

ELPEAP GROUP

Innovating Tomorrow's Solutions Today

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1. Introduction

Welcome to the ELPEAP GROUP Brand Guidelines. This document serves as the foundation for all visual and verbal communications representing our brand.

Our brand identity is built on the principles of Innovative, Reliable, Forward-thinking. These guidelines ensure consistency across all touchpoints including:

- Digital platforms (website, social media)
- Print materials (brochures, business cards)
- Presentations and marketing collateral
- Product packaging and merchandise

2. Brand Colors

Primary Color Palette



PRIMARY
#2A5CAA



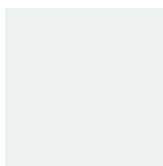
SECONDARY
#F4B223



ACCENT
#E74C3C



DARK
#2C3E50



LIGHT
#ECF0F1

Color Application

Primary Color: Use for primary actions and key brand elements

Secondary Color: Use for secondary actions and highlights

Accent Color: Use sparingly for alerts and important notices

Gradient Applications

- primary gradient: #2A5CAA !' #3A7BDA
- accent gradient: #E74C3C !' #EB6F5E

3. Typography

Heading Styles

Heading 1

Heading 2

Heading 3

Body Text

This is normal body text. Use for paragraphs and general content. Maintain consistent line height and spacing for optimal readability.

This is small body text. Use for captions, footnotes, and secondary information. Should be legible at smaller sizes.

Recommended Pairings

- Helvetica-Bold + Helvetica
- Helvetica-Bold + Georgia

4. Logo Usage

Modern, geometric style with clean lines representing innovation and stability. The triangular elements suggest growth and direction.

Clear Space Requirements

Maintain minimum Minimum 20px clearance around logo around the logo at all times. This ensures visibility and prevents visual clutter.

Correct Usage

- Full color version
- Monochrome version
- Reverse version

Placement Guidelines

- digital: Top left corner
- print: Minimum 10mm from edges

Incorrect Usage

- Don't stretch
- Don't recolor
- Don't rotate

5. Imagery Guidelines

Style

High-quality professional photography with warm tones

Composition

Use of negative space, human elements, and technology

Recommended Subjects

- Team collaboration shots
- Technology close-ups
- Abstract patterns

6. Brand Voice

Tone

Professional yet approachable

Key Attributes

- Innovative
- Reliable
- Forward-thinking

Messaging Examples

formal:

"ELPEAP Group delivers cutting-edge solutions..."

casual:

"We're excited to innovate with you..."

7. Contact Information

Brand Team

For brand-related inquiries and asset requests, please contact:

Email: brand@elpeapgroup.co.za

Phone: 078 140 7749

Social Media

- LinkedIn: [linkedin.com/company/elpeap](https://www.linkedin.com/company/elpeap)
- Twitter: [@elpeap_group](https://twitter.com/elpeap_group)

