



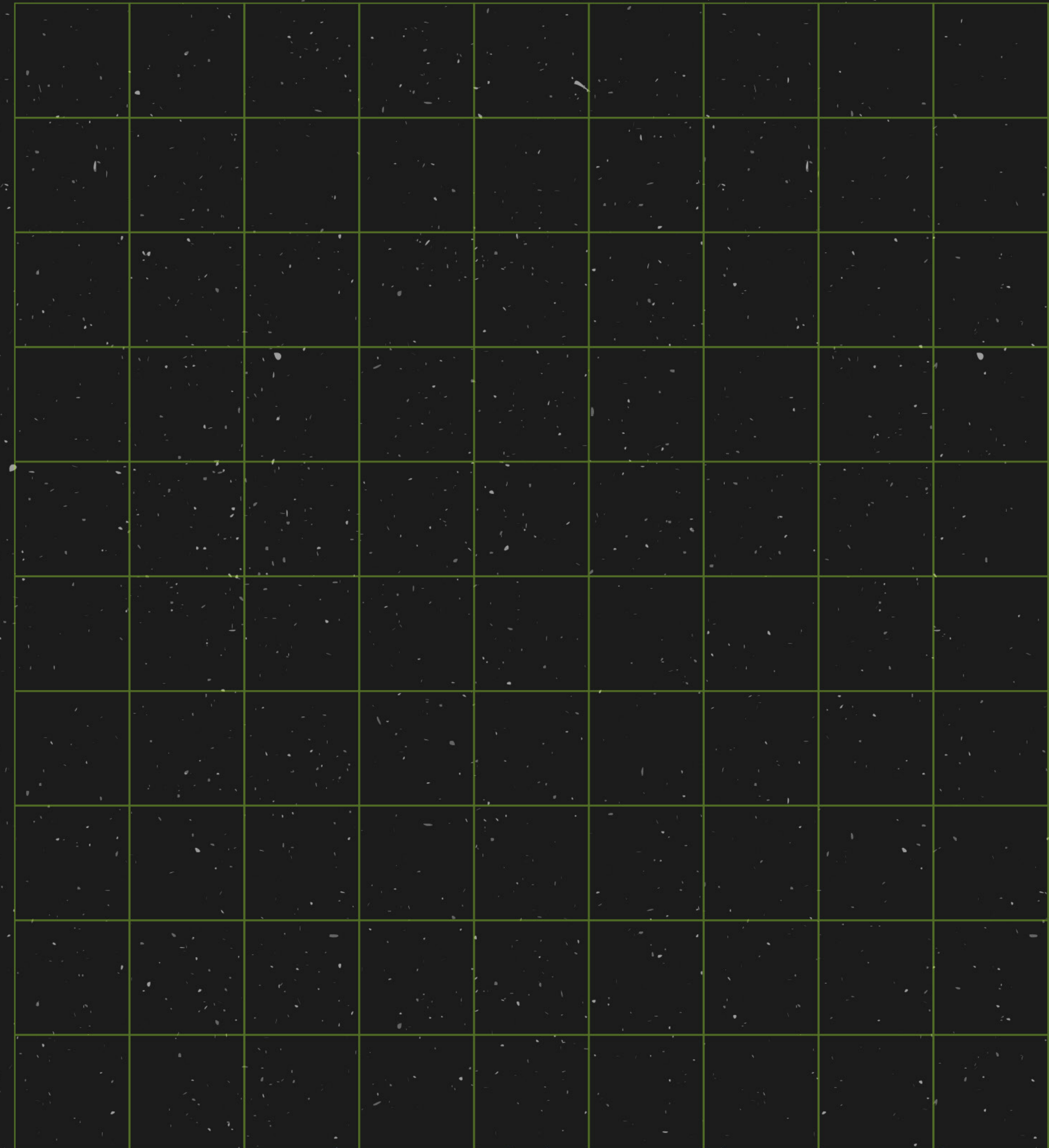
Brand Guidelines

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