

Brand Identity Guidelines

EBSCO

EBSCO LOGO

The EBSCO logo is a bold and classic typeface that has become a symbol in the industry invoking confidence and trust.

EBSCO Primary Logo

EBSCO



The EBSCO logo is used on all published material

EBSCO Information Services Logo

EBSCO Information Services



The EBSCO Information Services logo is used on legal documents and in cases where the EBSCO name is not well-known

EBSCO
Information Services



EBSCO LOGO USAGE

PRIMARY LOGO

EBSCO

The full color, primary logo should be used most often and will be shown on marketing material and interfaces.



Be sure to give the logo enough clearspace.

Do not alter the logo in any way (recoloring, stretching, cropping, recreating, etc.).

ICON

E

ICON REVERSE



The “E” icon is used in instances where the full “EBSCO” name does not fit properly or as a graphical representation of the company.

The icon should only be used if the full name is also somewhere in close proximity so it is clear that the E is representing EBSCO.

EBSCO LOGO USAGE

Co-branding

When we partner with a third party, we may use a co-branded logo. It's made up of three elements, arranged from left to right: the EBSCO primary logo, a gray dividing line, and the third-party logo. The logos should appear equal in size.

EBSCO



EBSCO



EBSCO



EBSCO



EBSCO permits its members, third party developers, partners and the media to use its logos only in limited circumstances and as specified in these Guidelines. By using EBSCO and EBSCO Product logos, you agree to adhere to these Guidelines and specifically to the Use Requirements and Terms.

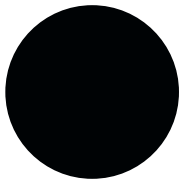
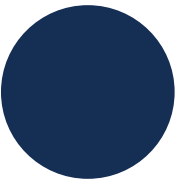
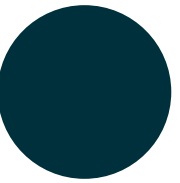
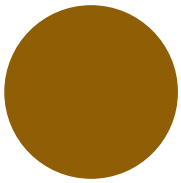
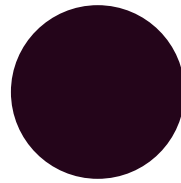
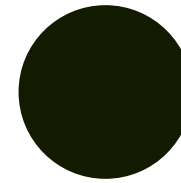
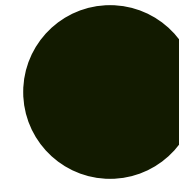
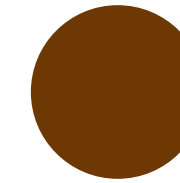
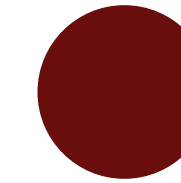
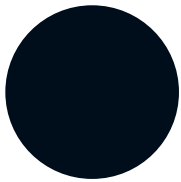
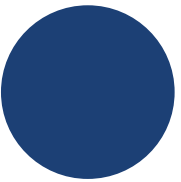
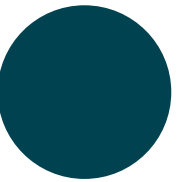
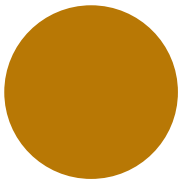
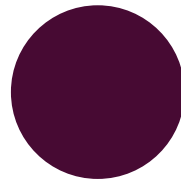
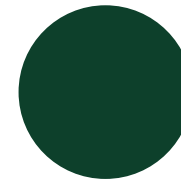
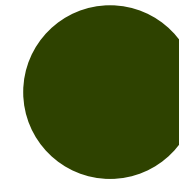
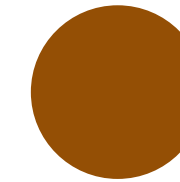
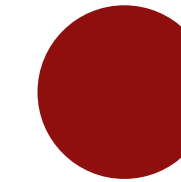
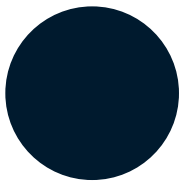
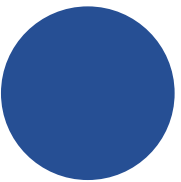
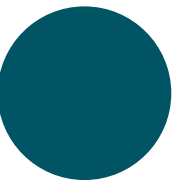
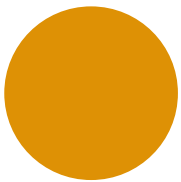
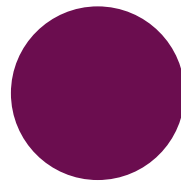
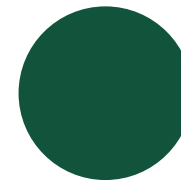
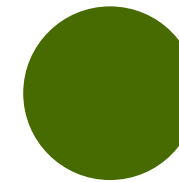
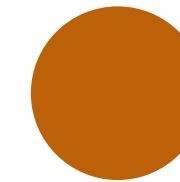
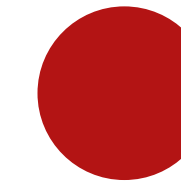
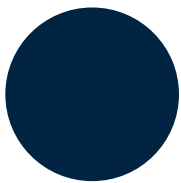
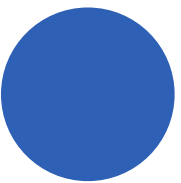
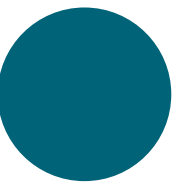
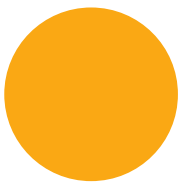
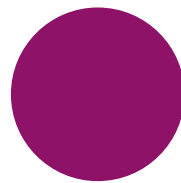
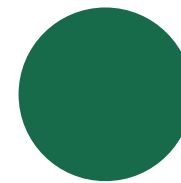
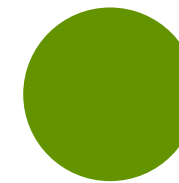
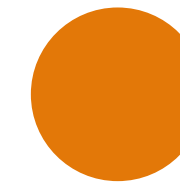
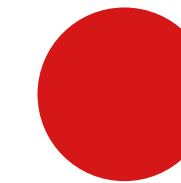
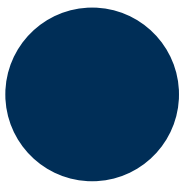

