

# Brand Guidelines

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ETS Standard Logo

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ETS Standard Logo with Corporate Typography

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EMoney Standard Typographic

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EMoney Standard Logo with Corporate Typography

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EMoney Square Logo

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EMoney Square Logo with Stroke

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ETS Typographic

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**EMONEY**.COM

EMoney.com on white

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EMoney.com on Blue

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# Brand Guidelines

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**Usage:** Please use only approved ETS logo(s) artwork as provided for all advertising, marketing collateral, or website that references your connection with ETS. The logo(s) must always be used pursuant to the color specifications displayed below. Any use that falls outside of these specifications is strictly prohibited.

**Spelling:** In text, EMoney is always written as a single word with uppercase E and M with the entire word italicized.

**Color:** The ETS and EMoney icon and wordmark appear only in blue or white-no other colors. The approved blue color is coated pantone # 289c. The .com approved orange color is coated pantone # 165c.

**Distortion:** Always display the logo in exactly the same proportions as its original form. Do not stretch or skew the logo, change the logo's orientation, or change the size and position relationship between the icon and wordmark in any way.

**Square logo usage:** The EMoney square logo should be only used in situations where the standard logo with typography cannot work or would be better recognized for mobile on as an accepted form of payment.

**Clear space:** Always maintain clear space so that no other type or graphical elements infringe on the ETS or EMoney logo and word mark.