



**e COUNTERFEIT  
ALLIANCE**

**Powerful. Together.**

Brand Styleguide



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# Introduction

## A Bold New Approach In The Fight Against Counterfeiting

eCounterfeit Alliance is making  
the internet safer for brands  
and their customers.

This Brand Styleguide has been developed to guide the visual brand as it evolves into a global company. Adhering to these guidelines will assure your unique positioning in the marketplace and demonstrate a strong and consistent effort to show the world your vision.



# Corporate Identity

## Powerful. Together.

Brands and those in charge of combatting online counterfeiting are fighting this war against criminals who attack many brands at once. They are embarrassed, beleaguered, under-gunned and frustrated with the current set of tools and services. Tacitly, they know they can't win and, at best, they are just slowing the painful, inevitable reality of ongoing revenue loss and brand damage.

The fight is waged individually, brand by brand, through whack-a-mole approaches, ineffective letter-writing campaigns and small potatoes legal tactics. One brand thrusts and the counterfeiters parry by adding other brands. It is a nearly hopeless and unending cycle made even easier by web publishing platforms that make adding hundreds of websites overnight effortless.

The eCounterfeit Alliance's approach of a Multi Brand Alliance solves this problem on many levels. We are proving a new model, one in which cooperation across multiple participating brands backed by sophisticated data-gathering technology combine to create a powerful force to reduce the severity, cost and frequency of counterfeiting. Pooling financial resources, erstwhile competitors are able to far more effectively fight to disrupt and reduce counterfeiting than when working alone.

Brands are looking for an effective, ongoing program that consistently is finding counterfeiters, identifying them, relating them to other counterfeiters and quickly taking them out of circulation. The eCounterfeit Alliance is the answer. With Brands coming together through us, they become more powerful in the ongoing fight against global eCounterfeiting. **Powerful. Together.**



# Corporate Identity

## Icon

The concept of the icon is to show the Alliance through the coming together of these stylized arrows. The optical effect of this is an energy that comes back out through the icon. Bold and Energetic.





# Corporate Identity

## Logotype

Using the Avenir font, a custom logotype was created replacing the normal capital A's with the same stylized arrows from the icon. The small "e" is an alt font of futura to assure clarity when the logotype is used in its smallest form.

**e COUNTERFEIT  
ALLIANCE**



# Corporate Identity

## Lockup

The lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, color or orientation.



**e COUNTERFEIT  
ALLIANCE**



# Corporate Identity

## Tagline

The addition of the tagline is an alternative 'nesting' of the logotype. It should be used most often.



**e C O U N T E R F E I T**  
**A L L I A N C E**  
**Powerful. Together.**





# Corporate Identity

## Clear Space

Keep the lockup clear from intrusion. Do not adjust any of the spacing between any of the elements.





# Corporate Identity

## Typography

Use the Avenir Family of Fonts for it's clean and modern simplicity.

Avenir Light

ABCDEFGHIJKLM  
MNOPQRSTUVWXYZ  
WXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890?!&

Avenir Medium

ABCDEFGHIJKLM  
MNOPQRSTUVWXYZ  
WXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890?!&

Avenir Book

ABCDEFGHIJKLM  
MNOPQRSTUVWXYZ  
WXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890?!&

Avenir Black

**ABCDEFGHIJKLM**  
**MNOPQRSTUVWXYZ**  
**WXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890?!&**

Avenir Roman

ABCDEFGHIJKLM  
MNOPQRSTUVWXYZ  
WXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890?!&

Avenir Heavy

**ABCDEFGHIJKLM**  
**MNOPQRSTUVWXYZ**  
**WXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890?!&**



# Corporate Identity

## Colors

There is a limited color palette for the brand. Any graphics must conform.



### Brand Blue

USE: This colors the icon and the tagline. It can also have various transparencies when used as graphic element.

#### RGB

R - 10  
G - 120  
B - 171

#### CMYK

C - 87  
M - 46  
Y - 13  
K - 1

#### PMS

7690C

#### HEX

#0A78AB



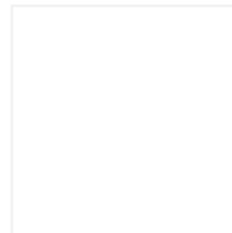
### Black

USE: This colors the logotype and body copy. It can also be used as graphic element.



### Medium Gray

USE: Various shades of gray, all achromatic, can be part of this family. It can have various levels of transparency, as well.



### White

USE: White is the main background when using the icon or lockup.



# Visual Imagery



Phalanx



Eye Target



Parameter UI



Country of Origin



Cluster UI

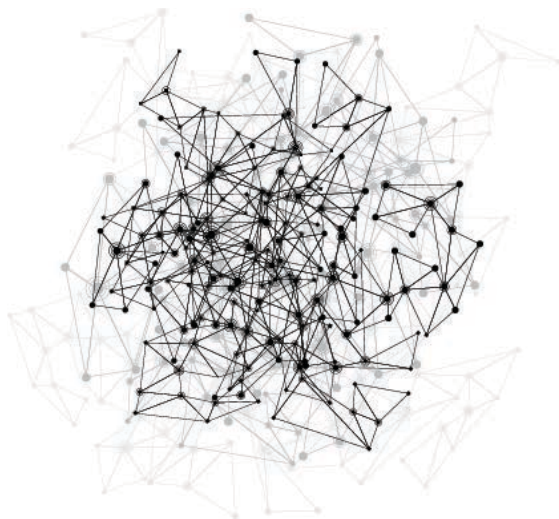


Domain UI





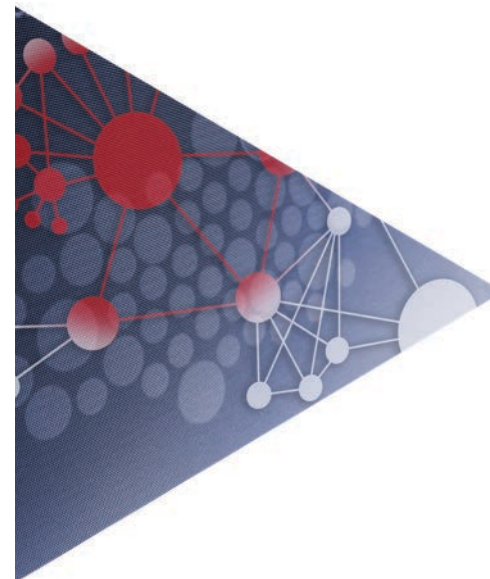
# Visual Imagery



Constellation



Vertical  
Brand Strip



Stop the  
Source



Panels



# Do's and Do Not's

## Do

Do use the icon  
As a stand alone  
Element.



Do use the  
logotype In  
conjunction with  
the Icon without  
the tagline



Use the Lockup with  
The tagline as much  
As possible. It must  
always appear over a  
white background.



## Do Not

Do Not put  
the lockup  
over a dark  
background



Do Not re-color  
Any part of the  
lockup



Do Not place  
the lockup at an  
angle



Do Not use the  
lockup without  
the icon



Do Not put  
The icon or lockup  
over a photo



Do Not stack  
The lockup



Do Not lose the  
glow or alter the glow  
within the  
Icon, nor re-color.



# Contacts

eCounterfeit Alliance  
Corporate Office  
One Embarcadero Center  
Suite 3810  
San Francisco, CA 94111

(415) 872-7175  
[info@ecounterfeit.com](mailto:info@ecounterfeit.com)

## Agency:

Prove

Curt Doty, Executive Creative Director  
(310) 994-7810  
Taylor Heidrich, Account Director  
(310) 737-8600

