

EVC Ready Icon Usage Instructions **(2025)**

Ellipse' **EVC READY**™ badges can be used in marketing campaigns to promote certification of **EVC**® readiness. Learn more about eligibility and follow these guidelines when using the **EVC READY** name and badge on your marketing and communications.

Badge artwork basics

The main **EVC READY** badge is available in white with an outline to help distinguish over white backgrounds. A secondary red and black, and a grayscale version are also available for use on layouts with varying colors or on low-resolution materials where a line screen won't print legibly. Don't alter the artwork in any way except to change its size to fit your layout.



White version



Red version



Grayscale version



Transparent

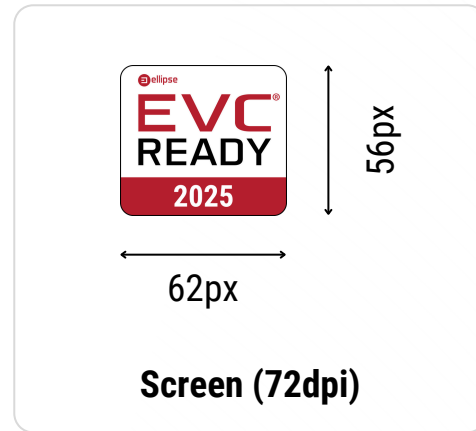
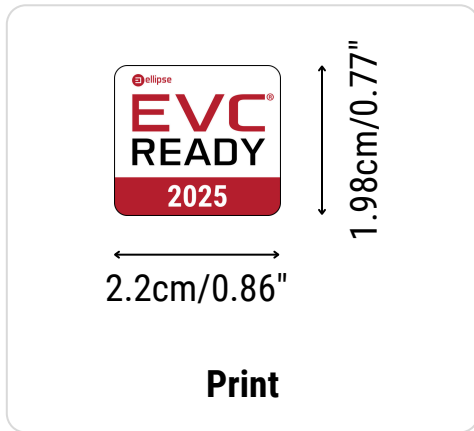
Badge artwork is provided in these formats:

- AI and EPS scalable art in RGB color, for printed materials
- PNG format for web and print
- Transparent version



Appropriate size and clear space

Follow the badge size guidelines for screen and print. It's important to make sure the badge is large enough that all the text is legible. *Minimum* size requirements:



The clear space surrounding the badge must be equal to one-quarter of the height of the badge.



Backgrounds

Use an appropriate background and colors that allows for enough contrast with the badge so it stands out.





Things to avoid

- Don't use out-of-date badges.
- Don't change the badge color.
- Don't remove or rearrange badge elements.
- Don't use low-resolution badges or any badge with illegible text.
- Don't alter the scale of the wordmark or icon.

Localization and language requirements

The badge is available in English. Use only the artwork provided by Ellipse and don't create your own localized version of the badge.

When to use the badge

These badge should only be used to promote certification of **EVC** readiness.

Using the badge in your content

Use the **EVC READY** badge on each **EVC**-related communication, such as advertising, web content, and email. Place the badge in a subordinate position on the layout following your main message.

Web pages

Use the badge only in association with your **EVC**-certified subjects. The badge should be clearly subordinate in both size and position to identity or main message. Place the badge near content that describes the benefits of **EVC**.



Marketing communications

In advertising and other marketing communications, use the **EVC READY** badge only in association with your accessory. The badge should be clearly subordinate in both size and position to your accessory's identity or main message. Include a description of the EVC benefits.

Social media

In social communications, only refer to **EVC READY** in text or use the badge with **EVC** association. Don't create graphics, logotypes, or graphic renderings to represent **EVC**. Use hashtags to indicate readiness: **#EVC #EVCReady**

Samples

A PREMIUM CARD YOUR CUSTOMERS WILL LOVE.

- ✓ On-card fraud protection
- ✓ Compatible with any material & design
- ✓ Exclusive & unique

You're invited to an exclusive peek at our next-generation, premium card. See how the EVC card can introduce a new revenue stream for your business.

EVC SECURITY YOU CAN SEE

EVC READY
2025



Samples (contd.)

