ECMC

NON-BRANDED GUIDE

VERSION 1.0

SEP 2013

1. PREVIOUS MÉLANGE OF INCONSISTENCIES

- Different shades of backpatch colors (understandable given the nature of fading dyes)
- Inconsistent type treatments (different font weights, skewing effects, etc)
- Multiple shrinking/stretching rates between fabric and sewn patch
- Proportions of circles, rings, arrows, piping strokes not standardized

2. PREVIOUS DESIGN FLAWS

- Blue circle too large
- Baseline of first line of text not uniformly curved
- Font weight too thin to be read
- Kerning of letters too tight on first line and too loose on second

- Baseline is slanted on left half
- Red piping is not made from threads
- Neck of the arrow too short
- First glance reads PIRE CITY MC

- Baseline of first line not slanted nor skewed
- Abbreviations, unlike acronyms, should be avoided
- Too much empty space underneath both E's
- No definied minimum clearance from logo

3. PREVIOUS PRODUCTION COST STRUCTURE

- Inexpensive (yellow and blue cloth with red string)

- Labor intensive (red piping strip of fabric, red string, yellow cloth, blue cloth)

- Cost prohibitive: produce patches separately, sew patch, embroider additional text
- Wrinkling around logo when fabric does not shrink at same rate of the patch.


- Logo very expensive to print using 4 inks (include black for text)
- Need a 2-color as well as a black only version to keep ink costs down.

4. PREVIOUS LIMITED USAGE

- No unified tag line or theme to accomapny logo
- Cost prohibitive printing using at least 3 inks for logo
- Does not take advantage of paper/fabric color to create a reversed (knock out) effect

- Big logo occupies upper third of page in order for text to be legible
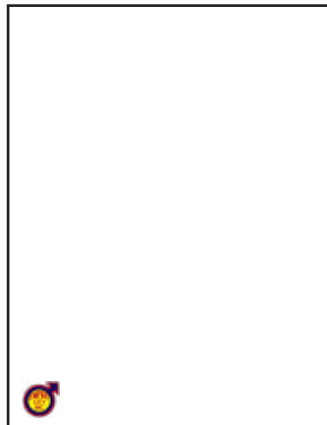
- Logo too small to be used as caption as text becomes unreadable

- As background, partial text is too distracting