EQUIPMENT LEASING & FINANCE
FOUNDATION
Your Eye on the Future

IDENTITY GUIDELINES

EQUIPMENT LEASING & FINANCE
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This identity manual explains and illustrates the use of the basic graphic elements of the Equipment Leasing and Finance Foundation.

Graphic standards have been created to convey a distinct image for the Foundation. Color and type font rules have been indicated and should be used on items that are produced for the Foundation. Please DO NOT redraw or alter the logo.

This manual also provides guidelines for word processing on standard materials. The guide illustrates how to set margins, which fonts to use and how to layout pages.

These guidelines are clearly defined rules that are NOT subject to interpretation or modification.

The area of isolation surrounding the logo should be a quarter of an inch. This area of isolation should be maintained around the logo to preserve clear recognition. Crowding the image with typography, photos or illustrations is not acceptable. Avoid reproducing the logo over distracting backgrounds or patterns.

The red box surrounding the logo below indicates the proper area of isolation The red box does not print. All design elements must remain outside of this area.

x = .25"

The minimal recommended reproduction size is 1.5" wide.

Logo Usage

The correct use of color in the presentation of the Foundation's identity is critical. The Foundation colors are PMS 287 and Black. Use the 2-color logo with printing 4-color. Black ink should be used when the Foundation color is not available.

The white logo should be used on any dark background including background images of patterns.

The Foundation tagline "Your Eye On The Future" must always be used with the Foundation logo. It should never appear alone.

The address block also adheres to the rule of isolation. It will start .25 of an inch below the tagline. Type specs for the address are:

Berkeley Italic, 11/13, FL

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x = .25"

x

1825 K Street NW, Suite 900
Washington, DC 20006
202-238-3400
www.leasefoundation.org

Foundation Letterhead

Letterhead is printed in Pantone 287 and Black. An electronic file can be supplied for reproduction.

Letterhead should be used for correspondence only. It should NOT be used for flyers, brochures, or any collateral other than letterhead.

Margins:
Top: .5"
Bottom: .5"
Left: .75"
Right: .75"

.75"   *.75"*

.5"

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.5"

Communication shells (or News Releases) are printed ONLY in Pantone 287 and Black. An electronic file can be supplied for reproduction.

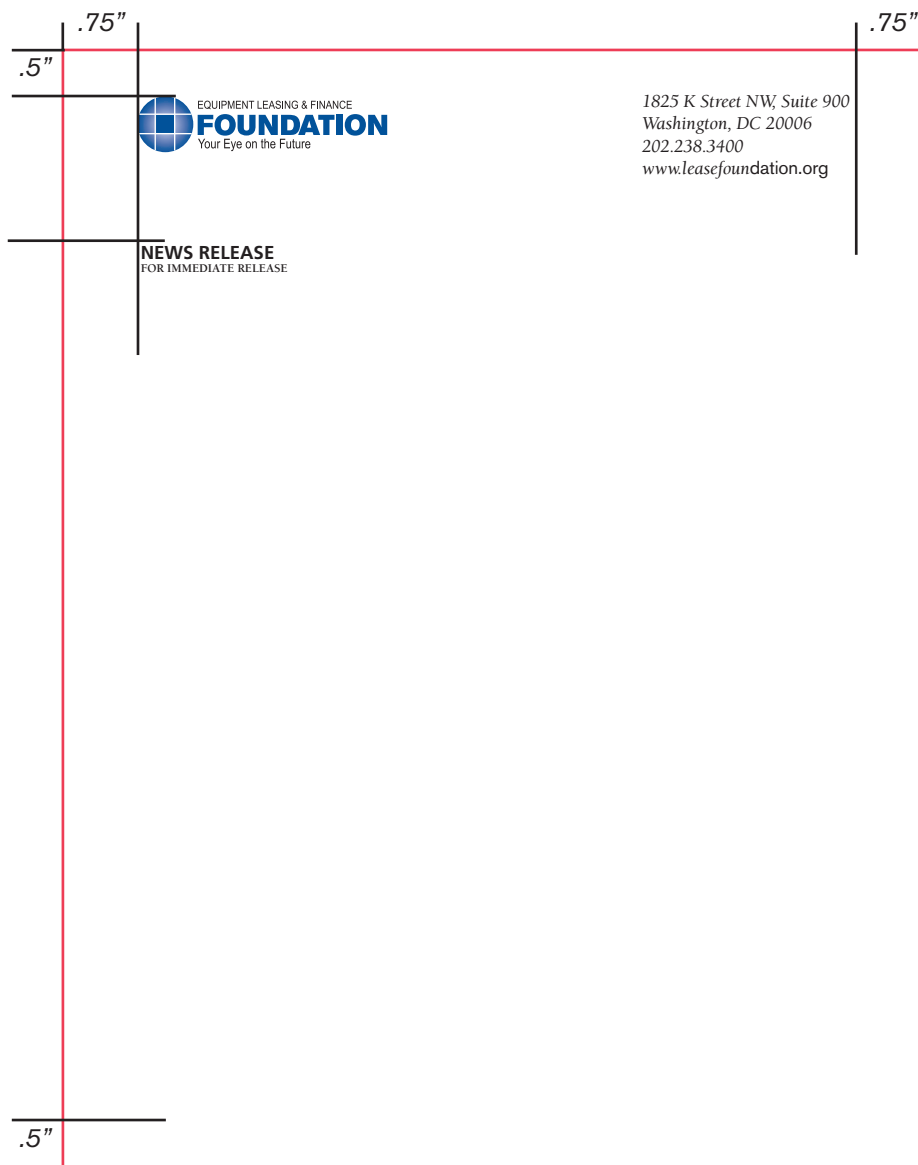*The secondary labeling can be replaced for news releases, memos, and any other applications approved by the Foundation department.*