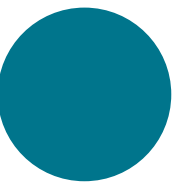
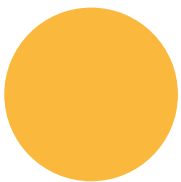
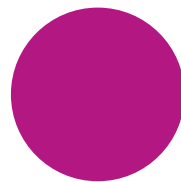
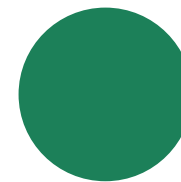
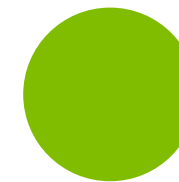
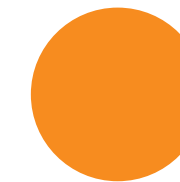
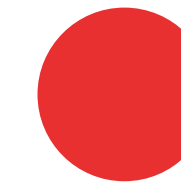
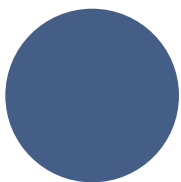


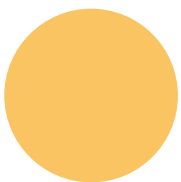
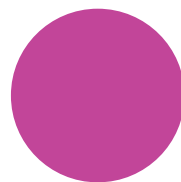
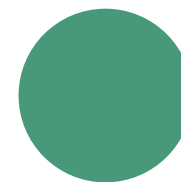

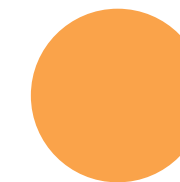
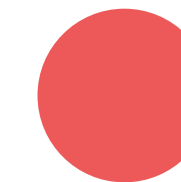
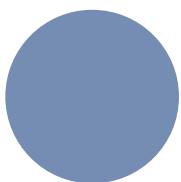
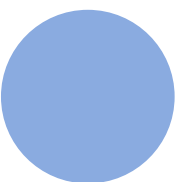
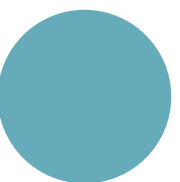
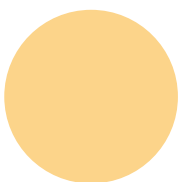
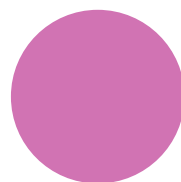
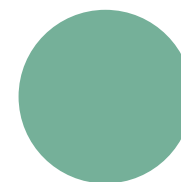

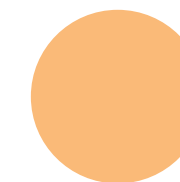
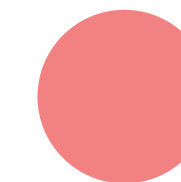
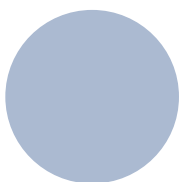
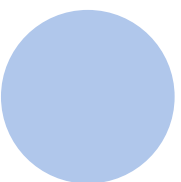
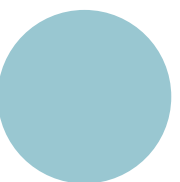

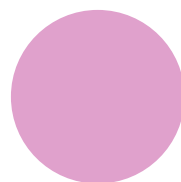
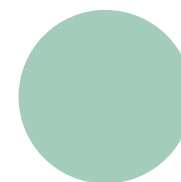
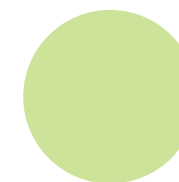
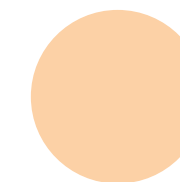
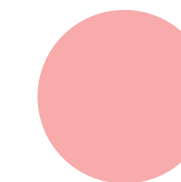
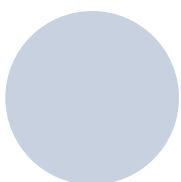

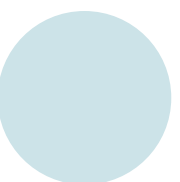

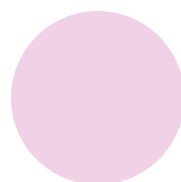
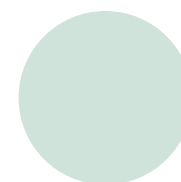

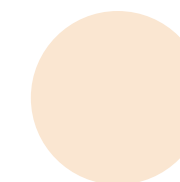
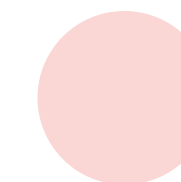
COLORS: HEX

Designers and developers use HEX colors in web design and any other designs that will be viewed on-screen only.

