



BRAND GUIDELINES



2024

Contents

A brand style guide is a comprehensive document that outlines the visual and verbal elements of a brand identity. It includes guidelines for logo usage, color palette, typography, imagery, voice and tone, as well as examples of how to apply the brand across different mediums. Additionally, it may contain information on brand history, legal considerations, and contact details for brand management.

01 - Introduction	01
Brand Introduction	02
Brand Personality	03
Brand Mission	04
02 - Brand Logo	05
Symbol	05
Variants	06
Symbol Clearspace	07
Wordmark	08
Variants	09
Wordmark Clearspace	10
Lockups	11
Misuse	12
03 - Brand Color	13
Primary Color Palette	13
Extended Color Palette	14
Color Gradients	15
04 - Brand Typography	16
Typography Guidelines	16
Font Weights	17
05 - Do's & Don'ts	18
Do's and Don'ts	18

Brand Intro

Ekwip is a comprehensive IT equipment management platform designed to simplify the purchasing, leasing, management, and renewal of business technology assets. Offering a turnkey solution, Ekwip provides access to top-tier equipment tailored to your business needs, whether for office use or remote work. Their 36-month leasing contracts include responsible equipment renewal, ensuring your team always has high-performance devices. Ekwip's platform centralizes ordering, tracking, after-sales service, and IT support, including warranty and repair services. With a focus on sustainability, Ekwip also facilitates the recycling and reconditioning of old equipment, promoting a responsible IT policy.



Learn About

Discover how Ekwip simplifies IT equipment management for businesses. Explore our range of services, from purchasing and leasing to maintenance and renewal, all streamlined on a single platform. Learn how we help businesses equip their teams with the latest technology, manage their IT assets efficiently, and promote sustainability through responsible equipment renewal and recycling.

Our Business

Ekwip is a leading provider of IT equipment solutions for businesses, offering a seamless platform for acquiring, managing, and renewing technology assets. We partner with top brands to deliver high-quality computers, phones, tablets, and accessories, tailored to meet the unique needs of each business. Our commitment to flexibility, transparency, and customer satisfaction ensures that your business stays equipped with the best technology, whether in the office or for remote work.

Brand Personality

Practical: Ekwip is grounded in practicality, offering straightforward, user-friendly solutions that make IT equipment management easy and efficient for businesses.

Reliable: Dependability is at the core of Ekwip. The brand consistently delivers high-quality technology and robust customer support, ensuring businesses can trust Ekwip to meet their IT needs without fail.

Innovative: Ekwip stays ahead of the curve by embracing the latest technological advancements and offering cutting-edge solutions that adapt to the evolving demands of modern workplaces.

Sustainable: Ekwip is committed to sustainability, prioritizing responsible IT practices like recycling and reconditioning, reflecting a conscientious approach to environmental stewardship.

Customer-Centric: Ekwip is focused on meeting the specific needs of businesses, providing tailored solutions, flexible options, and responsive support that centers around customer satisfaction and success.

Brand Mission

Ekwip's mission is to empower businesses by simplifying the management of IT equipment. We strive to provide high-performance technology solutions that are both cost-effective and sustainable. Our goal is to help businesses optimize their IT infrastructure while promoting a responsible approach to technology use through recycling and reconditioning, ensuring that your business stays ahead in a rapidly evolving digital landscape.

Symbol

The symbol.