Margins:
Top: .5"
Bottom: .5"
Left: .75"
Right: .75"

Secondary label specs are:
  14 pt. Frutiger Bold
  9 pt. Berkeley Bold

NEWS RELEASE
FOR IMMEDIATE RELEASE

.75"   .75"

.5"

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NEWS RELEASE
FOR IMMEDIATE RELEASE

.5"

Business card templates are available electronically. Proportions and spacing must be maintained as shown below.

Typesetting:

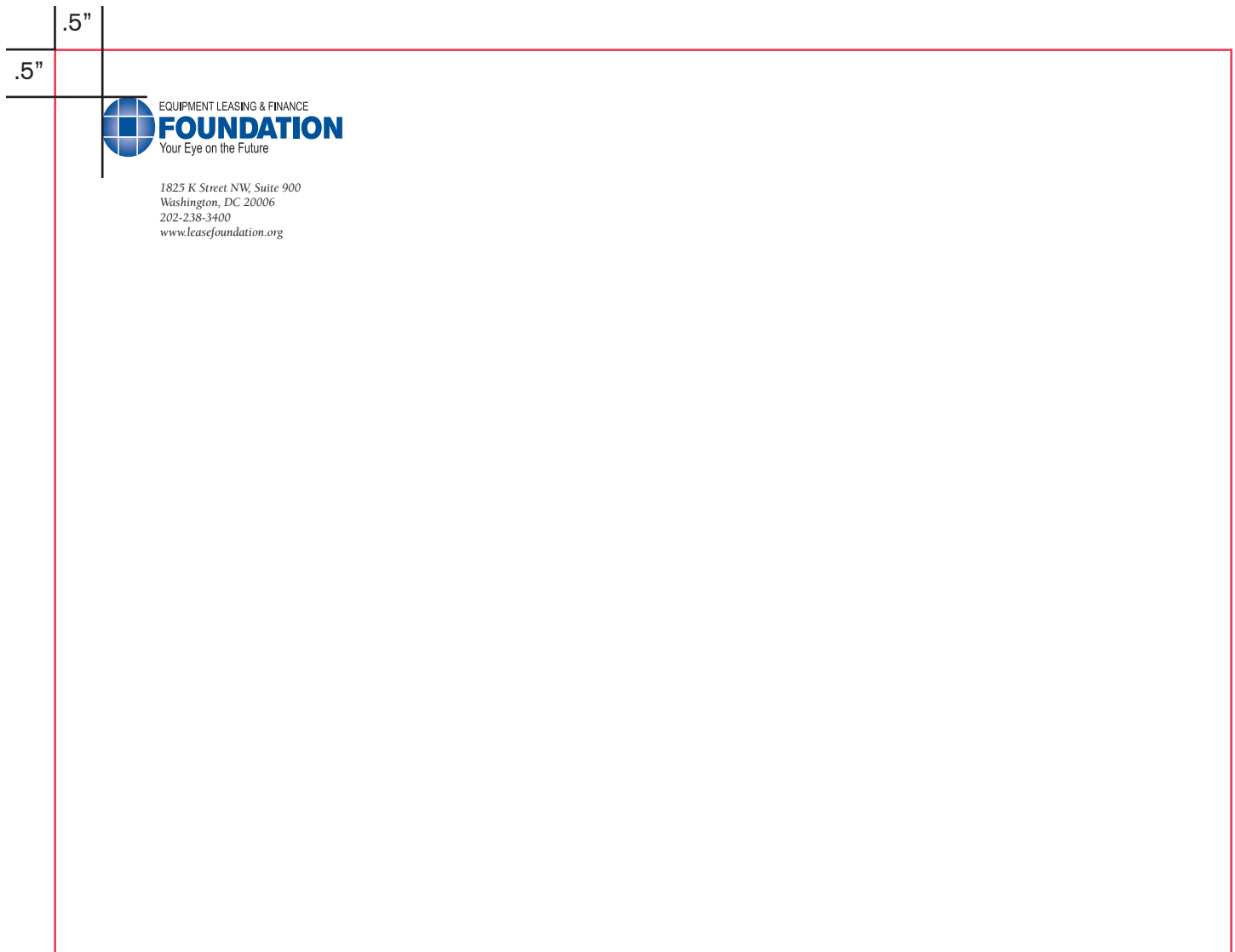*Name: 9 pt. Akzidenz Grotesk Medium*

Title: 7 pt. Akzidenz Grotesk

Address, phone, email and web address: 7.5 pt. Akzidenz Grotesk Light • Line spacing: 8.5 pt

