

## Ernst & Young Logo Instructions

Signature Release Form for **EXTERNAL USERS** (see bottom of document)

### Usage Standards

The Ernst & Young brand identifier, or logo, consists of the following:

- The stylized EY symbol
- The Ernst & Young logotype
- The tag line – Quality In Everything We Do

The Ernst & Young logo is rendered in a specific design and should not be altered in any way other than re-sizing as a complete graphic. **UNDER NO CIRCUMSTANCES** should other logos be developed. If you require special assistance in choosing a logo that best suits your particular needs, we invite you to contact the Brand Management team (contact information shown at bottom of page). Our advice can help you meet your business goals by leveraging the power of our masterbrand, Ernst & Young.

### Color

The logo must be used in one color for all applications. It is primarily used in black or white. Other colors from our design palette may be used to re-color if absolutely necessary (i.e., use on website).

### Logo Clear Space

When using the logo without the branding bar, a certain amount of "clear space" must surround it to maintain its visual integrity. No other elements may intrude on the clear space.



The height of the logo dictates the amount of clear space that must surround it. For example, if the logo is one inch high, then there must be one inch of clear space surrounding the logo. All other content must be positioned at this minimum required space from the logo. It is preferred that no graphic element should ever be placed directly above, below, or adjacent to the logo.

For internal use only: Use of the logo in the branding bar dictates that the stylized EY symbol and logotype be positioned inside the branding bar, with the tag line beneath. Please see the Global Identification Standards (here on *The Branding Zone*) for details.

**The logo should only be used as stated above. ALL OTHER USES OF THE LOGO should be discussed with and must be approved by the National Marketing Brand Management team at (212) 773-7691. We will provide assistance IMMEDIATELY upon receipt of your request.**

**Ernst & Young Logo Use Signature Release Form**

**I am an external user of the Ernst & Young logo and I agree to the terms of use as described above.**

Logo User's Name \_\_\_\_\_

Logo User's Email \_\_\_\_\_

Logo User's Telephone \_\_\_\_\_

Intended use of logo: \_\_\_\_\_

\_\_\_\_\_

Website URL (if applicable) \_\_\_\_\_

My Ernst & Young contact is:

Name \_\_\_\_\_

Telephone \_\_\_\_\_

Office Location \_\_\_\_\_

Thank you very much.

Please send or fax to:

Ernst & Young  
ATTN: Andrew Homsi  
5 Times Square  
New York, NY 10036

Phone: (212) 773-9191

Fax: (212) 773-8822

Signature \_\_\_\_\_