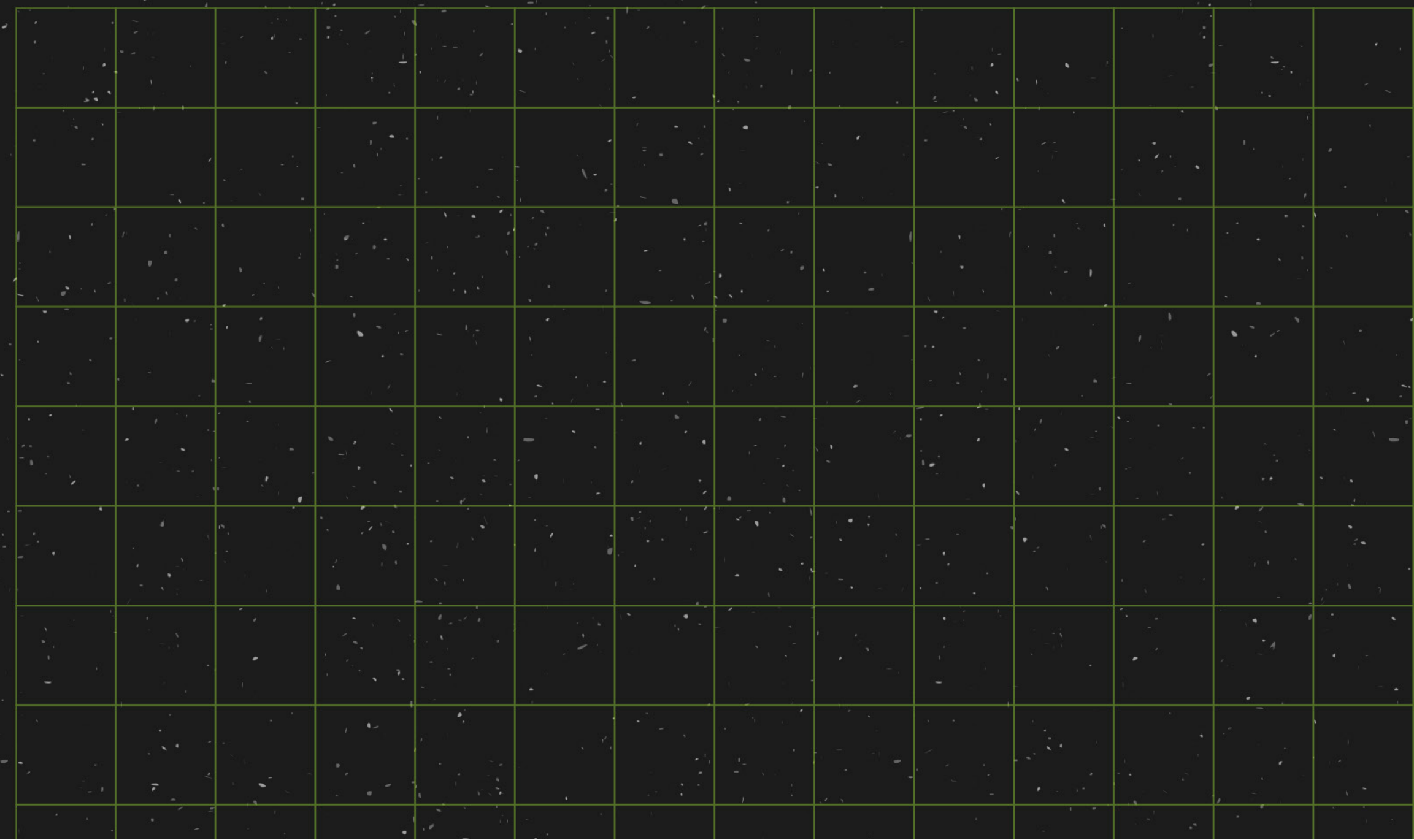
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LOGO