.25"   .25"

.1875"

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Kelli Jones Nienaber
Executive Director

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Our Mission: To provide future-oriented, in-depth, independent research for the equipment finance industry.
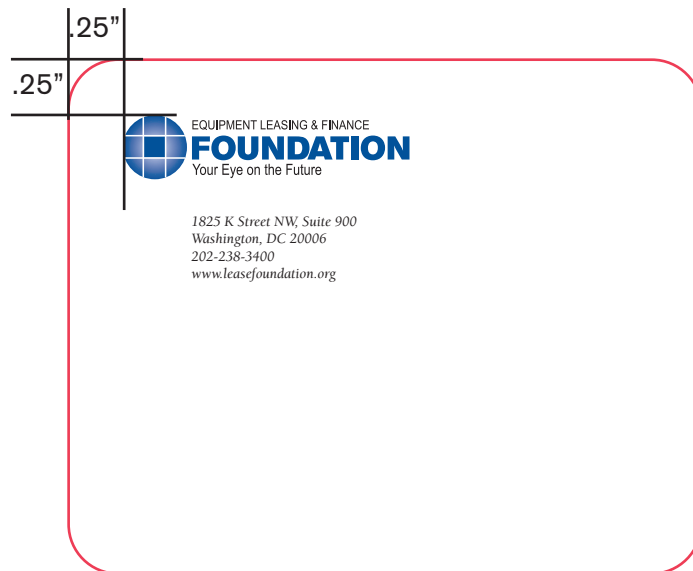
.25"

Envelopes

Envelope templates are available electronically. Complying with the United States Post Office, a .5" area at the bottom and left edge, indicated in the light blue should be kept clear of any copy or design.

Specifications for the 9x12 envelope shown below can be used for any size envelope up to a 9x12. For envelopes or packages larger than 9x12 a mailing label should be used.

.5"

.5"

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Mailing labels should be printed on the Avery Brand Label #5164 – it prints 6 per page.

.25"

.25"

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PowerPoint Presentations

PowerPoint presentations enable companies to visually enhance the points they wish to make. This technology goes way beyond standard slide shows and overhead projector presentations with the ability to place text over complex background images, use motion to maintain view interest, and view the presentation again at any time on personal computers.

A consistent image is just as important in PowerPoint presentations as in any other medium. Placement of text and visuals should follow the standards of this manual as shown here.

Title and Introduction
Every presentation should have a title and introduction page stating the presentation's purpose and the presenter's name and title.

Inside
Inside pages are for all text and charts. The Foundation logo may be used on any text or chart page but should follow the same positioning and color guidelines as provided for title and closing pages.
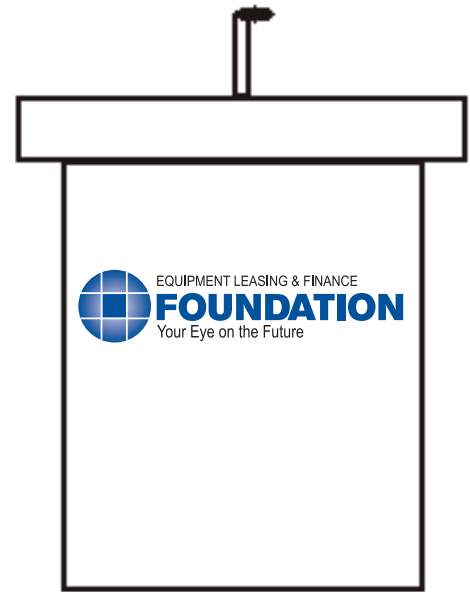
Closing
The closing page should have the same contact information as the presenter's business card.

PODIUMS
Signage may be created for special events. Sizes may vary depending on podium sizes and exhibit space.

BANNERS & PLAQUES
Signage may be created for special events. Sizes may vary depending on podium sizes and exhibit space.

Questions? Please call the Equipment Leasing & Finance Foundation at 703-527-8655.

ELFF CORPORATE COLORS

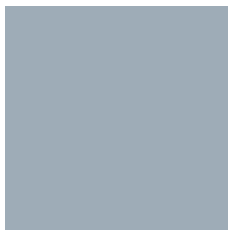|				
PMS 123	152	200	285	287
PMS 3135	348	520	541	7503
PMS 7543	802	Cool Gray 10		