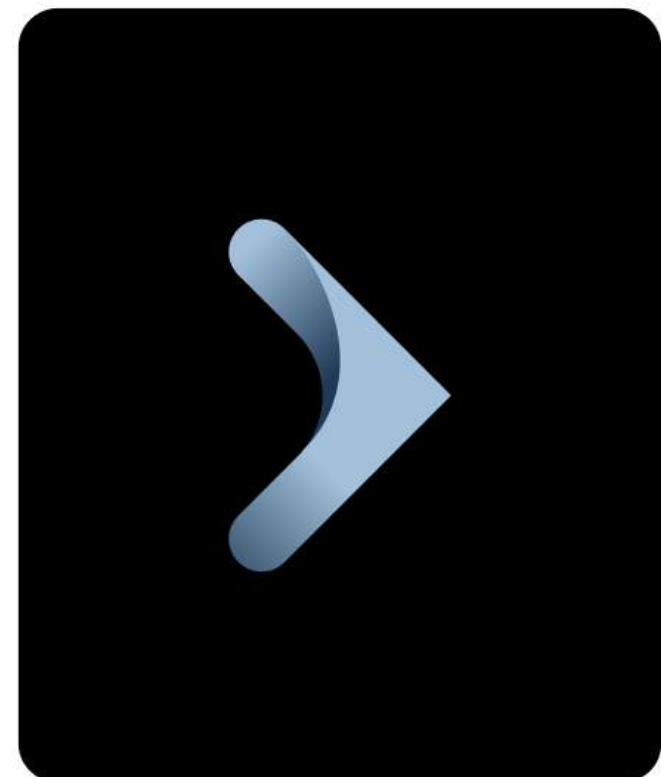
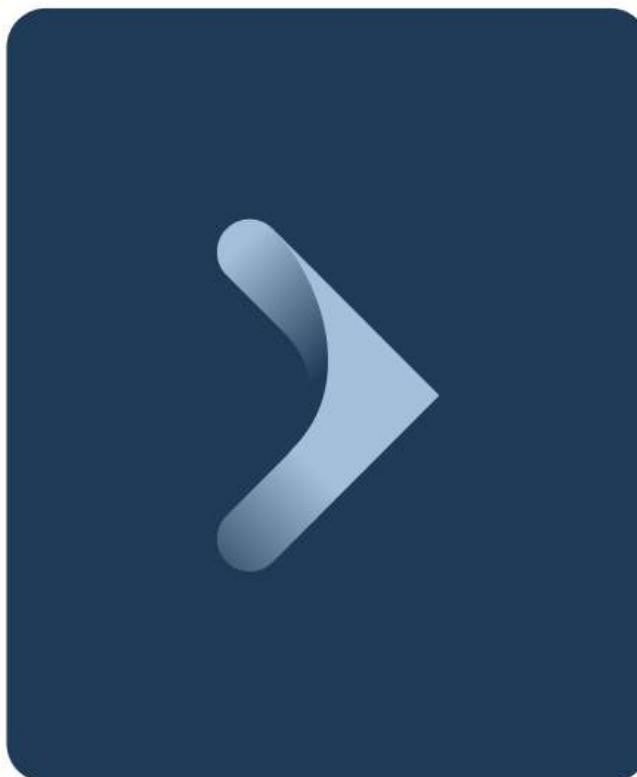
The purpose of a logo symbol is to serve as a visual representation of a brand's identity. It is a distinctive mark that helps consumers recognize and remember the brand. By conveying the brand's values, personality, and essence in a simple and memorable way, the logo symbol helps to establish brand recognition, foster trust, and differentiate the brand from competitors.



Variants

Variants.

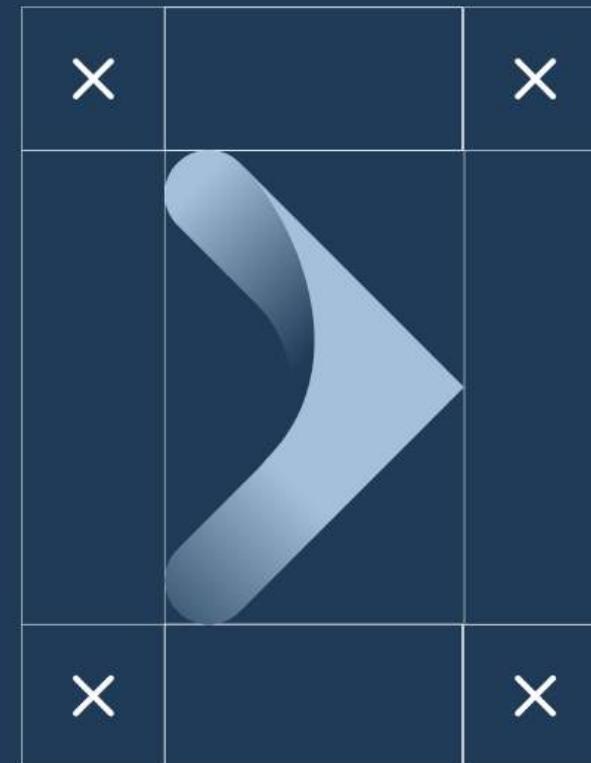
Logo variants are alternate versions of the symbol of logo design, tailored for different colors while still maintaining brand consistency.



Symbol Clearspace

Symbol Clearspace.

Symbol clearspace refers to the area surrounding a logo symbol that must remain free of any text, imagery, or other visual elements. This ensures that the logo maintains its visibility, legibility, and impact, even when surrounded by other content.



Wordmark

Wordmark.

A wordmark is a text-based representation of a brand name or a specific word associated with the brand. It is typically designed using custom typography or a specific font to create a distinctive visual identity.

ekwip

Variants

Variants.

Logo variants are alternate versions of the primary logo design, tailored for different colors while still maintaining brand consistency.

Primary



Secondary



Primary



Secondary



Wordmark Clearspace

Wordmark Clearspace.

Wordmark clearspace is the designated area surrounding a wordmark logo that must remain free of any text, imagery, or other visual elements. This ensures that the wordmark maintains its legibility and visual impact, even when surrounded by other content.



Lockups

Lockups.

