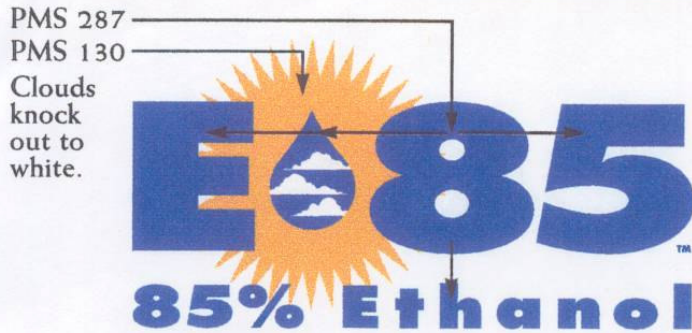


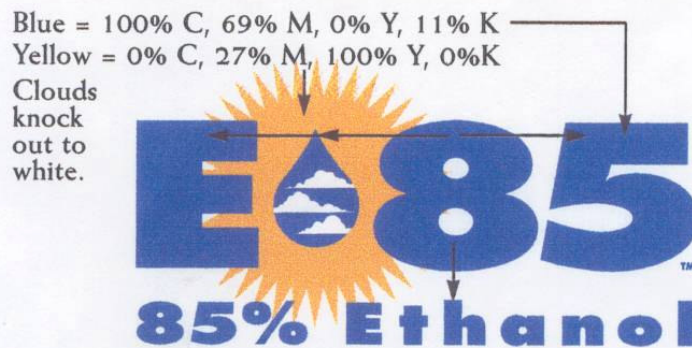
E85 LOGO USAGE

**COLOR
OPTIONS**



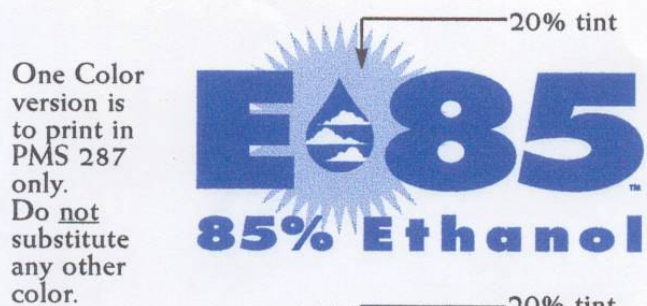
2 COLOR

For usage with Pantone colors, the logo should color break as shown in PMS 287 and PMS 130.



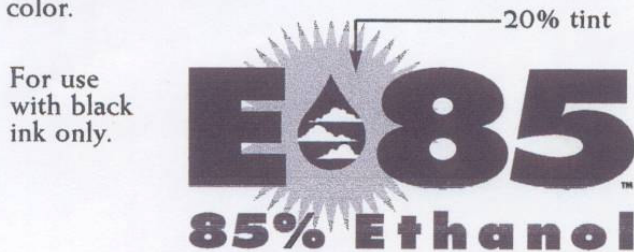
4 COLOR

For usage with Four Color Process, the logo should color break as shown, with Blue = 100% Cyan, 69% Magenta, 0% Yellow, and 11 % Black. Yellow = 0% Cyan, 27% Magenta, 100% Yellow, and 0% Black.



ONE COLOR

For usage with single colors only, the logo should be reproduced only in PMS 287, or in black.

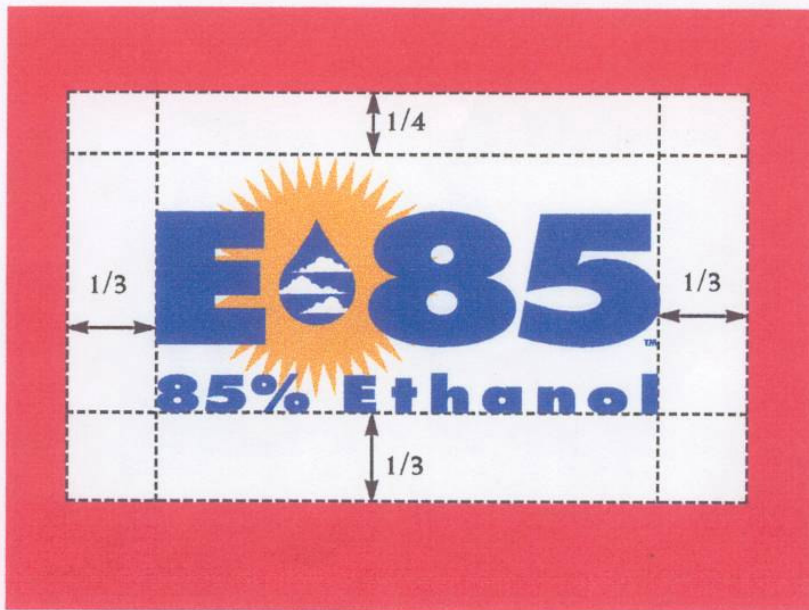


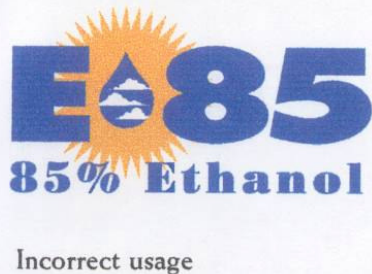
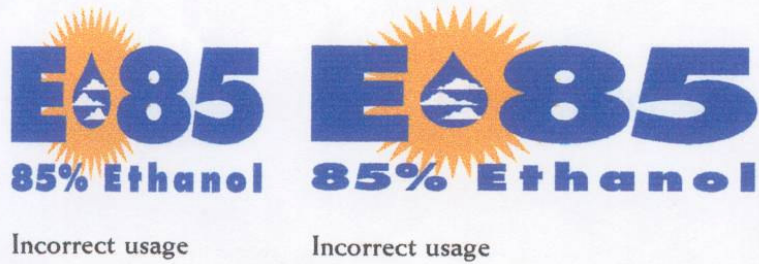
E85 LOGO USAGE

REPRODUCTION GUIDELINES

The E85 logo should not be placed against a color that will conflict with the logo itself. If it needs to be utilized on a dark surface, a window of white should enclose it. The window's dimensions should relate to the logo as follows: the side and bottom edges should be $\frac{1}{3}$ the height of the logo from the edges of the type. The top edge should be $\frac{1}{4}$ the height of the logo from the top of the starburst.

This dimension should also be used as a guide for the proximity of other graphics or copy that may surround the logo.





E85 LOGO USAGE

REPRODUCTION GUIDELINES

The E85 logo should be reproduced faithfully in the exact proportion as it has been provided. It should not be condensed or expanded.

No element of the logo may be modified. Each element, starburst, tag and logotype must remain in the same proportion to each other.

Typeface may not be modified. The face, Futura Extra Bold, must be used for all type elements of the logo.

No other element may be added to the logo. This includes but is not limited to drop shadows, outlines, and underlines.