

Master Logo

Emsi's master logo is built on a simple formula of two elements: the mark and the logotype. It carries the personality and professionalism of the brand while not being overcomplicated.

The anatomy of the logotype explains the minimalistic approach. The simplicity of the type speaks to the professionalism in the brand. The modified letterforms have a trusted and approachable feel. With a wider face and smooth curves, we make big business feel interesting and inviting.

Also important to note is the sentence case structure. This increases legibility and drives the preferred pronunciation of "em-zee."

[\[↓\] Download logo](#)





Mark

The Emsi mark is built to its simplest form. It needs no fluff or additional treatments to stand unique. The shape signifies a data chart and forwardthinking nature of our company. It flows from left to right to create a sense of movement and progress. The mark can and should stand alone when applicable. The mark is scalable and safe for any medium. There is power in simplicity.

The mark is built with purpose to achieve a clean visual flow from bottom left to upper right. The arrangement of the bars is important to the overall system. It signifies our attention to growth, future improvements, and results. It's all about progress.

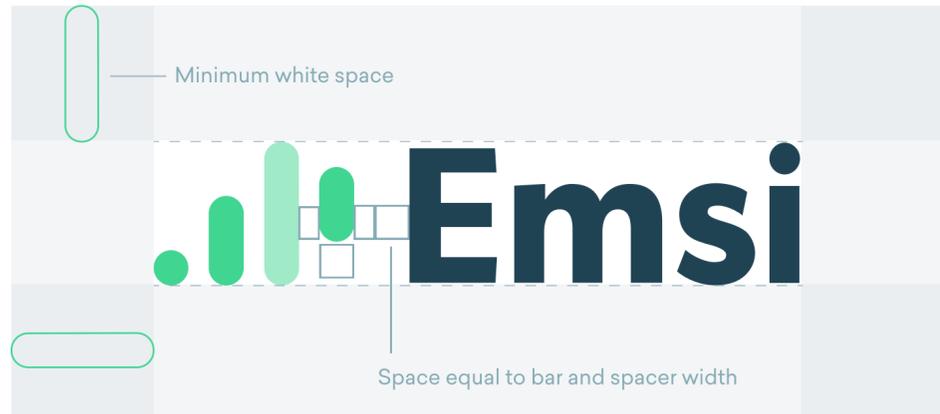
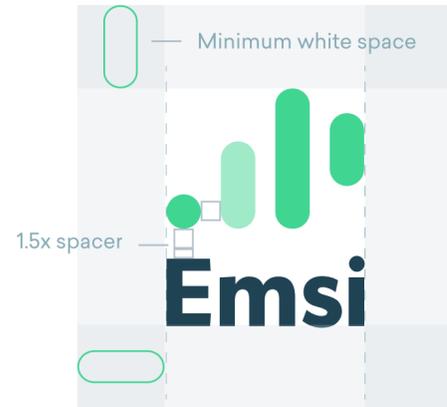
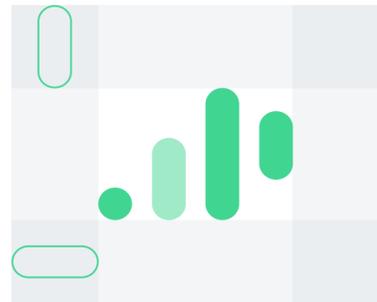
[\[↓\] Download mark](#)

Vertical Logo

Stacking elements works well for smaller-width use cases and serves as an alternative to the horizontal main logo lockup.

[\[↓\] Download vertical logo](#)





.||| Emsi

| 100px |

.||

| |
16px

.|||
Emsi

| 45px |

Construction

Logo Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

For the stacked logo and the mark, the minimum clear space allowance should be equal to second bar in the mark. Repeat the scale of the bar around it, regardless of the scale per circumstance.

The minimum allowance for the master logo is equal to the third and largest bar in the mark. This holds true regardless of scale.

Minimum Size

For readability, scale needs close attention. The logo should never be reduced below 100 pixels wide. The mark can be reduced down to favicon size (16px by 16px). This vertical lockup should never be reduced below 45 pixels wide.

