



# Brand Guidelines

## Logo

The EagleView logo comes in three approved versions, with color variations. They should not be modified in any way.

Preferred: Primary Lockup



## Alterations



Stacked Logo



Logo Mark

The logo must include a ™ unless further trademark information can appear alongside it (in the footer of a digital or printed document, for instance). All banners and external-facing materials must possess this trademark.

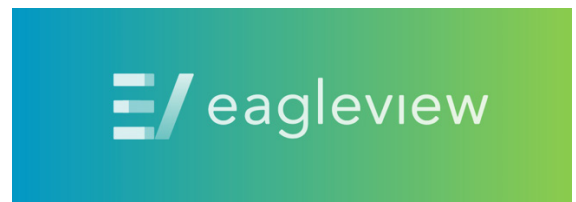
## Primary Logo Lockup & Variations



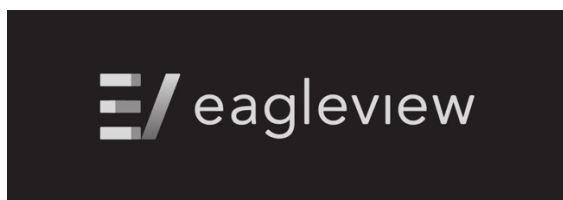
This primary lockup is the preferred logo to represent EagleView's visual identity. Here are the approved color variations for this logo:



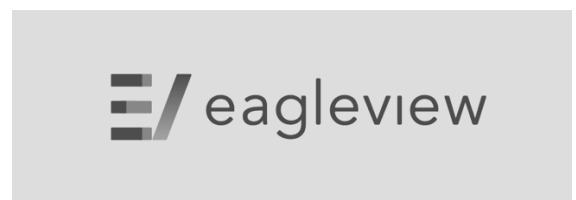
Color primary logo on dark background



Knockout primary logo on gradient background



Knockout primary logo on dark background

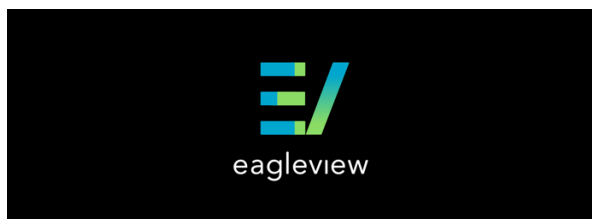


Gray primary logo on light background

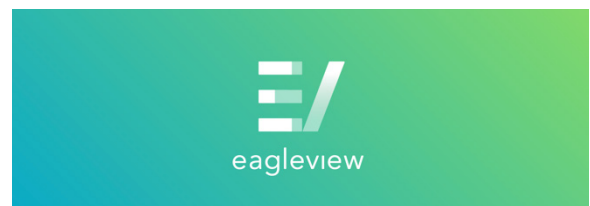
## Stacked Logo Lockup & Variations



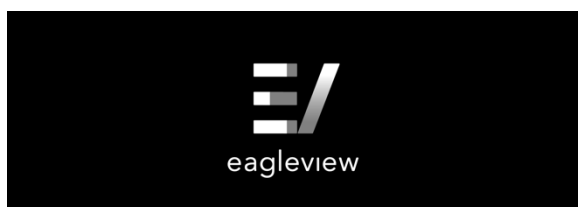
This stacked version of the logo is used when the primary logo lockup is too wide. Here are the approved color variations for this logo:



Color stacked logo on dark background



Knockout stacked logo on gradient background



Knockout stacked logo on dark background



Gray stacked logo on light background

## Logo Mark & Variations



The logo mark can be used as an icon, such as an App icon or favicon, or as a graphic element on products. Here are the approved color variations for the logo mark:



Color logo mark on dark background



Knockout logo mark on gradient background



Knockout logo mark on dark background



Gray logo mark on light background

## Recommended Sizing & Spacing

### Minimum Sizing



**Horizontal logo minimum width:** 1.5 inches  
(print) or 250 pixels (digital)



**Stacked logo minimum width:** 1 inch (print)  
or 150 pixels (digital)

### Clear Space

By leaving ample space around the logo, we make sure that it stands out. Clearance on logos should be the same size as the height of the capital “E” in logo mark. When possible, increase this amount for even more visibility. The same clear space rules apply to all configurations and variations of the signature. See the examples below for proper spacing of the logos and logo mark.



## Dos and Don'ts

**Do** use the EagleView logo only.

**Don't** use the old logos for EagleView, EagleView Technologies, Pictometry, an EagleView Company, Spookfish, or OmniEarth.



**Do** adhere to sizing and spacing requirements.

**Don't** stretch or compress logo.



**Do** represent the logo in the approved corporate colors.

**Don't** swap colors in the logo, add another color as a background, or use retired company colors.



## Colors



### Digital

HEX: 0098C5  
RGB: 0/152/197

HEX: 8CCC4C  
RGB: 140/204/76

HEX: 0098C5 - 8CCC4C  
RGB: 0/152/197 - 140/204/76

HEX: 00729E  
RGB: 0/114/158

### Printing

PANTONE: 312C  
CMYK: 100/5/3/0

PANTONE: 7487C  
CMYK: 45/0/75/0

PANTONE: 312C - 7487C  
CMYK: 100/5/3/0 - 45/0/75/0

PANTONE: 7704C  
CMYK: 100/24/13/3

## Inspiration

The colored bars in the “E” allude to data bars, as we continue to grow as a property and data analytics company. Blue represents the company’s analytical strength. Green represents the human spirit we celebrate in our employees. The green fading to blue calls out the earth, where we serve our customers, and the sky, from where we capture our imagery.





[eagleview.com](http://eagleview.com)