

LOGO

The new logo published in December 2017 was changed in July 2018. The latest logo has three distinct differences as shown below:

1. revised symbol for Electa
2. revised symbol for Adah
3. a registered Trademark symbol



The current logo has also been provided in formats that can be put on dark backgrounds or materiel. Examples of these can be found in the Members area of the website.

In addition to the logo shown below, a logo with a Chapter name can be provided. These can be requested via the WG Secretary.



The logos are professionally designed and developed graphic files and the use of them must be strictly controlled to preserve the colour and fonts.

- ★ If a Chapter wishes to develop promotional materials or signage that is to be used to promote the Order to the public, these materials must contain the new logo and be designed to reflect the new 'message' of the Order. Any Chapter wishing to do this should contact the WG Secretary for guidance and subsequent approval.

INSERTING YOUR LOGO

To insert your logo into an MSWord document, follow these steps:

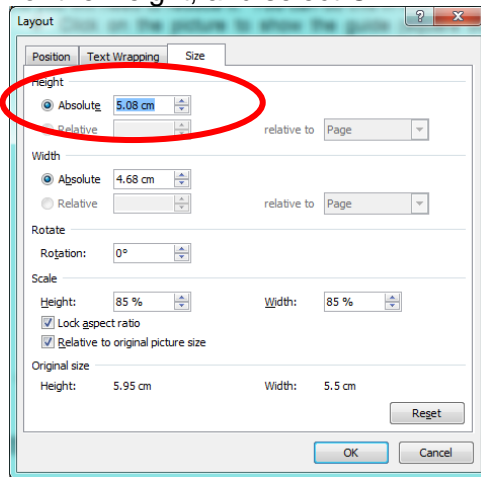
1. Place your cursor where you want the logo to appear.
2. Select 'Insert' from the main tool bar, then 'Picture'.
3. Find the location of your picture file and select it.
4. The logo should now be in your document at the place you wanted it to be.

When you insert the logo you may need to resize it. You can do this in two ways:

- ★ Click on the picture to show the guide (square box around it). Click and hold down your mouse on a corner, and drag it to the size you need, OR



- ★ Right Click on the middle of the picture. Select 'Size and Position' from the drop down menu. Enter the value for the Height, and select OK.



When inserted into a document, the size of the logo cannot be less than 25mm x 25mm.

FONTS

When the new branding was delivered in December 2017, it came with a new font that can be used on any promotional material. There is also a standard that should be use for all documentation.

The Basic text (body) of all documents:

- ★ is to be the Arial Font. This is a standard 'True Type'.
- ★ Whether the font is upper or lower case, in bold, italic or in various sizes is not important but for readability purposes, the general rule is to keep the size between 10pt or 12pt. These elements are subject to choice by the Author and is dependent on the document's purpose and audience.

- ★ The colour of text should be the Automatic default of black, but again, other colours can be chosen to highlight words as required.

All document Headings:

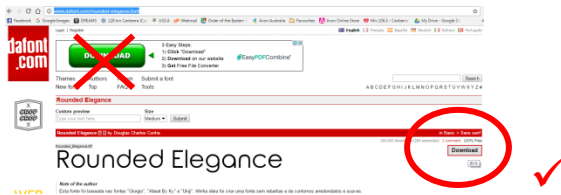
- ★ should be the Rounded Elegance Font. This is not a standard font provided in MSWord and it will need to be downloaded from the internet.
- ★ The heading can be in lower or upper case, can be bolded, italicized or in various sizes. As a general rule however, a heading used within a document (such as this), should be slightly larger in size than the main text of the document.
- ★ The colour of text can be the automatic default of black, however, if colours are chosen, they should be the colours that are dictated in the OES Brand (ie. those used in the logo).

DOWNLOADING AND INSTALLING THE FONT

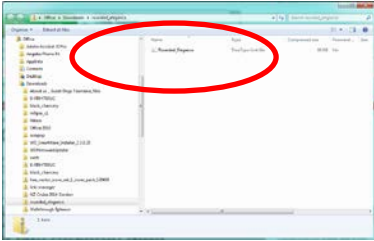
Once you download and install the font to your computer, it can be used on any document. To download the Rounded Elegance Font, go to the following internet address:

<http://www.dafont.com/rounded-elegance.font>

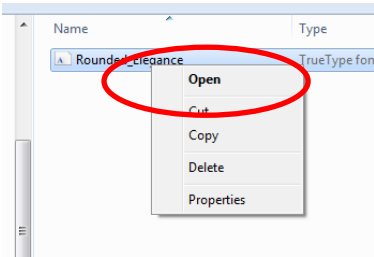
Select Download option shown below.



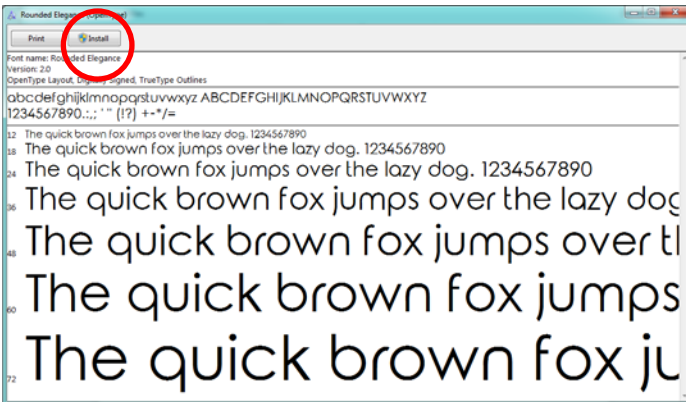
The download should appear on your computer.



Right click on the file and select Open



Select Install

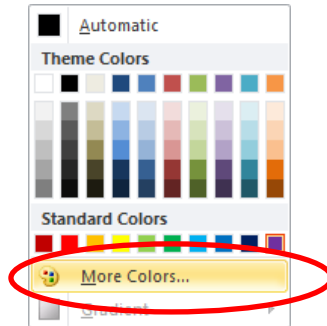


CHOOSING YOUR TEXT COLOUR

The OES Style guide indicates a number of colours that are part of the OES brand. Each has a particular 'setting' which

can be selected in any document. To change text colour and the right setting, do the following:

1. Select the text you want to colour
2. Select the Text Colour button, then 'More Colours'



3. Enter the values you want in the R, G, B fields. Eg in the screen shot below, the darker blue to be used has an 'RGB' setting of R = 1, G = 27 and B = 84. The lighter blue is 1, 115, 188