 EBSCO NAVY 9 #000204	 MARKET BLUE 9 #152D55	 LAGOON 9 #00313B	 BUTTER 9 #8F5E04	 DISCO 9 #230519	 TURTLE 9 #061912	 KIWI 9 #111900	 NACHO 9 #6E3904	 SALSA 9 #690C0C
 EBSCO NAVY 8 #000E19	 MARKET BLUE 8 #1D3F75	 LAGOON 8 #004250	 BUTTER 8 #B77805	 DISCO 8 #470934	 TURTLE 8 #0E402C	 KIWI 8 #2D4200	 NACHO 8 #954E05	 SALSA 8 #8E1010
 EBSCO NAVY 7 #00192D	 MARKET BLUE 7 #255095	 LAGOON 7 #005364	 BUTTER 7 #DF9206	 DISCO 7 #6C0E4E	 TURTLE 7 #13553A	 KIWI 7 #486A00	 NACHO 7 #BD6207	 SALSA 7 #B31414
 EBSCO NAVY 6 #002343	 MARKET BLUE 6 #2D62B6	 LAGOON 6 #006479	 BUTTER 6 #F9A814	 DISCO 6 #8F1268	 TURTLE 6 #186A4A	 KIWI 6 #649300	 NACHO 6 #E47708	 SALSA 6 #D71818
BASE  EBSCO NAVY 5 #002F56	 MARKET BLUE 5 #3E75CE	 LAGOON 5 #00758C	 BUTTER 5 #FAB73C	 DISCO 5 #B31781	 TURTLE 5 #1D7F58	 KIWI 5 #80BC00	 NACHO 5 #F78B1E	 SALSA 5 #E83030
 EBSCO NAVY 4 #445F86	 MARKET BLUE 4 #6590D8	 LAGOON 4 #3390A3	 BUTTER 4 #FBC563	 DISCO 4 #C2459A	 TURTLE 4 #48987A	 KIWI 4 #99C933	 NACHO 4 #F9A24B	 SALSA 4 #ED5959
 EBSCO NAVY 3 #768DB3	 MARKET BLUE 3 #8AABE1	 LAGOON 3 #66ABBA	 BUTTER 3 #FCD48A	 DISCO 3 #D174B3	 TURTLE 3 #75B19A	 KIWI 3 #B3D766	 NACHO 3 #FAB978	 SALSA 3 #F18383
 EBSCO NAVY 2 #ACBAD1	 MARKET BLUE 2 #B1C7EB	 LAGOON 2 #98C7D0	 BUTTER 2 #FDE2B1	 DISCO 2 #E0A1CC	 TURTLE 2 #A2CBBB	 KIWI 2 #CCE499	 NACHO 2 #FCD1A5	 SALSA 2 #F7ABAB
 EBSCO NAVY 1 #C7D1E0	 MARKET BLUE 1 #D7E2F4	 LAGOON 1 #CBE2E7	 BUTTER 1 #1FEF1D8	 DISCO 1 #EFD0E5	 TURTLE 1 #CFE3DB	 KIWI 1 #E6F2CC	 NACHO 1 #FAE6D1	 SALSA 1 #FBD5D4