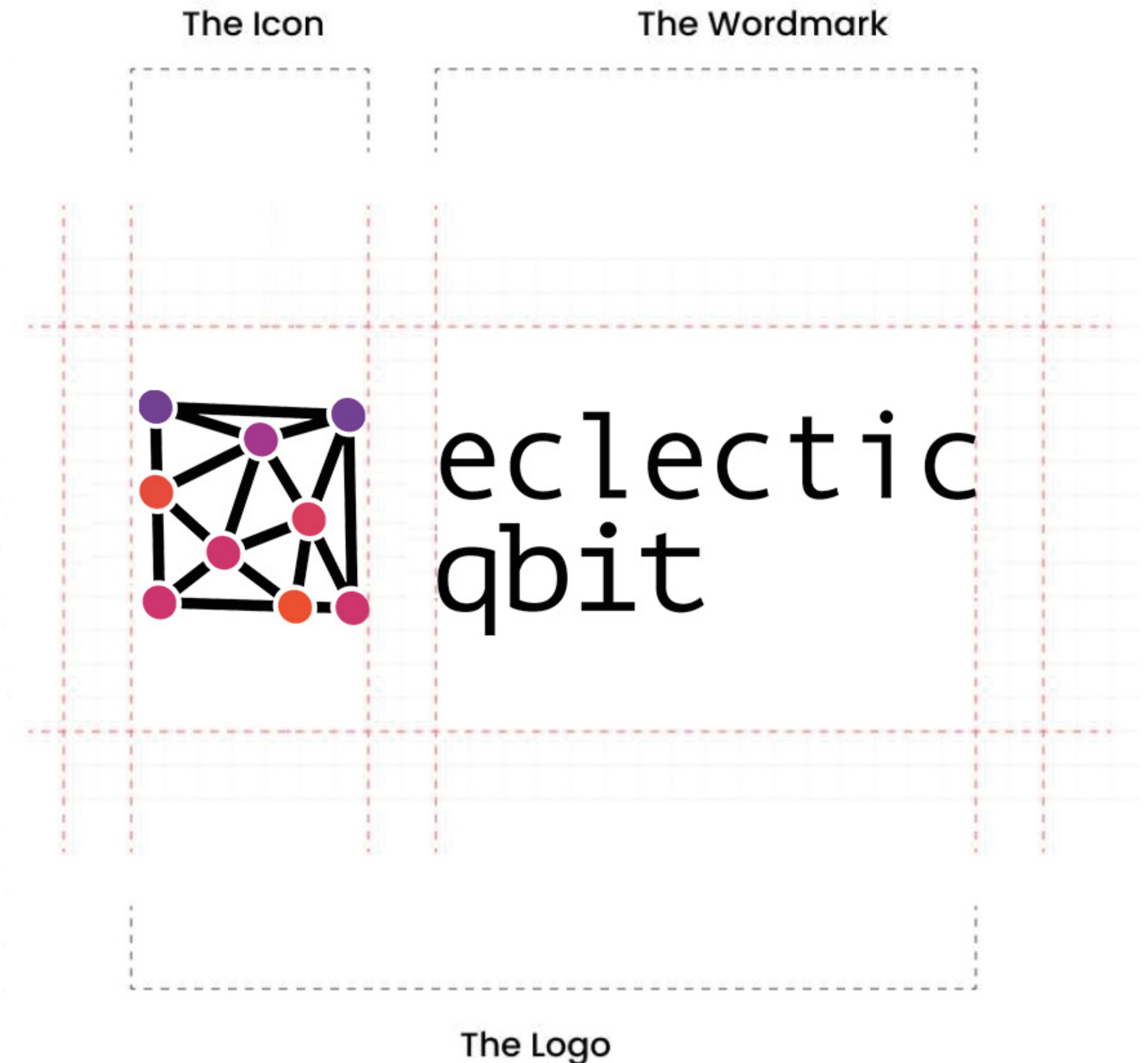


The Brand

MAIN VERSION

The set formed by the logo and the isotype represented here form the brand eclectic

