

# PARTNERS



ECHO

LOGO & BRAND  
GUIDELINES

# Table of Contents

<b>The Brand</b>	<b>3</b>
<b>Primary Logo</b>	<b>4-5</b>
<b>Brand Assets</b>	<b>6</b>
<b>Logo Usage</b>	<b>7</b>
<b>Alterations</b>	<b>8</b>
<b>Co-branding</b>	<b>9</b>
<b>Size &amp; Space</b>	<b>11</b>
<b>Typography</b>	<b>12</b>
<b>Email Design</b>	<b>13</b>
<b>Colors</b>	<b>14</b>
<b>*Superhubs</b>	<b>15</b>
<b>Terminology</b>	<b>16</b>

*\*For Superhub Partners ONLY - Does not apply unless partner is a Superhub.*

# The Brand

The ECHO telementoring model amplifies the voices of local experts. It is the infrastructure for knowledge sharing.

We call it “all teach, all learn.”

Together, we are changing the world with a goal of touching one billion lives by 2025.

Today, the ECHO Model is being used to solve the world’s greatest problems in nearly every country; our partners are working to improve: air quality, cancer treatments and early childhood education – to name just a few examples.

There are many ways to partner with our community. Get involved with an existing ECHO program or start your own program.



## Primary Logo

***FULL COLOR***

The Project ECHO logo is the visual signature to the brand. It establishes our presence and perception in the market.

The Project ECHO logo is rarely used in isolation, except on swag (see next page). We always co-brand with our partners.

Always use the official digital artwork provided in the Project ECHO Resource Library (PERL) Box with the registered (®) trademark. Do not alter the image or colors in any way.



## Primary Logo

***BLACK/WHITE***

In most cases, you will be using the Project ECHO logo in the full-color version.

However, when printing in black and white or greyscale, you may use the above versions of the logo.

## Use the brand assets located in PERL, including:

- Document templates
- Flyer templates
- And more!

**TITLE (OPTIONAL)**

### Program Title – Header

#### Subhead – Photo Specs

What Resolution Should Your Images Be? The best way to determine the best resolution is to think about the final use of your images. For publication or high-quality prints, you'll need the highest resolution, for desktop printing lower, and for web or classroom use, lower still. The is a general guide; detailed explanations follow.

Word count suggested for this intro paragraph is 50 words.

**When:**  
Suggested word count: 20 words, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

**Where:**  
Suggested word count: 20 words, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

**Who:**  
Suggested word count: 20 words, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

**Audience:**  
• 2 Bullets Max

**Register Here »**

**What Resolution Should Your Images Be?** The best way to determine the best resolution is to think about the final use of your images. For publication or high-quality prints, you'll need the highest resolution, for desktop printing lower, and for web or classroom use, lower still. The is a general guide; detailed explanations follow.

Word count suggested for this intro paragraph is 50 words.

Printed on a letter (8.5"x11") – or used on a digital flyer, best size is 6" W x 4" H would be 1200 x 800 pixels. JPEG format preferred. This will ensure a crisp image without fuzzy edges or blurry photos.

Word count for this paragraph is 50 words.

**Even Name Here**

**SUB HEAD**

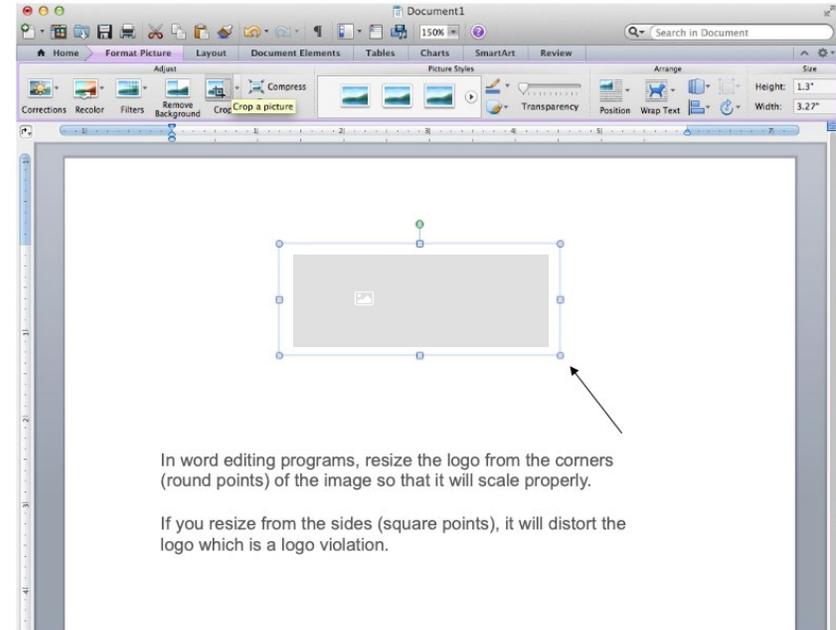
**AUG. 3, 2018**  
11:00 a.m. MST  
Name  
Address