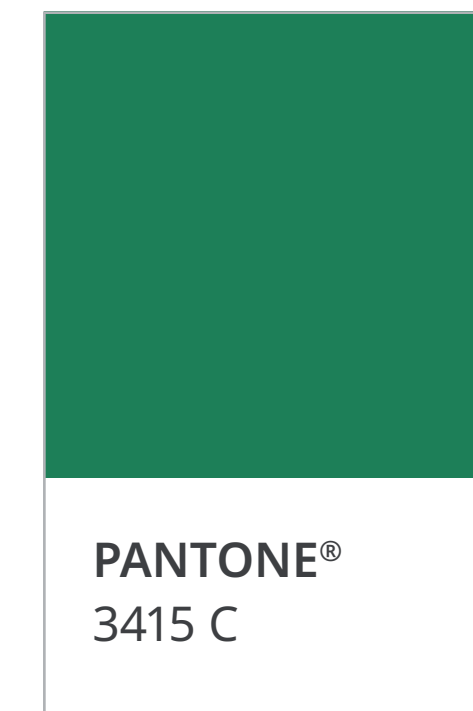
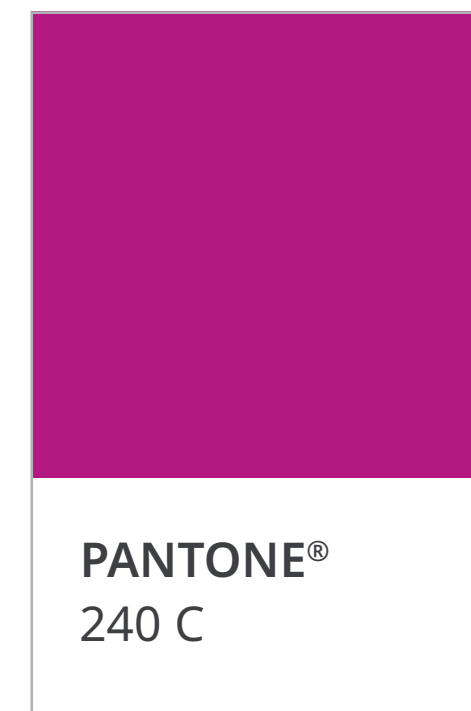
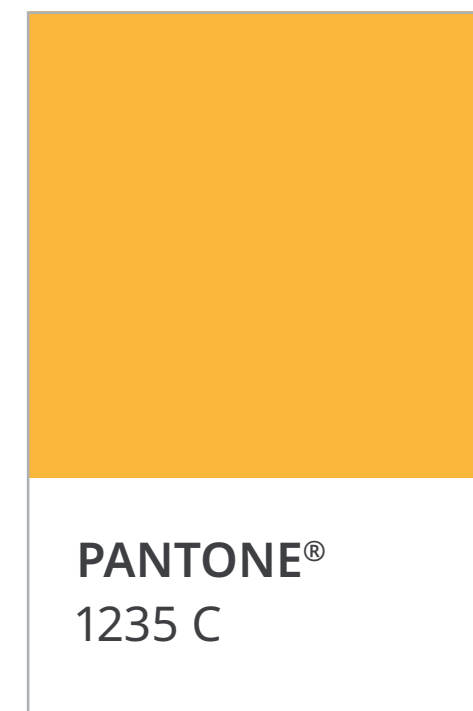
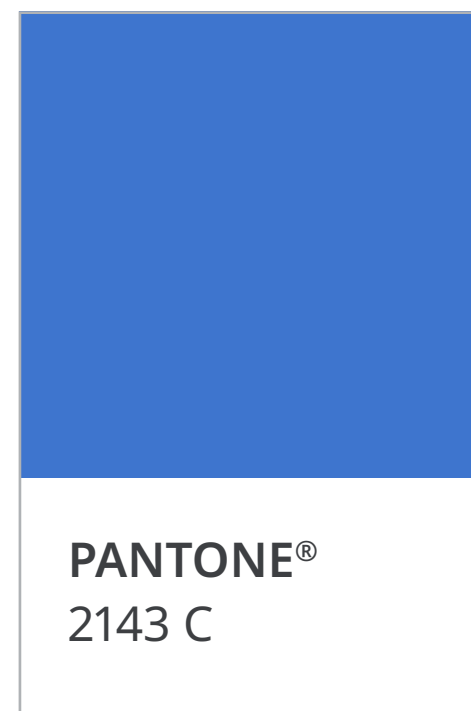
COLORS: CMYK

Designers use CMYK for any project design that will be physically printed, not viewed on a screen.