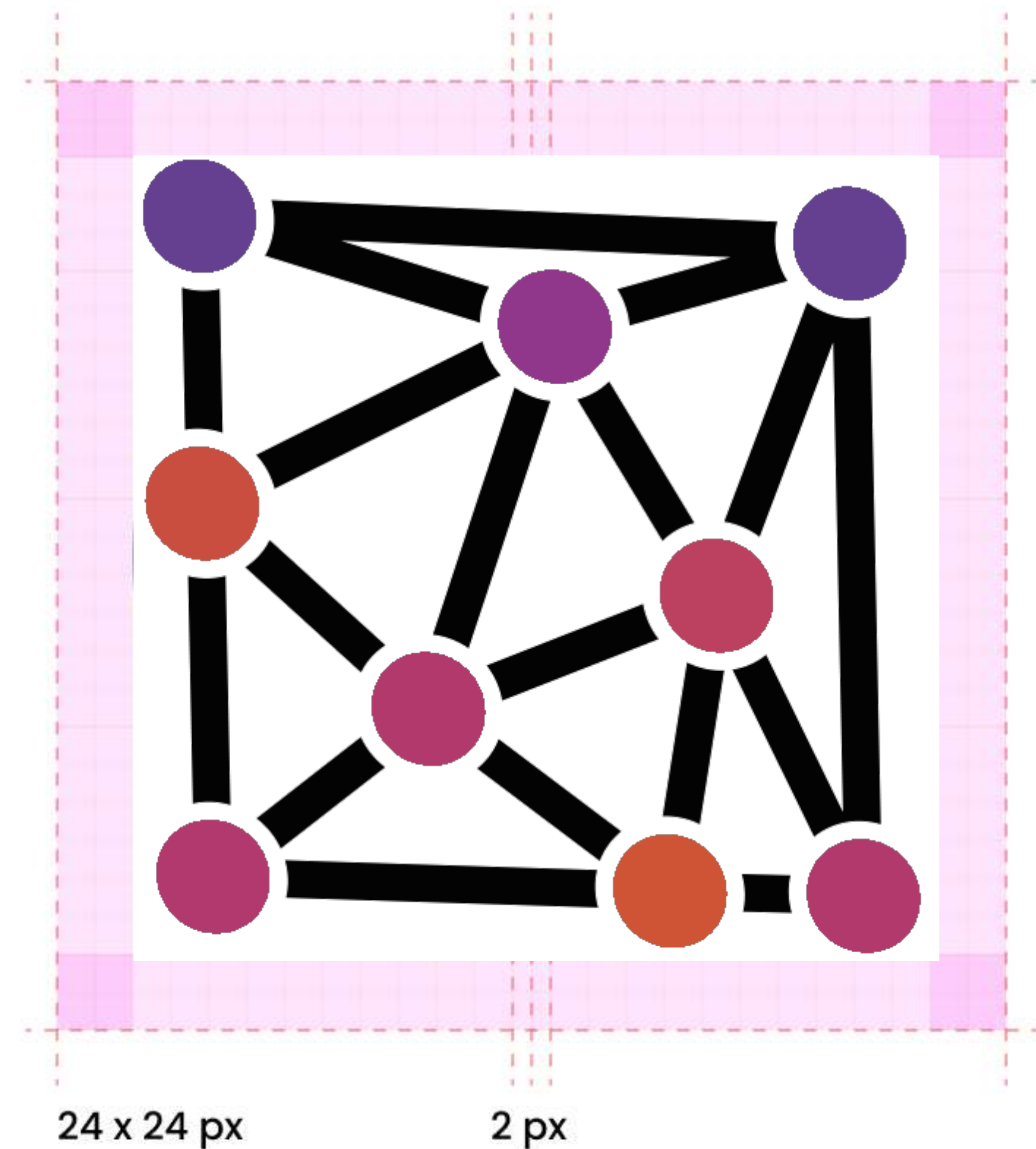
Both components maintain a relationship with each other.
exact and precise relationship that has been designed taking care of every detail to represent the brand Eclectic on a great diversity of supports and media.



The Isotype

The isotype is the graphic representation of the brand, is the symbolic part of the brand and shall be recognized without the text when applied separately and individually.

It is a particularly important part of the logo since it will be the most brand recognizable.



