



ea Education
Authority

Use of the Education Authority Logo

For all Youth Organisations in receipt of
EA Youth Service Funding



Copyright © 2021 Education Authority Youth Service
All rights reserved. Use of any content in this
publication must reference the original source.

Author

Education Authority
Youth Service Operations & Systems

Produced by

Education Authority Youth Service
40 Academy Street
Belfast
BT1 2NQ

www.eani.org.uk/youth

www.eanifunding.org.uk

Email: youthfunding@eani.org.uk

Produced on

1st January 2021

@eayouthservice

Education Authority Youth Service



Contents

01	Introduction	Page 4
02	The EA Logo Sets	Page 4
03	Acceptable Use of Logo	Page 5
04	Scale and Proportion	Page 5
05	Exclusion Zones	Page 6
06	Official Branding Colour Code	Page 7
07	Use on Digital Media & Published Content	Page 8
08	Support and Information	Page 9

Introduction

This Document outlines the required use of the Education Authority Logo by voluntary youth organisations in receipt of EA Youth Service Funding. **Organisations are required to display the Education Authority logo on associated items delivered as part of the funding for:**

- Print Materials Funded (posters, booklets, flyers etc)
- Websites or website pages associated with the funding
- Promotional Activity associated with the funding
- Media content produced as part of the funding (films, interactive content etc)

The EA Logo Sets

The EA logo has been provided as part your formal letter of offer in a Zip File, this includes all formats and types. There are two versions of the logo – Version 1 is a Horizontal logo and Version 2 is a Vertical Stack logo. Both versions of the logo are available in colour, white or black.

The use of these logos is defined below:

- The **colour logo should be used only on a white background.**
- The **black or white versions should be used on all other colours.**
- The **white logo is to be used on darker-coloured backgrounds** and the **black logo on lighter-coloured backgrounds.**
- The **vertical stack logo should only be used when there is limited horizontal space** available.
- The **logo must never be redrawn or modified in any way**, for example, with a drop shadow or outline effect.
- Only **versions provided in your letter of offer should be used.**

Version 1 - horizontal logos



Version 2 - vertical stack logos



Acceptable use of logo

There may be instances when the EA logo is required to be used on irregular backgrounds such as a photograph or pattern. It should be possible to use a version of either the white or black logo in these instances, however there may be rare occasions where the background does not provide sufficient contrast. On these occasions, it may be necessary to use a suitable plain background in order to provide sufficient contrast.



Scale and Proportion

There are no predetermined sizes for the EA logo as it will be used across a large variety of formats. Scale and proportion should be determined by the space available. When placing the EA logo into your workspace, hold down the shift key on your keyboard when resizing the logo to maintain its correct proportions.



Exclusion Zones

Where possible, the EA logo should always be surrounded by a minimum area of space. This exclusion zone ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the width of the 'e' of 'ea' at the widest points in the logo. This width will create an invisible boundary. This area of separation is a minimum and should be increased wherever possible.

By using the width of the 'e' as a guide as opposed to a unit measurement, this will ensure a safe zone of correct proportion to the logo is created. This principle should be applied across all versions of the EA logo in whatever medium it is being applied to.

Version 1 - Horizontal



Version 2 – Vertical stack



Official Branding Colour Codes

The colour breakdowns for print and digital use are illustrated below. No other colour combinations are permitted within the logo. The order in which the colours appear must not be changed. The blue shape must appear on the extreme left, followed by the yellow, followed by the green. The EA letters must remain at 100% black. The words Education Authority must be the same blue as the left shape.

Print

	C	M	Y	K
	64	0	20	0
	19	0	100	0
	45	0	100	0
	0	0	0	100

Pantone Colours

Pantone 3115 C

Pantone 396 C

Pantone 376 C

Pantone Black C

Digital

	R	G	B
	68	195	207
	217	224	33
	153	202	60
	35	31	32

HEX Codes

#44c3cf

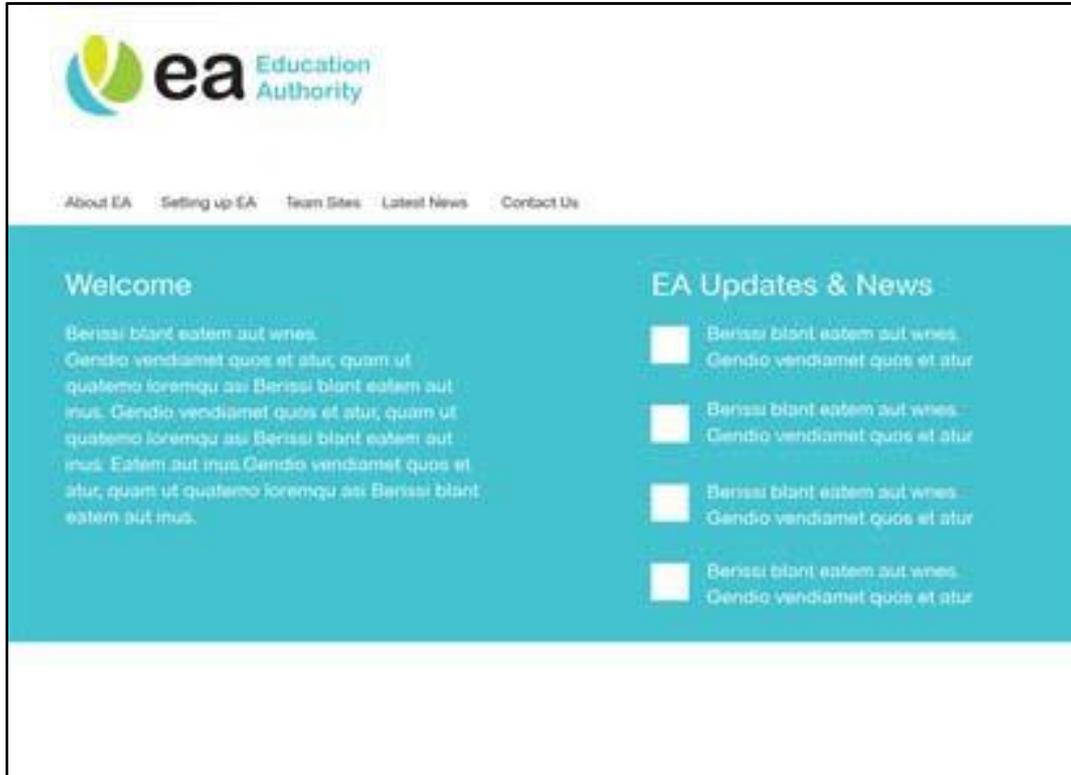
#d9e021

#99ca3c

#231f20

Use on Digital Media & Published Content

The EA logo can be positioned either top left or top right on digital media. Its position should be dictated by whichever is most fit for purpose and whichever is most aesthetically pleasing for the product.



Support and Information

Please visit the Education Authority Youth Service Support Section for more information and guidance at

www.eanifunding.org.uk

Email: youthfunding@eani.org.uk

