



Co-branding guidelines

Using your logo with the Constant Contact logo

As a partner with Constant Contact, it's important that co-branded materials, whether online or on printed work, bring a clear offering to our customers. It's not about who gets their logo biggest but rather communicating that the partnership is happy and fruitful. With that thought in mind, striving to visually balance your logo with the Constant Contact logo works well when both logos appear 'equal', sharing a visual balance that is appealing to the viewer. This document will help you easily apply good design while adhering to the Corporate Brand Guidelines for the Constant Contact logo.

Our logo

Logo placement

The Constant Contact corporate logo is the most immediate representation of our company to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.



Horizontal Stacked



Vertical Stacked



Ripple icon



Horizontal

Lockups

Our horizontal and horizontal stacked logos are our primary lockups. When space is limited, the vertical stacked version may be used.

In cases in which the Constant Contact brand has already been established, you may simply use the Ripple icon on its own. While the icon can exist without the logotype, the logotype can never exist without the Ripple icon.

Only use the approved artwork files shown here; never recreate our logo. All color environments are available to download. Use the correct artwork for your application.

Co-branding your logo with the Constant Contact logo

The horizontal logo

Our logo needs room to breathe. Observe the clear space around the logo. Nothing should intrude into this specific clear space. This also holds true with your logo. Provide ample clear space to obtain a visual balance between the two logos.



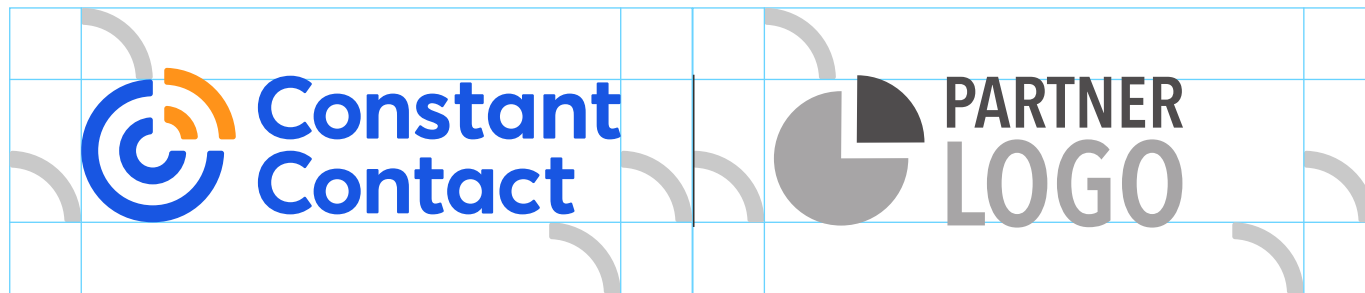
Horizontal logo

The standard horizontal logo should be used in most cases. If your logo is a horizontal design, use the horizontal Constant Contact alongside it as shown in the example. The alternate stacked logo can be used when horizontal space is at a premium. See next page

Co-branding your logo with the Constant Contact logo

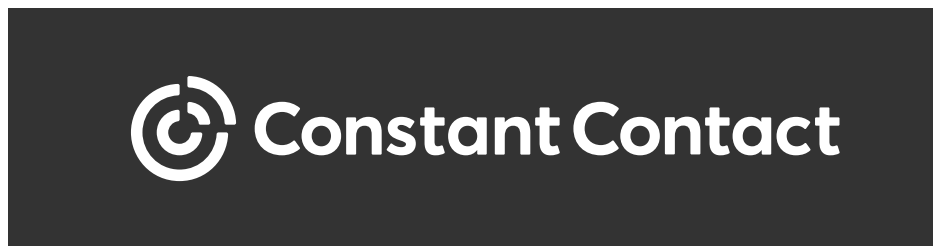
The stacked logo

If your logo is a vertical design, use the stacked Constant Contact logo alongside it as shown in the example below.



Constant Contact logo

Correct Usage



Color

The Constant Contact logo uses Blue and Orange for its main colors. Sometimes, they may be substituted for blue, gray and white.

For maximum legibility, the background should provide enough contrast with the logo. If the logo appears on a photo, use an all-white logo version.

For lighter background images, apply a 10-to 20-percent black tint to the entire image to maintain legibility of the logo.

Blue
RGB: 24 | 86 | 237
CMYK: 83 | 68 | 0 | 0
HEX: #1856ED

Orange
RGB: 255 | 158 | 26
CMYK: 0 | 45 | 97 | 0
HEX: #FF9E1A

Gray
RGB: 51 | 51 | 51
CMYK: 69 | 63 | 62 | 58
HEX: #333333

Constant Contact logo

Incorrect Usage

It is important that the appearance of our logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document—there are no exceptions.



Do not rearrange components



Do not add a drop shadow



Do not change colors



Do not change scale relationship



Do not distort



Do not use isolate logotype



Do not outline



Do not change colors



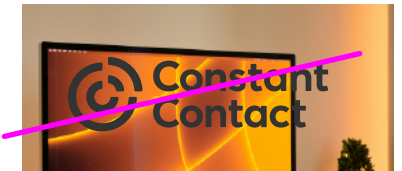
Do not rearrange elements



Do not change the icon orientation



Do not rotate



Do not use on busy background

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File formats

File formats for WEB/ONLINE

RASTER: Pixel based, loses resolution if scaled. Online files need to be low resolution: 72 dpi (dots per square inch), small file sizes for quick loading on the web.*

Color model for web: RGB

VECTOR file types:

SVG: Scalable Vector Graphics

JPG or JPEG: Joint Photographic Experts Group

PNG: Portable Network Graphics
has transparency to overlay background

GIF: Graphics Interchange Format
smallest possible file size, does lose color interpretation

File formats for PRINT

VECTOR: In its true form, .eps is made of lines and shapes, as opposed to pixels (dots). Easily scaled large and small without losing integrity or quality. Ideal for logos and illustration.

Color model for print: CMYK

PRINT file types:

EPS: Encapsulated Postscript File

AI: Adobe Illustrator (.ai) file

** For best quality in sizing a logo, use the original VECTOR logo file, usually the Adobe Illustrator file, to reproduce the preferred file types above. If you do not have the proper software to resize logos, we suggest you have your printer, designer or marketing vendor do it for you.*