 EBSCO NAVY 9 76, 68, 66, 88	 MARKET BLUE 9 100, 87, 38, 33	 LAGOON 9 94, 65, 56, 55	 BUTTER 9 35, 59, 100, 23	 DISCO 9 67, 79, 58, 77	 TURTLE 9 79, 60, 70, 80	 KIWI 9 70, 58, 76, 79	 NACHO 9 37, 73, 100, 43	 SALSA 9 33, 98, 95, 50
 EBSCO NAVY 8 82, 71, 60, 79	 MARKET BLUE 8 100, 84, 27, 12	 LAGOON 8 95, 62, 51, 39	 BUTTER 8 25, 54, 100, 8	 DISCO 8 59, 96, 46, 55	 TURTLE 8 86, 46, 81, 55	 KIWI 8 72, 48, 100, 53	 NACHO 8 30, 72, 100, 24	 SALSA 8 27, 100, 100, 29
 EBSCO NAVY 7 93, 78, 53, 66	 MARKET BLUE 7 95, 77, 10, 1	 LAGOON 7 93, 56, 46, 26	 BUTTER 7 12, 47, 100, 0	 DISCO 7 52, 100, 38, 30	 TURTLE 7 87, 40, 82, 39	 KIWI 7 72, 36, 100, 26	 NACHO 7 20, 69, 100, 8	 SALSA 7 20, 100, 100, 12
 EBSCO NAVY 6 100, 84, 43, 49	 MARKET BLUE 6 86, 64, 0, 0	 LAGOON 6 91, 50, 39, 14	 BUTTER 6 1, 38, 100, 0	 DISCO 6 45, 100, 29, 10	 TURTLE 6 87, 34, 80, 25	 KIWI 6 66, 22, 100, 6	 NACHO 6 7, 64, 100, 0	 SALSA 6 9, 100, 100, 2
BASE  EBSCO NAVY 5 100, 84, 39, 34	 MARKET BLUE 5 76, 54, 0, 0	 LAGOON 5 88, 42, 35, 7	 BUTTER 5 1, 31, 88, 0	 DISCO 5 31, 100, 11, 0	 TURTLE 5 84, 27, 78, 13	 KIWI 5 55, 3, 100, 0	 NACHO 5 0, 55, 98, 0	 SALSA 5 3, 95, 89, 0
 EBSCO NAVY 4 81, 62, 27, 8	 MARKET BLUE 4 60, 37, 0, 0	 LAGOON 4 77, 29, 30, 1	 BUTTER 4 1, 23, 71, 0	 DISCO 4 22, 87, 0, 0	 TURTLE 4 73, 20, 62, 3	 KIWI 4 45, 0, 100, 0	 NACHO 4 0, 42, 79, 0	 SALSA 4 2, 80, 61, 0
 EBSCO NAVY 3 57, 39, 14, 0	 MARKET BLUE 3 44, 25, 0, 0	 LAGOON 3 60, 18, 23, 0	 BUTTER 3 1, 16, 52, 0	 DISCO 3 16, 66, 0, 0	 TURTLE 3 56, 13, 46, 0	 KIWI 3 34, 0, 78, 0	 NACHO 3 1, 31, 58, 0	 SALSA 3 1, 61, 38, 0
 EBSCO NAVY 2 32, 20, 8, 0	 MARKET BLUE 2 29, 15, 0, 0	 LAGOON 2 39, 9, 16, 0	 BUTTER 2 1, 11, 34, 0	 DISCO 2 9, 43, 0, 0	 TURTLE 2 37, 6, 29, 0	 KIWI 2 22, 0, 50, 0	 NACHO 2 0, 20, 36, 0	 SALSA 2 0, 40, 21, 0
 EBSCO NAVY 1 20, 12, 5, 0	 MARKET BLUE 1 13, 6, 0, 0	 LAGOON 1 19, 3, 7, 0	 BUTTER 1 0, 4, 15, 0	 DISCO 1 4, 20, 0, 0	 TURTLE 1 18, 3, 14, 0	 KIWI 1 10, 0, 25, 0	 NACHO 1 2, 9, 16, 0	 SALSA 1 0, 19, 9, 0

COLORS: PANTONE

The Pantone Color System, or PMS, is a standardized color matching system, which is widely used around the world. You may get requests from vendors for Pantone colors when printing.



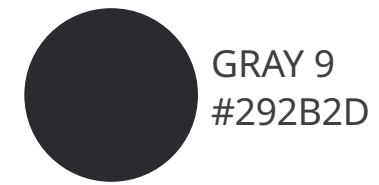
*Indicates that this Pantone color is used in our product logos.

