

ELS Logos *Proper Size and Usage*

The proportions and shape of the ELS logos must not be changed. ELS logos must not be stretched, squeezed or otherwise distorted in any way. The ELS Speech Bubble and its secondary branding must never measure less than 1 inch in height (2.5 cm). In rare cases, such as websites or other small items, just the ELS Speech Bubble should be used and/or a smaller logo is permissible; however, prior permission must be secured from the Marketing Department.

When necessary, the logo may be used against a dark or colored background. In this case, the all-white or all-black version of the logo should be used; the 2-color logo must not be used on a dark or colored background.

ELS logo usage



White ELS logo on
PMS 151 Orange



White ELS logo on black

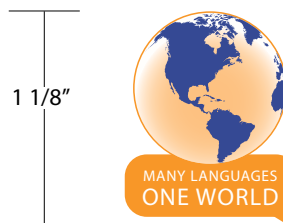


2-Color ELS logo
PMS 151 and
Pantone Gray 8C



Black ELS logo

Many Languages One World logo usage



MLOW Logo

Do not use the MLOW smaller than 1 1/8".