Contact Info: Double Click to Edit Footer

Zoom Link  
Email:  
Phone: xxx-xxx-xxxx  
Website:

**ECHO**

**REGISTER NOW**  
Zoom Link  
Email:  
Phone: xxx-xxx-xxxx  
Website: www.

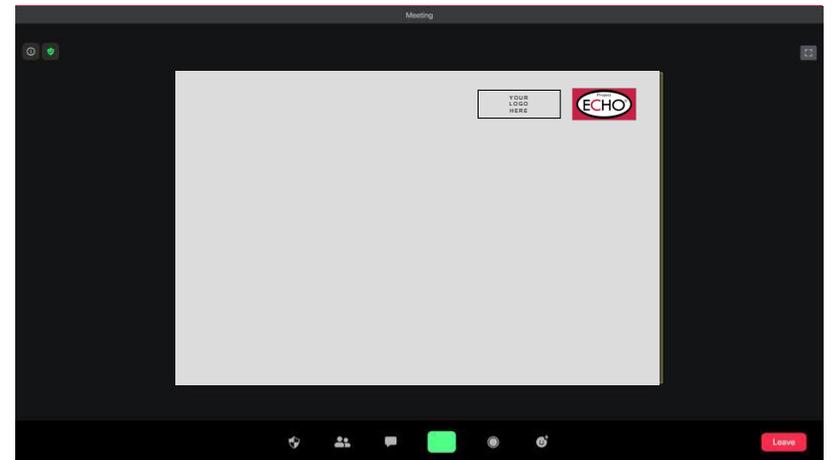


## Brand Assets

If needed, you can use the brand assets located in PERL, including: document templates, flyer templates and more.

To swap out the placeholder image with your organization's logo:

- 1: Under Picture Tools, on the Format tab, in the Adjust group, click Change Picture.
- 2: Locate a new picture, and then double-click it.
- 3: Resize logo by dragging the corner handles. This will keep it proportionally sized.