COLORS: GRAYS

HEX



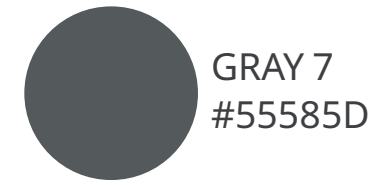
GRAY 10
#161718



GRAY 9
#292B2D



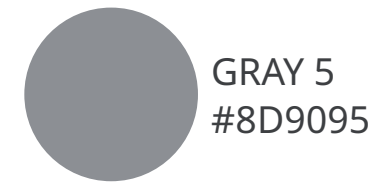
GRAY 8
#3D3F42



GRAY 7
#55585D



GRAY 6
#6E7277



GRAY 5
#8D9095



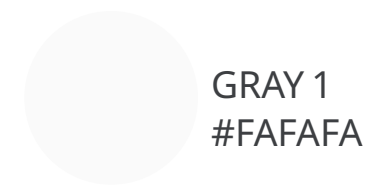
GRAY 4
#AFB2B5



GRAY 3
#D7D8DA

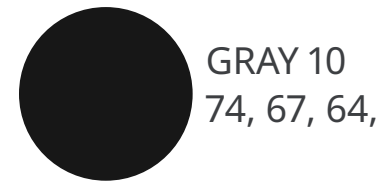


GRAY 2
#EFEFEF

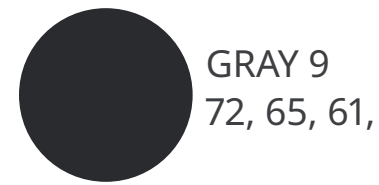


GRAY 1
#FAFAFA

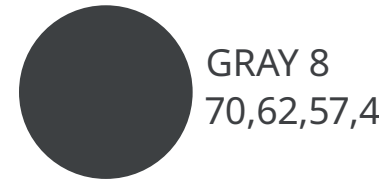
CMYK



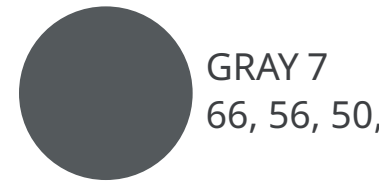
GRAY 10
74, 67, 64, 79



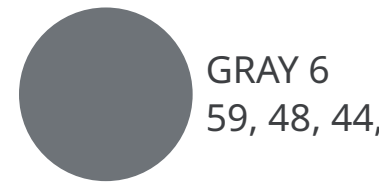
GRAY 9
72, 65, 61, 64



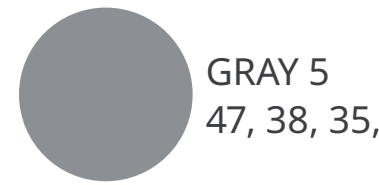
GRAY 8
70, 62, 57, 46



GRAY 7
66, 56, 50, 27



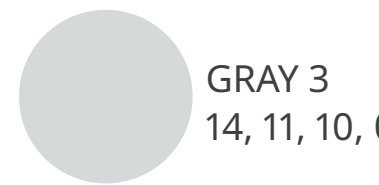
GRAY 6
59, 48, 44, 13



GRAY 5
47, 38, 35, 2



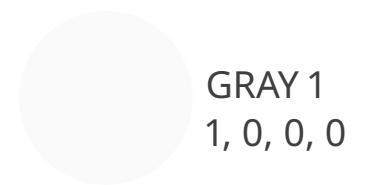
GRAY 4
32, 24, 23, 0



GRAY 3
14, 11, 10, 0

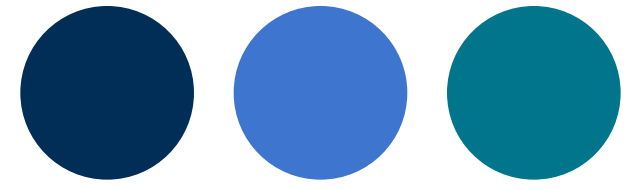


GRAY 2
5, 4, 4, 0

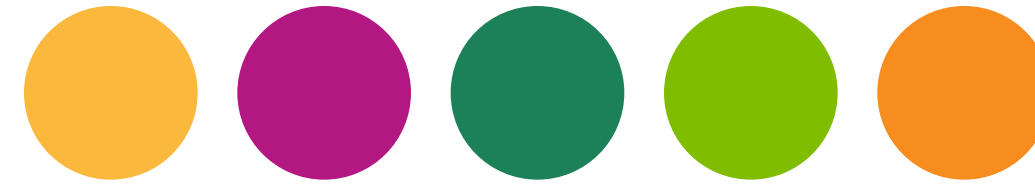


GRAY 1
1, 0, 0, 0

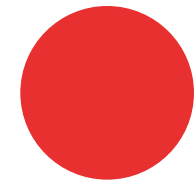
COLORS: USAGE



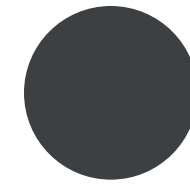
At least one of our three primary colors (EBSCO Navy, Market Blue, and Lagoon) need to be present in the design.



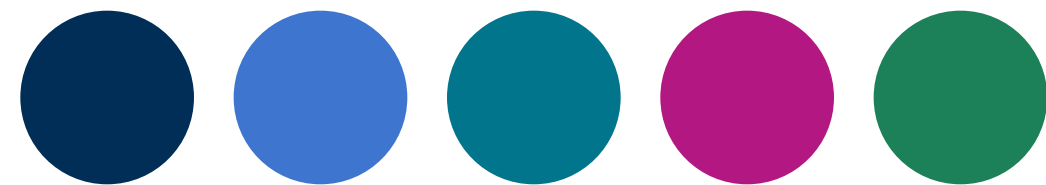
Accent colors (Butter, Disco, Turtle, Kiwi, and Nacho) should be used for pops of colors and not the primary color of a design.



Salsa is only used for error states in UI/UX design.



Body copy always uses Gray 8.



These colors (EBSCO Navy, Market Blue, Lagoon, Disco, and Turtle) are accessible when used behind white text.

TYPOGRAPHY: NOTO SANS

Aa

EBSCO's primary font is Noto Sans, a clean sans-serif typeface. The font was launched in 2016 by Google and Monotype, which spent five years creating a family of typefaces that include upwards of 300,000 glyphs representing more than 800 languages. It is considered the most universal typeface in existence.

Noto Sans can be used in any application (i.e., H1, H2, H3, etc.).

Body copy always uses Noto Sans.

We do not use condensed versions of this typeface.

LANGUAGE VARIATIONS:

Arabic:

Noto Sans Arabic

Japanese, Ainu, Central Okinawan:

Noto Sans CJK JP

Korean:

Noto Sans CJK KR

Cantonese, Min Nan Chinese, Zhuang, Gan Chinese, Simplified Chinese, Wu Chinese, Hakka Chinese, Literary Chinese, Xiang Chinese:

Noto Sans CJK SC

Hebrew:

Noto Sans Hebrew

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

When Noto Sans is not supported, please use Arial
(Ex. PowerPoint, Email)