★ Logo Against Solid Backgrounds

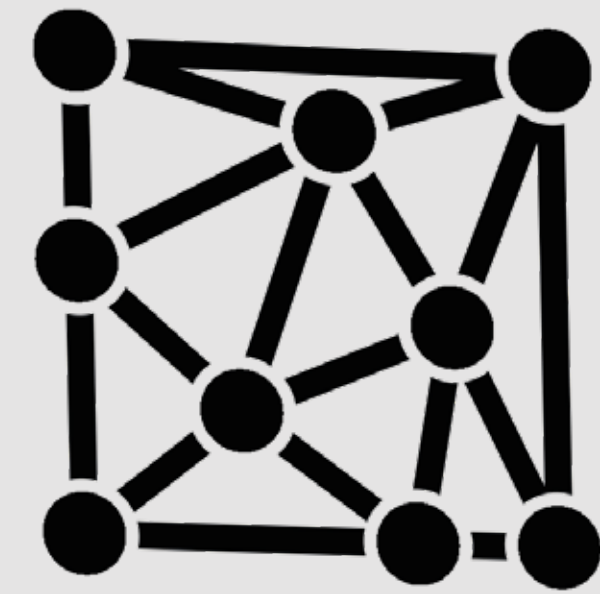
CORPORATE COLORS BACKGROUND



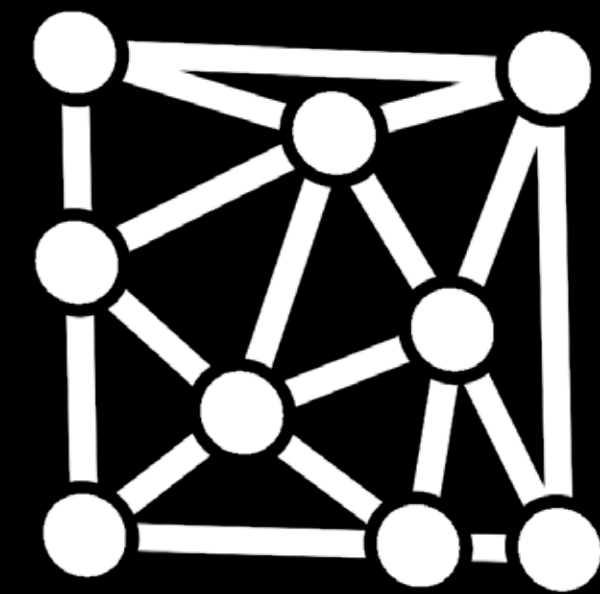
★ Mono Color

There are many media and supports today that for various reasons only admit printing in black and white.

★ The reproduction of the logo has also been defined for media and supports in black and white with the in order to avoid distortions in these media