## Logo Usage

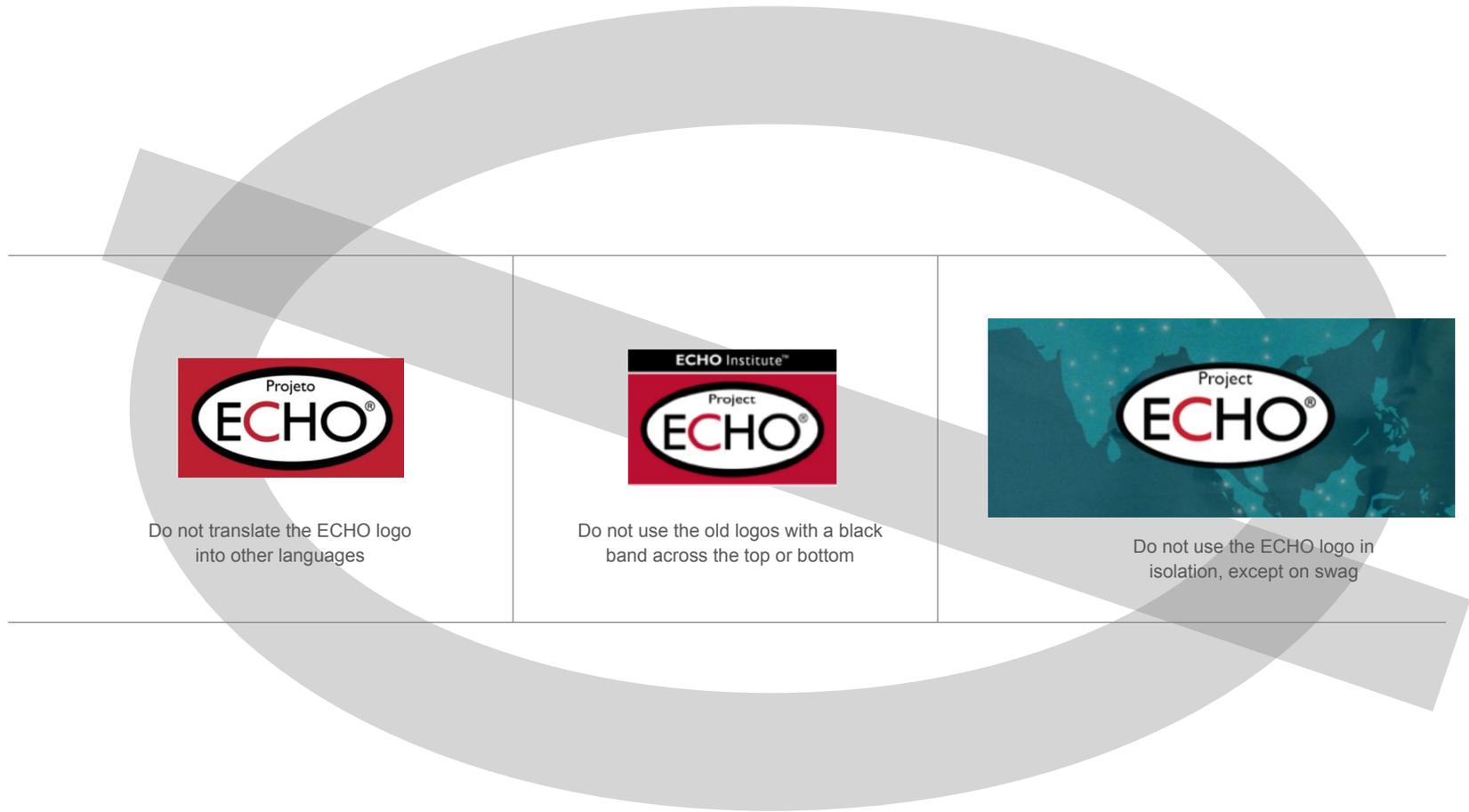
### **Logo Lockup:**

*The formal combination of all logo elements together in a set position ex: horizontal, vertical or stacked.*

The logos should always appear as a lockup to indicate partnership. It should be placed in an uncluttered, clean and consistent manner. During an ECHO session, the all-color primary ECHO logo should be visible either as a Zoom background or as a banner. The ECHO logo should be visible on all session materials, including slideshows and flyers.

All logos should be the same size proportionally and have the same visual hierarchy. The logo lockup must be used in all ECHO-related materials to indicate the partnership with ECHO.

Zoom Backgrounds: Should only have the partner's logo and the ECHO logo with a solid background. For privacy purposes, Zoom backgrounds should only display the partner's logo and the ECHO logo with a solid background.



## Do Not Use

These are a few examples of outdated or modified logos that are no longer in use. Use only the official digital artwork provided in the brand guidelines.

Do not alter the Project ECHO logo in any way, including its colors, font or spacing.



WORLD HEALTH ORGANIZATION REGIONAL OFFICE FOR AFRICA SUPPORTS THE COVID-19 RESPONSE



## Co-Branding with Partners

Many of our partners are part of larger organizations, such as academic institutions or health centers, that require their logos to be used.

Reminder: Always use the Project ECHO logo to the right (or last) of your organization's logo(s). (See above example).

Be mindful of spacing. The two (or more) logos should have equal and even logo representation.

See page 11 for spacing details.



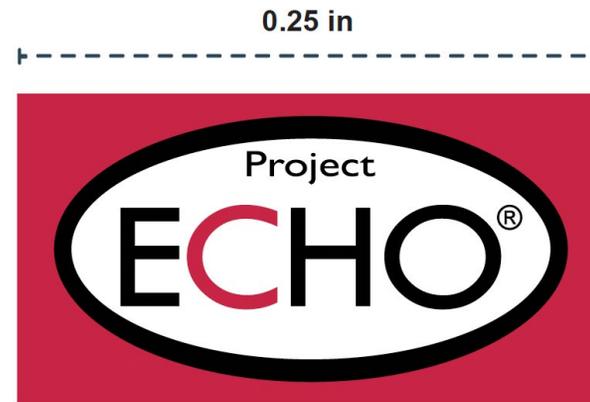
## Co-Branding *with Swag*

When purchasing swag, you may use the Project ECHO logo by itself OR you may pair it with your organization's logo.

Swag includes, but is not limited to: pens, pins, shirts/sweatshirts, cups/mugs, decals, notebooks, binders and bags.

Always use the full-color official digital artwork with the registered (®) trademark.

For co-branding, be mindful of spacing. The two (or more) logos should have equal and even logo representation. See page 10 for spacing details.



## Size & Space

### *DIMENSIONS*

Logo legibility is crucial. To ensure image integrity, follow these guidelines:

The logo should be sized at least 0.25 inches wide (.635 cm).