TYPOGRAPHY: NOTO SERIF

Aa

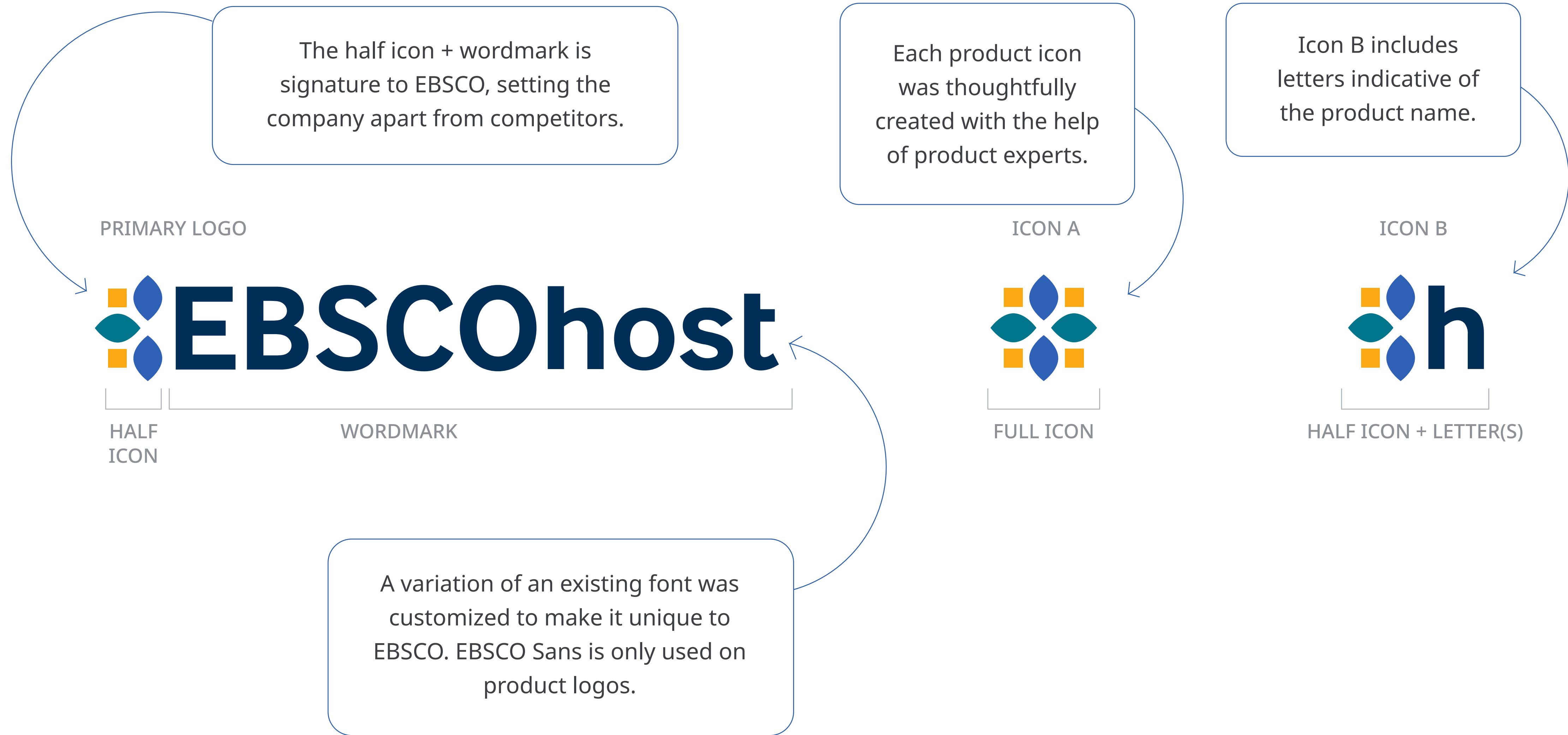
EBSCO's secondary font is Noto Serif, a serif Adobe typeface. This font should be used alongside Noto Sans. Noto Serif is used mainly for headers and subheads of shorter length, not body copy. We do not use condensed versions of this typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When Noto Serif is not supported, please use Georgia
(Ex. PowerPoint, Email)

Product Logo **System**

PRODUCT LOGO ANATOMY



PRODUCT LOGO USAGE

PRIMARY LOGO



The full color primary logo should be used most often and will be shown on marketing material and interfaces.



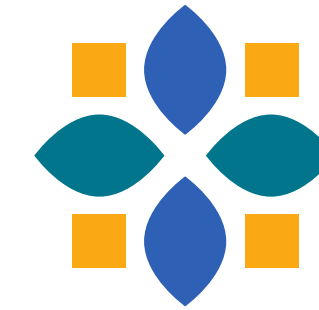
Be sure to give the logo enough clearspace.



A one-color Navy logo will be available but should only be used in instances where one color is required by a printer.

Do not alter the logo in any way (recoloring, stretching, cropping, recreating, etc.).

ICON A



Icon A is used for graphical representations of the product including favicons. Do not tilt the icon.

ICON B



Icon B is used for apps and buttons to access the product.

For the first year of use, the icons should not be used without context. For example, Icon A should only be used if the full product name is also used within close proximity to the icon.



