

# Overview

The proper implementation of our visual identity is essential for promoting, maintaining, and protecting the equity and value of our brand. These guidelines have been created to direct implementation of the Education Specialist Trained by eBay logo. They are meant to provide a technical understanding of the logo and to inform future brand communication decisions. Adhering to the specifications and standards outlined in these guidelines will ensure a consistent and strong brand presentation.

This document does not cover use of the eBay logo by itself. Use of the eBay logo is generally reserved for eBay's own use. If you think you have special requirements, please go to <http://pages.ebay.com/help/community/permission-request.html>.



## Program Logo

The Education Specialist logo can only be displayed by those individuals that have successfully been awarded this certification from eBay. There are specific requirements that must be met in order for an individual to become an Education Specialist.

The logo is shown below. Always use the approved logo provided by eBay. Do not recreate or alter any of the elements in the logo. There is no horizontal version of the Education Specialist logo.



## Minimum Size

Minimum size refers to the smallest size at which the Education Specialist logos can be reproduced and still maintain legibility.

For online applications, the minimum pixel size is 50 x 50.

To ensure legibility in print applications, the minimum reproduction size of the logo is .5 inches in length. The minimum reproduction size of the horizontal logo is 1 inch in length. The logo scales proportionally.



Minimum Size .5" in Length  
(as shown)

# Clear Space

Clear space is the area around the logo that should be free of all other logos, symbols, text or other graphic elements.

Clear space is defined by the distance of “x,” as a unit of measurement surrounding each side of the logo. “x” equals the height of the letter “e” in the eBay logo. A minimum clear space requirement has been established to ensure the prominence and clarity of the Education Specialist logo. It is essential that the clear space remain clear of all graphics, identities, photography and typography. This will ensure that the logo has the greatest visual impact possible.



# Color Modes & File Formats

## Color Modes: CMYK vs. RGB

One of the keys to successful logo implementation is selecting and using the right color mode and file format. Colors used in printing do not have exact equivalents in the electronic world. If you do not use the correct format for the application, the logo colors will look “off.” Different file formats allow for different levels of size manipulation. Below are some key points to help you choose the best file to use.

**CMYK**, also known as “four-color,” is the color mode used for print and other non-electronic applications.

**RGB** is the color mode used for electronic applications (Web, PowerPoint, Word, etc.).

## File Formats: EPS vs. JPG

Logos saved as **EPS** files can become any size and still stay sharp. Designers generally prefer this format. EPS files require Adobe Illustrator for viewing and sizing.

Logos saved as **JPG** files should only be sized down, not up, as they get fuzzy when enlarged. They are fine for electronic use (Web, PowerPoint, Word, etc.) and for laser printing. If you need a specific size of JPG image, it is best to create the correct size in EPS, and then convert the file to JPG.

## Please Note

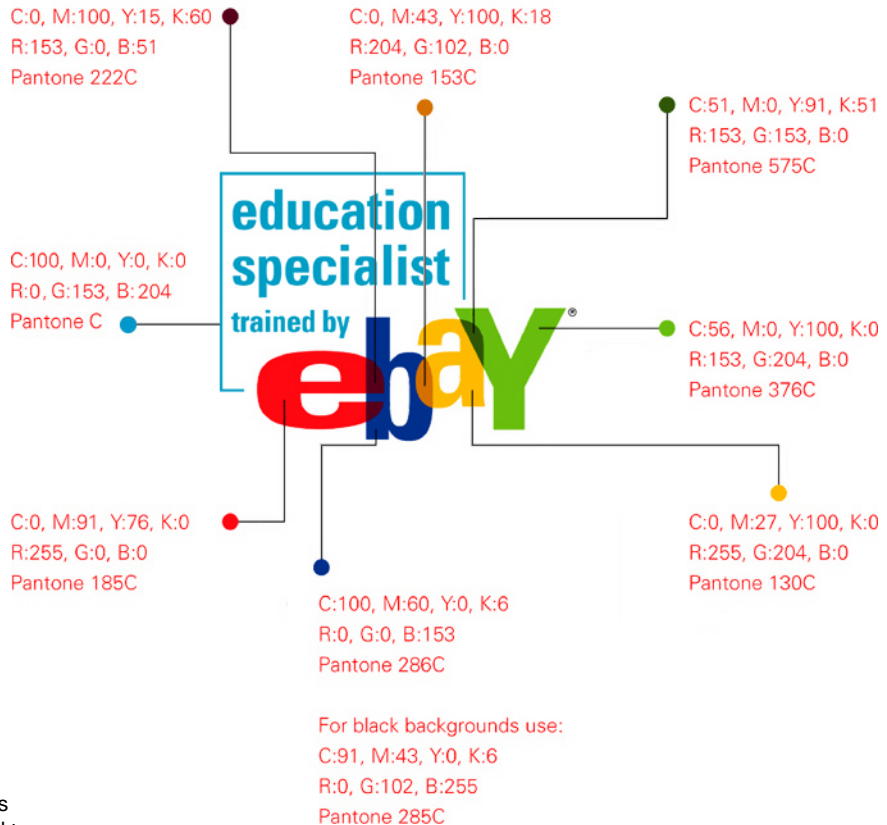
JPG files are always RGB, but EPS files can be either CMYK or RGB. The eBay logo files are clearly labeled with both color mode and file format.

