

Guidelines for The Equipment and Tool Institute logo

1. The registered full logo consisting of a partial outline of a stylized automobile to the left of the letters ETI, with the ETI letters curved into the form of the automobile and Equipment and Tool Institute under the letters, is black. When the logo appears in black it must contain the ® symbol.



2. The registered ETI (letters only logo) is black. When the logo appears in black it must contain the ® symbol. This is to be used on something that is too small to print complete logo on.

ETI®

3. The pantone logo colors are PMS 7685C (blue) and PMS 7C, Hex#9799b (gray, cool gray). The only approved colors for the logo/company name are full logo with blue (7685C) and gray/cool gray (PMS 7C, Hex#9799b), full logo in black, full logo with gray letters only, ETI full logo in black, ETI full logo in white.



4. USA only may also use the registered full logo consisting of a partial outline of a stylized automobile to the left of the letters ETI, with the ETI letters curved into the form of the automobile. When the logo appears in black it must contain the ® symbol.



5. Logo must always be on a solid color background with no pattern.
6. Upon request, The Equipment and Tool Institute will provide authorized users with electronic files. This artwork may not be altered in any way.
7. Use only approved Equipment and Tool Institute artwork.