

# BRAND GUIDELINES

## Who We Are

# Mission Statement and Core Values

Here at Eyce, it's our mission to design useful products for a new emerging market **with creativity and integrity.**

During our day-to-day operations, we operate with a set of core values. These core values are in each of our employees and enable us to fulfill our company promise.

### Core Values:

- Customer Commitment
- Respect
- Innovate
- Quality
- Teamwork
- Be Bold
- Accountability
- Self Improvement



# The Basics

**Our logo is a very valuable asset.** We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

## 01 The Wordmark

This is the premier logo for Eyce, LLC. It is the preferred logo and should be used in most situations.

01



## 02 The Arrow

The arrow serves as the Eyce, LLC icon. It should only be used in situations when the Eyce brand has already been established and when the standard logo may be too large and inappropriate.

02



## Logo

# Exclusion Zone and Visibility

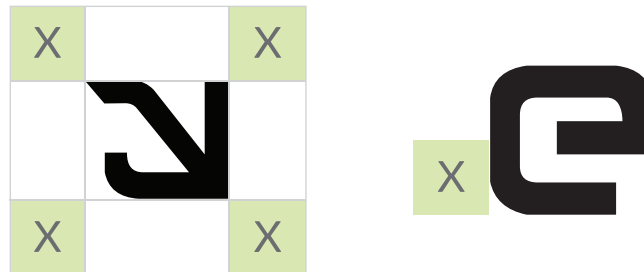
When using the Eyce logo with other graphic elements, **make sure you give it some room to breathe.**

### Clear Space

The empty space around the logo should be equal to half the height of the “e”, marked as “x” in the diagram.

### Minimum Size

To ensure the logo maintains its visual impact, do not go any smaller than 125 pixels wide for the standard logo and 25 pixels wide for the arrow.



**eyce®**

125 px



25 px



## Do's and Don'ts

**It is important that the appearance of the logo remains consistent.** The logo should not be misinterpreted, modified, or added to.

The logo's orientation, color and composition should remain as indicated in this document – **there are no exceptions.**



### YES

The Eyce reversed logo, pictured above, is the preferred logo and should be used with all dark colored backgrounds and photography. In the instance of a light colored background, use the black logo.

Logo

# Logo Misuse



**NO**

Do not apply a gradient to the logo.



**NO**

Do not rotate the logo.



**NO**

Do not add a box behind the logo. Always use the appropriate logo color for the space.



**NO**

Do not change the logo color or tone to any color other than black or white.



**NO**

Do not distort or warp the logo in any way.



**NO**

Do not outline or create a stroke around the logo.



**NO**

Do not change the typeface nor recreate or manipulate the logo.



# Eyce Trademark Guidelines

By using the Eyce trademarks in these Brand Guidelines, you agree to follow these Eyce Trademark Guidelines (the "Guidelines") as well as our Terms of Service and all other Eyce rules and policies. Eyce LLC. ("Eyce") reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice. These Guidelines apply to your use of the Eyce trademarks. You may use the Eyce trademarks solely for the purposes expressly authorized by Eyce. Strict compliance with these Guidelines is required at all times, and any use of the Eyce trademarks in violation of these Guidelines will automatically terminate any license related to your use of the Eyce trademarks.

- 1 You may not alter the Eyce trademarks in any manner, including, but not limited to, changing the proportion, color or shape of the Eyce trademarks, or adding or removing any elements from the Eyce trademarks.
- 2 The Eyce trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic or textual elements.
- 3 The Eyce trademarks should not be placed in any way that interferes with the readability or display of the entirety of the Eyce trademarks.
- 4 You may not use the Eyce trademarks in any manner that implies sponsorship or endorsement by Eyce without an express written permission and license from Eyce.
- 5 You may not use the Eyce trademarks to disparage Eyce, its products or services, or in a manner which, in Eyce's sole discretion, may diminish or tarnish Eyce's goodwill in the Eyce trademarks.
- 6 You may not use the Eyce trademarks to refer to any other product or service other than Eyce.

7 You must display the following statement in materials that display the Eyce trademarks: "Eyce, and the Eyce logo are trademarks of Eyce, LLC. or its affiliates."

8 You acknowledge that all rights to the Eyce trademarks are the exclusive property of Eyce, and all goodwill generated through your use of the Eyce trademarks will inure to the sole benefit of Eyce. You will not take any action that is in conflict with Eyce's rights in, or ownership of, the Eyce trademarks.

Eyce reserves the rights, exercisable at its sole discretion, to modify these Guidelines, the Brand Guidelines, and/or the Eyce trademarks at any time and to take appropriate action against any unauthorized or non conforming use of the Eyce trademarks.

If you have any questions about these Guidelines, please contact [marketing@eycemolds.com](mailto:marketing@eycemolds.com)



Need help?

Have any questions?

Contact us at [marketing@eycemolds.com](mailto:marketing@eycemolds.com)

**ENICE**<sup>®</sup>