White space: there should be white space between the logo and any other visual element. Use the size of the rectangle space above the crossbar of the "H" for the minimum amount of white space required.

Spacing also applies with co-branding. See page eight and nine for examples.

# Arial

as a generic font option.

## Arial Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Arial Bold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## Arial Italic

*abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

Style guide – Text

**Main Header – Arial, 26 #007a86**

**Heading 2 – Arial, 20**

Header 3: Arial, 16

**Strong (Bold) – Arial 9**

Body Copy – Arial 9

- Bullets
- Bullets
- Bullets
- Bullets

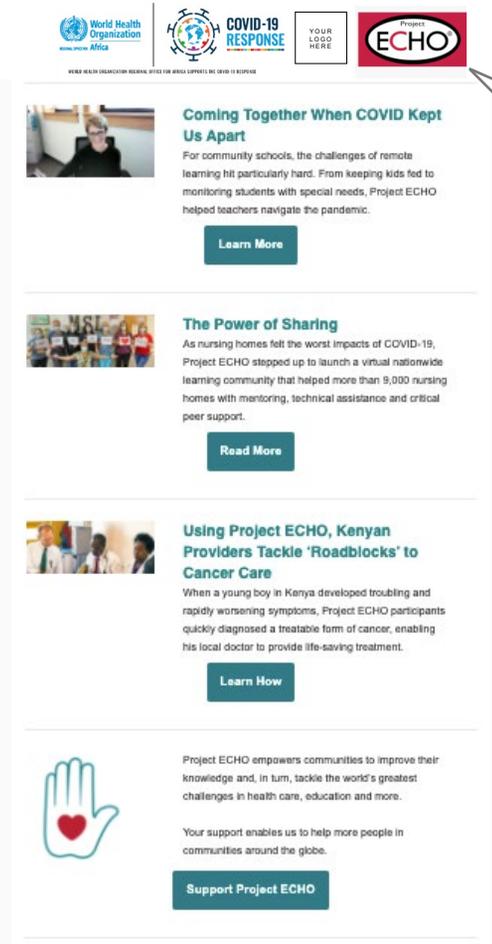
*Quote – Arial 12*

## Typography

Project ECHO chose the font family Arial for its universality and easy accessibility. Arial should be used throughout every template built for Project ECHO in order for those templates to be repurposed with ease for other initiatives.

Unless your organization's branding guidelines require a different font, we encourage you to use the Arial font.

Headlines and CTA (Call-To-Action) buttons can be turquoise (see hex numbers above), sub heads and all body copy must remain in black.



## Email Design

### Logo lockup

Create a visual hierarchy with your content to guide the reader. Headlines or main page titles are recommended to be the biggest size font (h1 or 20 pt), followed by sub-heads (h2 or 18 pt), article headings (h3 or 16 pt) and body copy (12 pt).

If these guidelines are not allowed to be followed, due to other partner branding requirements, adhere to logo spacing requirements on pages nine and ten.

80% Turquoise | #007a86

20% Red  
#ba0c2f

**TURQUOISE**

**CHERRY**

**DO NOT  
USE**

## Color *Optional*

Optional: You may use our organization's color palette, if you don't have one.

Project ECHO uses an 80/20 ratio for its primary colors, turquoise and red.

For accessibility purposes, do not use green and red directly on top of each (for example, a turquoise background with cherry red font).



## Brand Ambassadors

### **\*Superhubs and Hubs Requirements**

Superhubs and Hubs must use the ECHO name and logo in all written, published, online and marketing materials. We expect that every Superhub and Hub will create an ECHO banner using the red traditional Project ECHO logo and that it will be prominently displayed in view of the camera during all ECHO sessions and programs

Superhubs have the additional responsibility of helping their hubs with brand compliance. Superhubs are brand ambassadors for Project ECHO. Superhubs will discuss, teach and enforce Project ECHO's naming, logo and branding conventions with their Hubs, in addition to modeling them.

Updated Terminology	
TeleECHO program	—> ECHO program
Spoke	—> Participant
Spoke site	—> Participant learning site
Immersion	—> Partner Launch Training

# Terminology

Project ECHO created a resource for the ECHO community so that everyone has a shared understanding of who we are, what we do, and our unique technology and trainings.

We have an updated glossary with a focus on terms that are human-centric, easily understood, and universal across disciplines.

[View the full glossary here.](#)

## Questions?

With questions regarding logo usage and branding, please email [ECHObranding@salud.unm.edu](mailto:ECHObranding@salud.unm.edu).