Understanding Customer Needs
& Creating Ideal Solutions

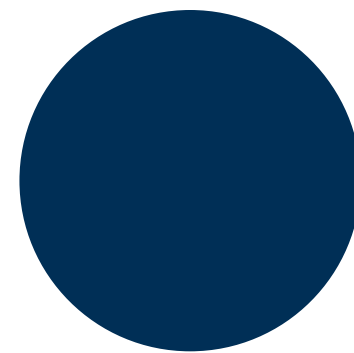


Understanding Customer Needs
& Creating Ideal Solutions
with EBSCOhost

PRODUCT LOGO COLORS

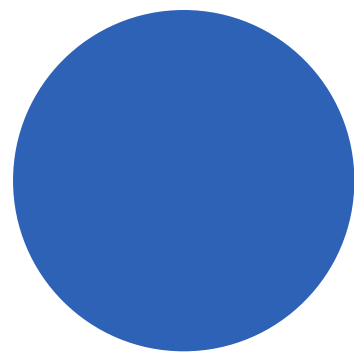
Full color logos and icons should be used whenever possible. The logo colors are derived from our larger EBSCO color palette.

TRUST
STABILITY
RELIABILITY



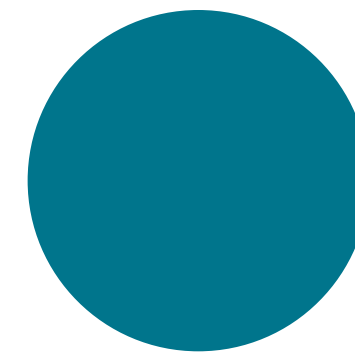
EBSCO NAVY

SECURITY
LOYALTY
PROFESSIONALISM



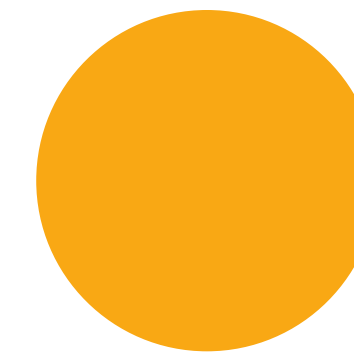
MARKET BLUE 6

BALANCE
CREATIVITY
CALMING



LAGOON

HAPPINESS
WARMTH
INNOVATION



BUTTER 6

ICON + IMAGE TREATMENT

PATTERN



MASK



STAMP



 **EBSCOhost**

 **h**



 **h**

 **EBSCOhost**

EBSCO
Discovery Service

EBSCO
Discovery Service



EBSCO
Discovery Service

DS

EBSCO
Discovery Service



DS

 Explora




an EBSCOhost Experience






an EBSCOhost Experience



Mosaic

Mosaic
by GOBI Library Solutions

M

M

M

Mosaic



EBSCO
eBooks



EBSCO
eBooks

 **Flipster**
Read what you love

 F





 F

 **Flipster**

 **Panorama**
Insights Through Analytics

 MP



 **Panorama**

 **MP**

EBSCO
Experience Manager

EBSCO
Experience Manager

EM

EBSCO
Experience Manager

EM

EBSCO
Experience Manager



EBSCO
Connect



EBSCO
Connect

EBSCO
Academy



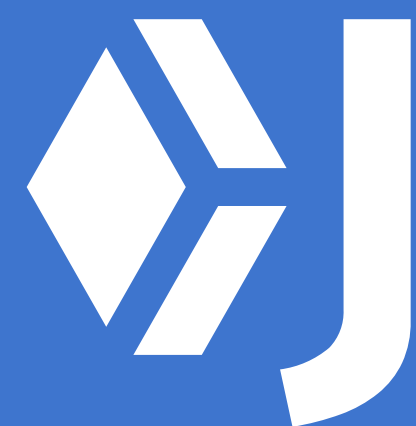
EBSCO
Academy

EBSCO
Journal & e-Package Services



EBSCO
**Journal & e-Package
Services**

EBSCO
**Journal & e-Package
Services**



EBSCO
**Journal &
e-Package
Services**



 **EBSCONET**

 **E**

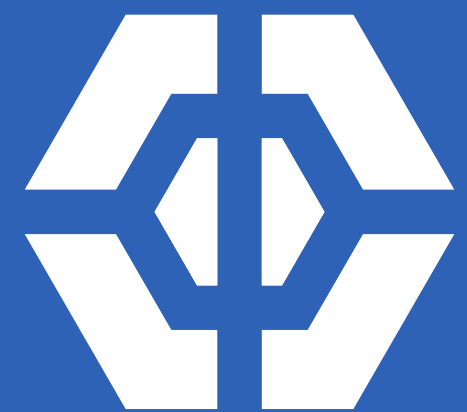


 **E**

 **EBSCONET**

EBSCO
MarketPlace

AMP



AMP

EBSCO
MarketPlace

 **GOBI Library Solutions**
from EBSCO

 **GOBI**

 **GOBI
Library
Solutions**

 **GOBI Library Solutions**

 **G**



 **GOBI Library
Solutions**

 **G**



 **BiblioGraph**



 **BiblioGraph**



 **BG**

 **BiblioGraph**
Your Library Connected

 **BG**

 **Stacks**

 **S**



 **S**

 **Stacks**