Partnerships

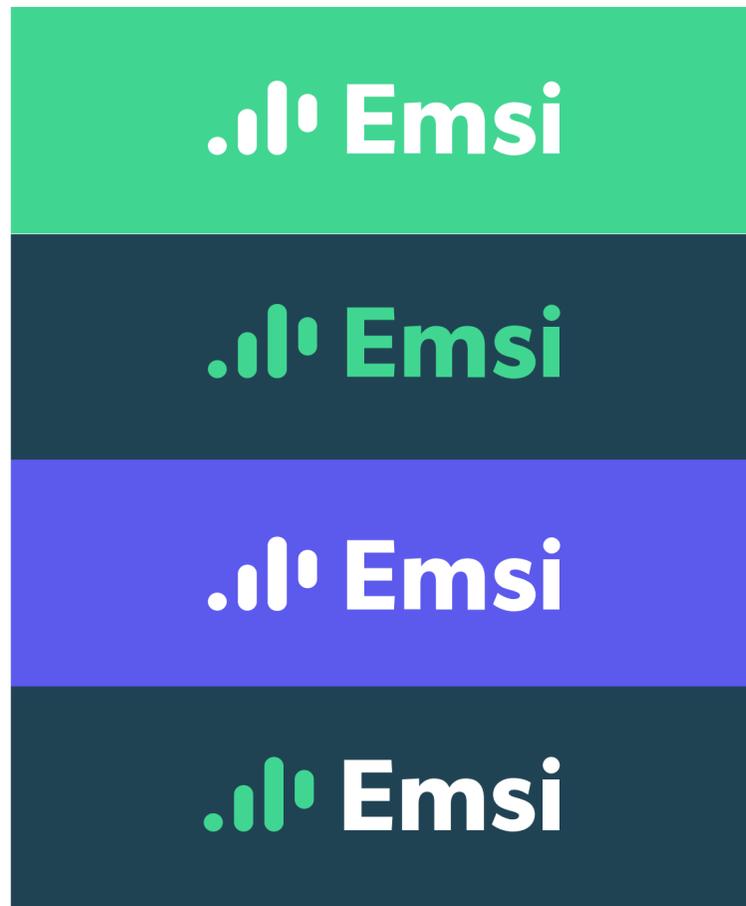
Bringing value to clients is a huge part of the Emsi story. This section covers examples of how to share space visually with the organizations. Make sure that visually one logo does not look more dominant than the other. See how the weight and size of each logo interact with each other. You have the option of using the vertical master logo, the mark, or just the horizontal master logo depending on your needs.



A.



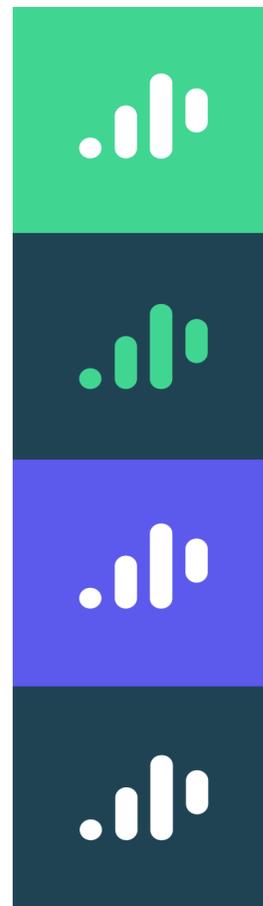
B.



C.



D.



Logo On Color

The color of the logo on a color background should be decided on a case-by-case basis. Different shades and contrast will inevitably break the usage outlined below.

A. Logo on White - The two-color logo should be used on a white background.

B. Logo on Colors - An all-white logo can be used on all color blocks. The all green or green and white logo may be used when the color block is dark.

C. Logomark on White - The logomark should be Emsi green when used on white.

D. Logomark on Colors - An all-white mark can be used on all color blocks but the Emsi green can also be used when the color block is dark.

Inappropriate Usage

To maintain integrity of the logo, there are rules for logo use. The following restrictions apply to the main logo, vertical logo, and logomark.

A. DO NOT Change the composition of the logo

B. DO NOT Stretch forms to fill space

C. DO NOT Rotate the logo

D. DO NOT Change the color of the mark

E. DO NOT Put “fun” layer effects on any visual brand materials

F. DO NOT Outline the logotype

If you have questions about logo usage, reach out to daniel.botkin@economicmodeling.com

