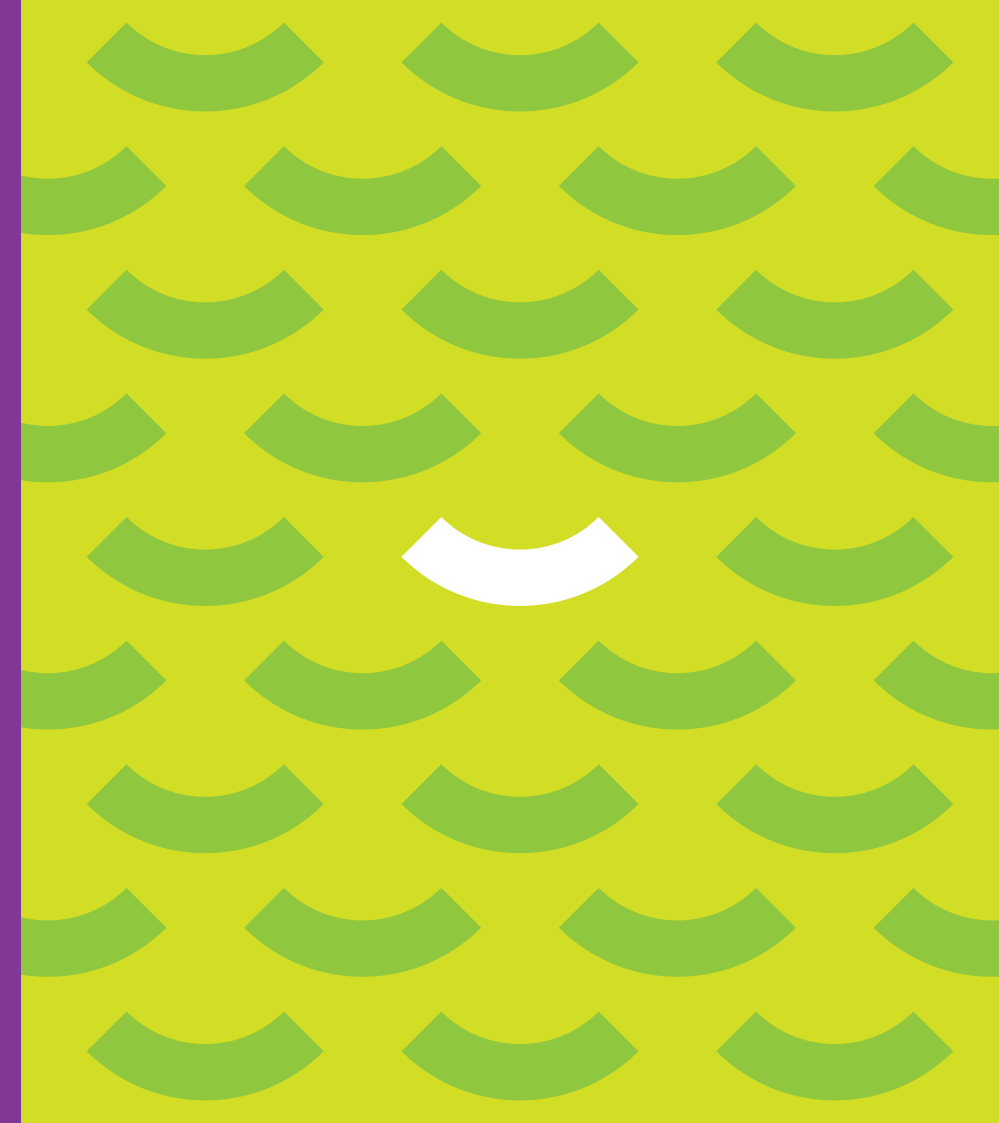


Members Activation Toolkit.

V1. 2023



**Proudly
employee
owned.**



We take great pride in the concept of Employee ownership and value created by the outcome of great EO.

Listening to our members, we wanted to find a way for EOA members and the wider EO community to celebrate their status with the same pride.

We have created an icon, a single, consistent, recognisable symbol for our sector. We encourage you to display it proudly.

Where... ?

Everywhere and anywhere. On your websites, letterheads, on the flags outside your building, tote bags, badges and even on your mugs from the kitchen.

“Proudly employee owned”...

Please wear your EO with great pride.



Members - Master logo (colour)

As the members logo is the cornerstone of our identity it must be used and applied with the utmost care, ensuring consistency at all times.

It is a bespoke design, unique to us in both form and colour. If we take care and ensure its correct application, others will recognise its importance to us and apply it correctly too.

The following pages provide details on how it must be applied. These rules should be followed and communicated to others for all applications.

Master logo artworks should always be used to ensure that it is always correct for use.



**Proudly
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2695 C
2E1A4A
C 89 M 100 Y 0 K 58
R 46 G 26 B 74

2593 C
8531A5
C 59 M 94 Y 0 K 0
R 133 G 49 B 165



Having a defined clear space around our logo ensures that we retain and protect its visual integrity and clarity.

This defined space (which scales up and down with our logo) creates a minimum protective area around our logo in which no other graphical elements can encroach or appear. This clear space must be used in all applications.



The boldness and clarity of our logo means that it has good stand-out through the use of alternative versions.

1. Colour

This is the most recognisable representation of our logo; in a clean white surrounding area, spaced away from other graphics. The use of white is important to our identity and is the preferred background for our logo.

2A/2B. Reverse

In instances where the members logo will appear on coloured backgrounds or when communication requires strong impact through the use of an image, this logo form in solid white will stand-out and create impact.

3. Mono

In certain situations such as when presented with other company/partner logos, the single colour version is used to achieve visual equality. It can also be reversed in a single colour.

1. Colour



2A. Reverse / Colour backgrounds



3. Mono



2B. Reverse / Photography



Minimum size

A minimum size is set to maintain logo clarity in situations where size may be compromised. To avoid issues of clarity, there are specified minimum print and on-screen sizes that our logo should not be reproduced below.



Application - Examples