Lockups are predefined arrangements of a logo symbol and wordmark, ensuring consistent and cohesive presentation across various applications. They combine these elements in specific configurations to maintain brand recognition and visual harmony.



Misuse

Misuse.

Misuse refers to improper or unauthorized alterations, distortions, or applications of a logo or brand elements. This includes using incorrect colors, altering proportions, or incorporating the logo into unrelated contexts. Misuse can dilute brand identity and credibility, leading to confusion among consumers.



Primary Color Palette

Palette.

A color palette is a predefined selection of colors chosen to represent a brand consistently across various materials and platforms. It includes primary and secondary colors along with their respective codes (RGB, CMYK, HEX) for easy reference and ensures visual coherence and recognition.

CMYK	10,12,23,0	RGB	228,216,195	HEX	#E4D8C3	Bone
CMYK	35,15,6,0	RGB	163,193,228	HEX	#A3C1DA	Pale Cerulean
CMYK	75,68,67,90	RGB	0,0,0	HEX	#000000	Black
CMYK	0,0,0,0	RGB	255,255,255	HEX	#FFFFFF	White
CMYK	10,7,8,0	RGB	226,226,226	HEX	#E2E2E2	Platinum
Japanese Indigo						
CMYK	93,75,42,33	RGB	31,59,87	HEX	#1F3B57	

Extended Color Palette

Extended Palette.

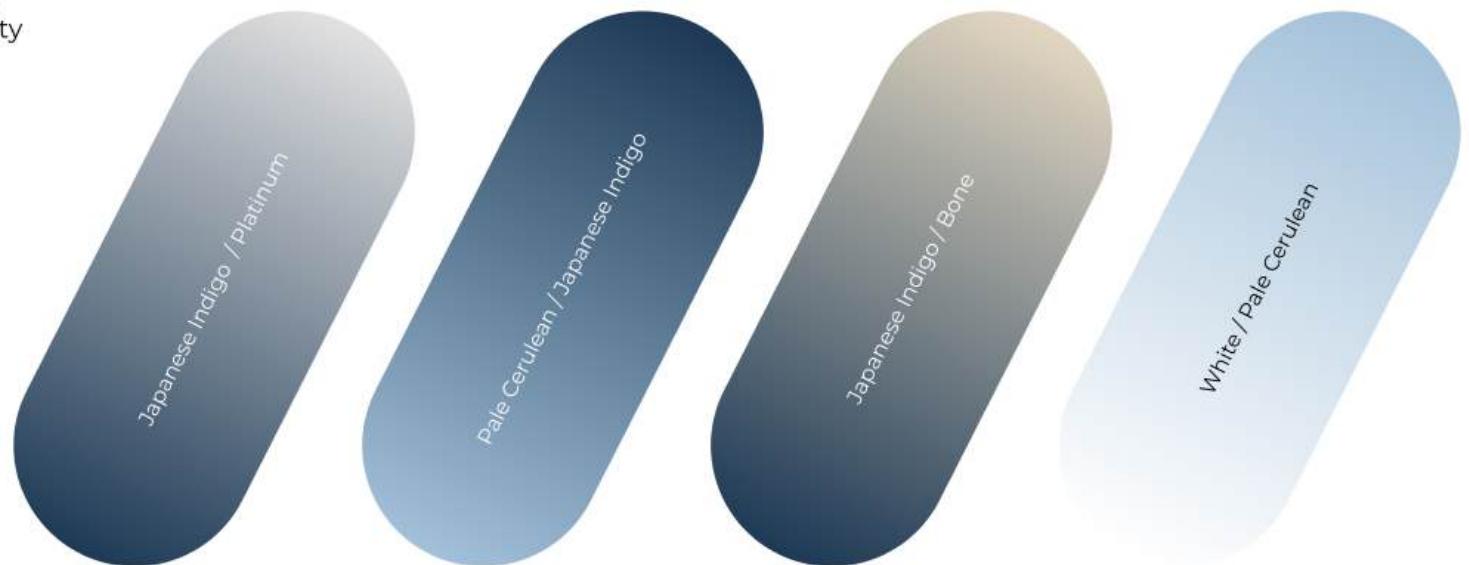
The extended palette expands upon the primary color palette by introducing additional colors that complement the brand's identity. These colors are used to add depth and flexibility to the brand's visual language while maintaining consistency and harmony across diverse applications.

