

ELPEAP GROUP

Innovating Tomorrow's Solutions Today

Table of Contents

- 1. Introduction.....3
- 2. Brand Colors.....4
- 3. Typography.....5
- 4. Logo Usage.....6
- 5. Imagery Guidelines.....7
- 6. Brand Voice.....8
- 7. Contact Information.....9

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.

2. Brand Colors

Primary Color Palette



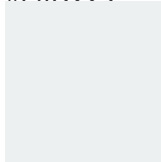
PRIMARY
#2A5CAA



DARK
#2C3E50



SECONDARY
#F1B223



LIGHT
#ECF0F1



ACCENT
#E74C3C

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

3. Typography

Heading Styles

Heading 1

Heading 2

Heading 3

Body Text

This is normal body text. Use for paragraphs and general content.

This is small body text. Use for captions and secondary information.

Recommended Pairings

Heading in Primary Color

Paired with body text in dark gray for optimal readability and visual hierarchy.

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.

Correct Usage

- Full color version
- Monochrome version
- Reverse version

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

6. Brand Voice

Tone

Professional yet approachable

Key Attributes

- Innovative
- Reliable
- Forward-thinking

7. Contact Information

Brand Team

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

Email: brand@elpeapgroup.co.za

Phone: 078 140 7749

