
P7408C 0|18|85|0 255|207|54 #FFCF40

Primary and secondary colors influenced by nature infuse the brand with a balance of optimism and calm. Tertiary colors can be used to compliment the primary and secondary colors as backgrounds and accents.

The primary color, **SUNRISE YELLOW** conveys the warmth and nurturing quality of the sun. Humans are naturally drawn to these properties for reassurance as well as enlightenment. The primary color is not specific to any gender, translates well to both fashion and interiors, and coordinates well with other colors.

The secondary color **MOSS GREEN** is a soothing tone inspired by grey skies and the grassy hills, a reference to the geographic origins of the brand name. And **ARMADA BLUE**, a secondary color shared with Eoin’s sister brand, is also reminiscent of the sky.

ARMADA BLUE
98|77|39|28 19|61|95 #133D5F

MOSS GREEN
43|19|34|0 151|179|169 #97B3A9

WHITE
0|0|0|0 0|1|95 #FFFFFF

GALLERY WHITE
0|0|0|5 241|241|242 #F1F1F2

GALLERY GREY
0|0|0|25 199|200|202 #C6C8CA

BLACK
98|77|39|28 19|61|95 #133D5F

Subtle vertical gradations evoke the visual quality of light’s effect on the sky. These color treatments may be employed as full-bleed backgrounds in type driven communications.


Individual and group portraiture are equally acceptable.
Environments and lighting should be natural, and emotional engagement should be authentic.

Black and white photography may be utilized to maintain brand recognition alongside the color palette.
Color photography is acceptable where colors are appropriate and context is considered.






A NEW
GRECO
FOR
2019




ONE'S NOT
HALF TWO

ARRIVING
EARLY 2019

IT'S TWO
ARE HALVES
OF ONE




ERE THRICE
THE SUN
DONE
SALUTATION
TO
THE DAWN



I AM
HUMAN

ARRIVING
EARLY 2019

AND I
NEED TO
BE
LOVED





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THE SON AND
HEIR OF
NOTHING IN
PARTICULAR



