BRAND GUIDELINES

USE + COLOR + TYPOGRAPHY
AS OF APRIL 2020

Eco3

USE

CONSISTENT

Place the logo on a white background.

DO NOT adjust or remove any part of the logo.

DO NOT place on dark or patterned backrounds or photos.

CLEAR

Make sure to leave space around the logo.

Use the 'E' as a measure of the space to leave. DO NOT place anything inside of the gray box.

DO NOT change the color of the logo.DO NOT add effects such as drop shadows to the logo.
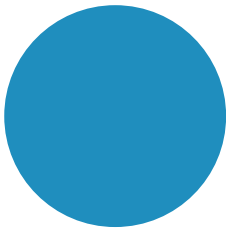
CORRECT

Use approved logo files as they are provided, do not alter them in any way.
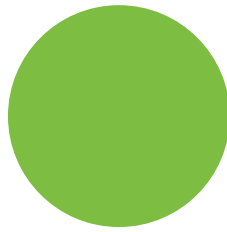
DO NOT squish or stretch the logo.
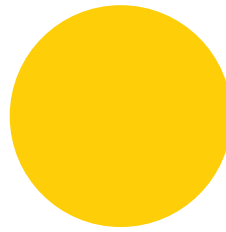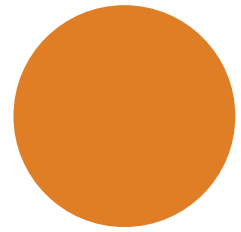
DO NOT rotate the logo.

COLOR

	BLUE	GREEN	YELLOW	ORANGE
PANTONE	Pantone 313	Pantone 376	Pantone 116	Pantone 138
CMYK	100.23.19.0	56.3.100.0	0.18.100.0	10.59.100.1
RGB	0.143.190	56.3.100.0	255.205.0	224.124.0
HEX	#008fbe	#80bc00	#ffcd00	#e07c00

TYPOGRAPHY

Proxima Nova is the Official Font Family of Eco3

This includes the condensed and extra condensed version.

Proxima Nova, Proxima Nova Condensed & Extra Condensed are available on for sync on Adobe's Typekit.com. If you do not have typekit, we will provide a copy of Proxima Nova Alt upon request.

TYPOGRAPHY RULES

SHORT HEADLINES

Short headlines should be set to an Extra Bold version of Proxima Nova, Proxima Nova Condensed, or Proxima Nova Extra Condensed in uppercase.

Kerning should be set to "optical" and tracking should be set at 150

Long Headlines Long Headlines Long Headlines

Long headlines should be set to an Extra Bold version of Proxima Nova, Proxima Nova Condensed, or Proxima Nova Extra Condensed in title case.

Kerning should be set to "optical" and tracking should be set at 10

Body copy should not be set to anything heavier then Semi Bold.

Proxima Nova as an entire family is acceptable to use, but the primary styles that should be used are:

Proxima Nova Extra Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
1234567890