CMYK	0,0,0,0	RGB	255,255,255	HEX	#FFFFFF	White
CMYK	10,7,8,0	RGB	226,226,226	HEX	#E2E2E2	Platinum
CMYK	43,35,35,1	RGB	153,152,153	HEX	#999999	Spanish Gray
CMYK	75,68,67,90	RGB	0,0,0	HEX	#000000	Black
CMYK	0,3,6,0	RGB	252,245,235	HEX	#FCF5EB	Seashell
CMYK	10,12,23,0	RGB	228,216,195	HEX	#E4D8C3	Bone
CMYK	35,15,6,0	RGB	163,193,218	HEX	#A3C1DA	Pale Cerulean
CMYK	77,51,28,5	RGB	73,113,145	HEX	#497191	Queen Blue
CMYK	93,75,42,33	RGB	31,59,87	HEX	#1F3B57	Japanese Indigo

Color Gradients

Color Gradients.

Color gradients involve the transition between two or more colors in a gradual manner, often used to add depth and visual interest to designs. In branding, color gradients may be employed sparingly to enhance certain elements while still maintaining the overall brand identity and consistency.



Typography Guidelines

Typography Guidelines.

Typography guidelines provide instructions on how to use fonts effectively to maintain consistency and readability across all brand materials. This includes specifications on font choices, sizes, styles, and spacing for headings, subheadings, and body text, ensuring a cohesive and professional appearance.

Poppins Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o q r s t u v w x y z
1234567890!@#\$%^&*?

Poppins Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o q r s t u v w x y z
1234567890!@#\$%^&*?

Poppins Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o q r s t u v w x y z
1234567890!@#\$%^&*?

Font Weights

Weights. Font weights refer to the thickness or heaviness of a typeface, ranging from light to bold and beyond. In typography guidelines, font weights specify which weights of a particular typeface are recommended for different text elements, ensuring visual hierarchy and readability within brand materials.

Poppins

The primary font is a key element in a brand's visual identity, and it should be consistently used across various communication materials to create a strong and recognizable brand presence.

Primary Fonts & Typography

Manrope

A secondary font in a brand's typography system is used to complement and support the primary font. While the primary font takes center stage and is used in most prominent areas, the secondary font is strategically applied to create visual variety.

Secondary Fonts & Typography

Typography Hierarchy

Typography hierarchy, refers to the arrangement and organization of text elements in a way that establishes a clear visual hierarchy, guiding the reader's attention through different levels of importance and information.

NORMAL STYLE

Style H1 —— **Heading**

Style H2 —— **Heading**

Style H3 —— **Heading**

ITALIC STYLE

Style H4 —— **Heading**

Style H5 —— **Heading**

NORMAL STYLE

Style H6 —— **Heading**

Style H1 —— **Heading**

Style H2 —— **Heading**

Style H3 —— **Heading**

Do's & Don'ts

Do's.

The "do's" in branding guidelines outline recommended practices for representing the brand effectively. These include using the approved logo versions, adhering to color and typography guidelines, and maintaining consistency across all brand communications. Following the "do's" helps to strengthen brand identity and perception.

Promote Simplicity: Emphasize how Ekwip simplifies IT management for businesses. Focus on the ease of use, efficiency, and all-in-one nature of the platform, making complex tasks straightforward and manageable.

Highlight Sustainability: Showcase Ekwip's commitment to responsible IT practices, including recycling and reconditioning. Stress the importance of giving technology a second life and reducing environmental impact.

Emphasize Reliability: Reinforce Ekwip's reliability by underlining the comprehensive warranty, responsive customer support, and consistent equipment renewal that ensure businesses always have functional, high-performance technology.

Showcase Flexibility: Highlight the flexible leasing and purchasing options tailored to different business needs. Illustrate how Ekwip adapts to various business models and scales with growth, providing a personalized experience.

Maintain a Professional Tone: Use clear, concise, and professional language that reflects the brand's commitment to quality and service. Ensure communications are always polished and aligned with Ekwip's image as a trustworthy and expert provider.

Do's & Don'ts

Don'ts.

The "don'ts" in branding guidelines outline practices to avoid when representing the brand. These include prohibitions against altering the logo, using unauthorized colors or fonts, and engaging in activities that could damage the brand's reputation. Following the "don'ts" helps to maintain brand consistency and integrity.

Avoid Overcomplicating the Message: Don't use overly technical jargon or complicated explanations. The brand's strength lies in simplifying IT management, so keep messaging straightforward and accessible.

Don't Neglect Sustainability: Avoid downplaying the importance of responsible IT practices. Ekwip's focus on recycling and reconditioning is a key differentiator, so always include these aspects when discussing the brand.

Don't Ignore Customer Support: Don't overlook the importance of customer service in communications. Ekwip's responsive support and comprehensive warranty are essential selling points that should always be highlighted.

Avoid Being Generic: Don't use generic or vague language that could apply to any IT provider. Ekwip's tailored, high-quality solutions and specific focus on business needs should distinguish it from competitors.

Don't Overemphasize Cost-Cutting: While affordability is important, don't focus solely on low prices or cost savings. Ekwip is about value, quality, and sustainable practices, not just budget-friendly solutions.