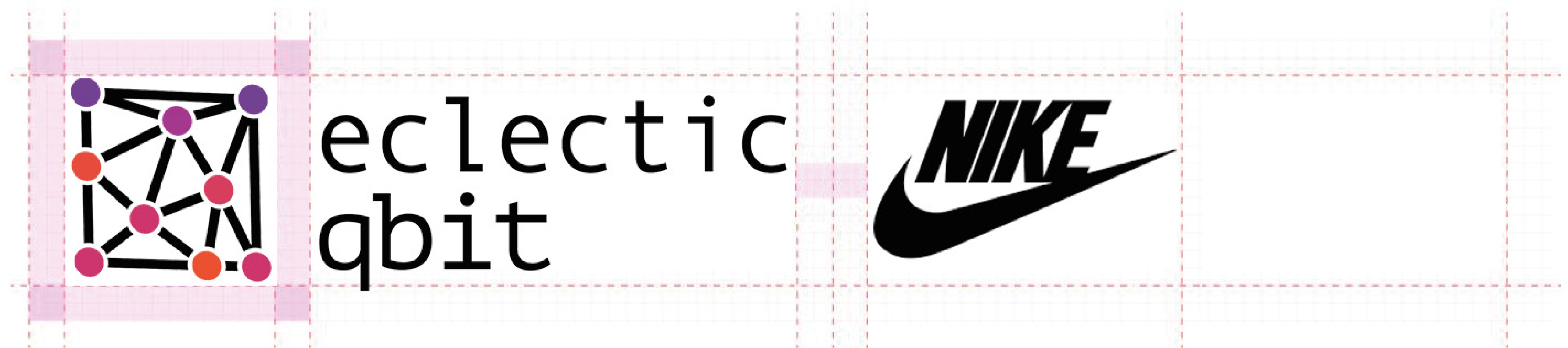


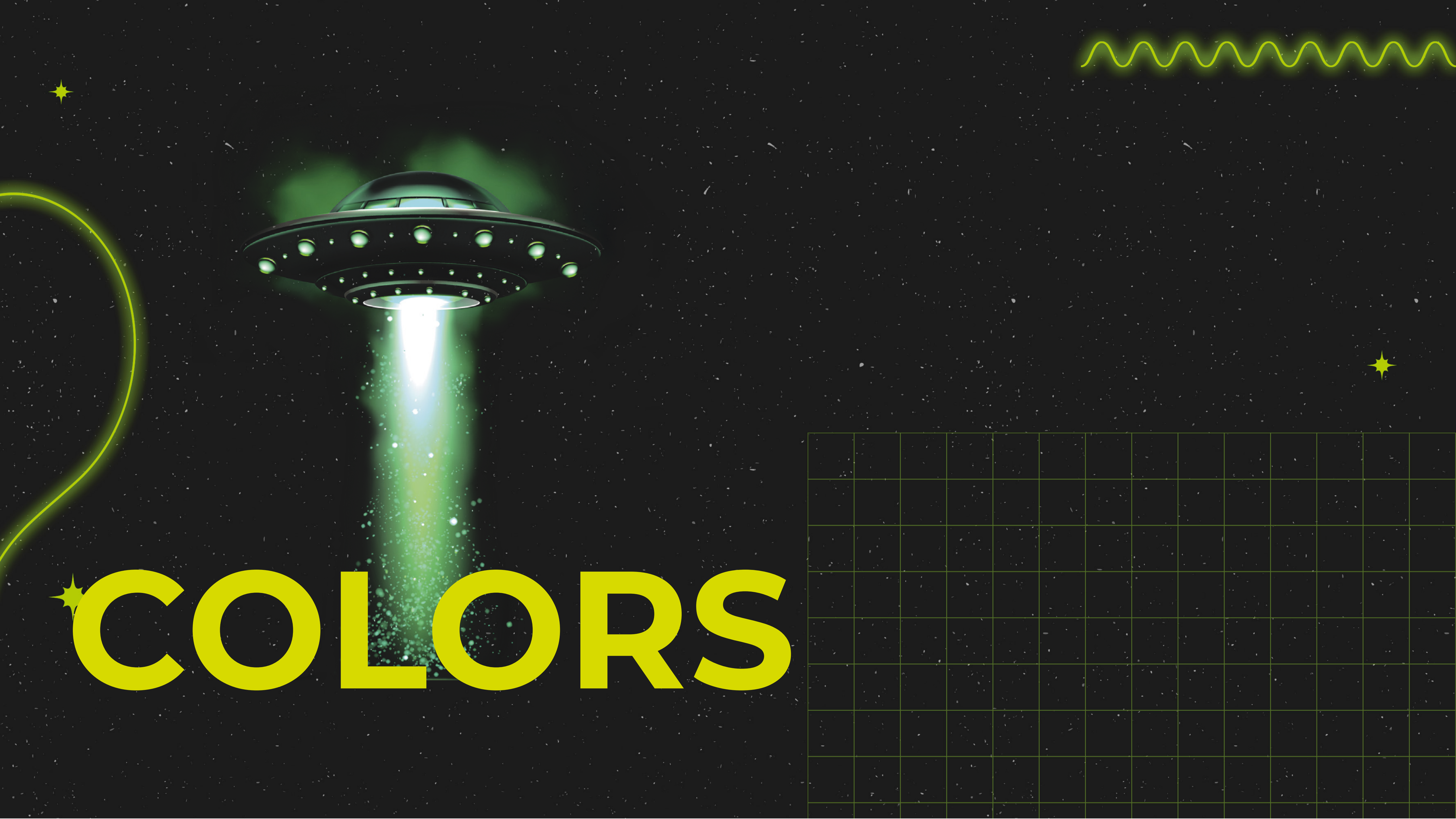
eclectic
qbit



eclectic
qbit

Partnerships Logo





★**COLORS**

Corporate Colors

The importance of color in a brand does not admit discussion, it is very important to respect all color codes, regardless of the system that is applied.

The following precisely defines the corporate colors and their gradations in RGB.





FONTS

Andale Mono Font



Andale Mono.ttf

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!#\$%&/ . | * ` @ ' , ? : ;)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

mail@example.com

<http://www.cufonfonts.com>



Thank you