# Color

Each letter of the eBay logo has a designated eBay primary color. Where the letters overlap, specific eBay secondary colors are used.

In printed applications, our logo requires four-color process lithography using the color-separated digital logo provided by eBay brand management. For on-screen applications such as a Web site, specific browser-safe RGB colors are to be used. PANTONE\* colors have also been provided for use when a match color is appropriate.

Special attention should always be given to accurately matching the eBay colors to the specific use.



\*The colors shown in the examples these guidelines are not intended to match the PANTONE® Color Standards.

## Color (continued)

Whenever possible use the full color version of the logo. It is provided in four-color process (CMYK) or RGB for electronic use. Acceptable variations of the Education Specialist logo are demonstrated below.

### CMYK RGB

A special version of the Education Specialist logo has been created for use on black backgrounds. The blue has been enhanced to provide greater visibility.



### One Color

A one-color version of the logo is also available. This version is only to be used in the event that full color is not an option. It should be used sparingly. It may be reproduced in or reversed out of a variety of colors dependant on your application requirements.



# 3rd Party Usage

Per the your Partner Agreement, the Education Specialist logo can be displayed in conjunction with a third-party logo. When both a third-party logo and the Education Specialist logo appear, the Education Specialist logo should be used in a secondary position and should be no more than 30% the size of your logo.

## **Allowed Placement**

- **Your Education Specialist Web site**
- **On your corporate data sheets**
- **In your business proposal**
- **In your company demos**
- **On your event banners**
- **In your advertising or marcom materials for services you offer customers relating to the program**
- **On your eBay listings that are specifically for your Education Specialist services**
- **On business cards, you may use the Education Specialist logo to indicate that you are an Education Specialist. Please note: the Education Specialist logo must be no larger than one-half inch wide, and must appear below your name and / or logo. The following disclaimer must also appear on the front or back of the card, in type no smaller than 8 points: "I am not an employee or agent of eBay Inc."**

## **Placement NOT Allowed**

- **On resumes**
- **On your listings that are not specifically for your Education Specialist services.**

# Relationship to Your Logo

You may alter the size of the program logo to correspond to the size of the respective medium of each permitted use. The Education Specialist logo should be used in a secondary position and should be no more than 30% the size of your logo.



# Don't

To maintain the equity and value of our brand, the Education Specialist logo must never be altered or redrawn. Some common misuses are shown on this page.

Do not alter colors or typography



Do not alter configurations or distort and add drop shadows to logo components



Do not recreate or scale logo components individually



Do not rotate, animate or fill the counter spaces in the letters of the logo.



# Writing

Details are important. Even the way we write the word “eBay” can help add consistency to our brand and reinforce brand attributes. That’s why in the majority of cases the name “eBay” should be written with a lower case “e” followed by an upper case “B” even when it begins a sentence. Additionally, the initial letter of “Education” and “Specialist” should always be capitalized.

## Approved style

**Education Specialist Trained by eBay**

## Common mistakes

**eBay Education Specialist**  
**EDUCATION SPECIALIST TRAINED BY eBay**  
**eBAY EDUCATION SPECIALIST**  
**education specialist trained by ebay**

# Legal

When building brands, it is important to pay attention to details. These guidelines keep our brand and our company safe from problems that often occur in the world of business. If you see misuse of the Education Specialist logo, please contact eBay immediately at [education@ebay.com](mailto:education@ebay.com).

Registered mark (®) must be used in all printed or broadcast displays, as well as Web sites



Trademark (™) must be used in all global applications and instances where the logo is placed upon another company's product

