

EcoFree Design manual

The purpose of this design manual is to establish consistent and cohesive visual guidelines for the brand. It ensures that all design elements, both online and offline, adhere to the brand's identity and reflect its values.



The EcoFree logo is a wordmark logo that focuses on expressing the message of the blog. The logo is short for Economically Free, meaning to have economic freedom. It is a simple, yet a clean logo that is easy to understand.

Adding a line under the logo provides visual separation, structural balance, enhanced readability, a modern aesthetic, and reinforces branding consistency. The smoke or flower effect emerging from the "Eco" text fits with the EcoFree logo by emphasizing environmental consciousness, sustainability, and nature, enhancing the logo's visual appeal and message.

The logo is a crucial element of our brand identity. It should always be displayed in its original form, without any modifications. Clear space should be maintained around the logo to maintain its visual impact.



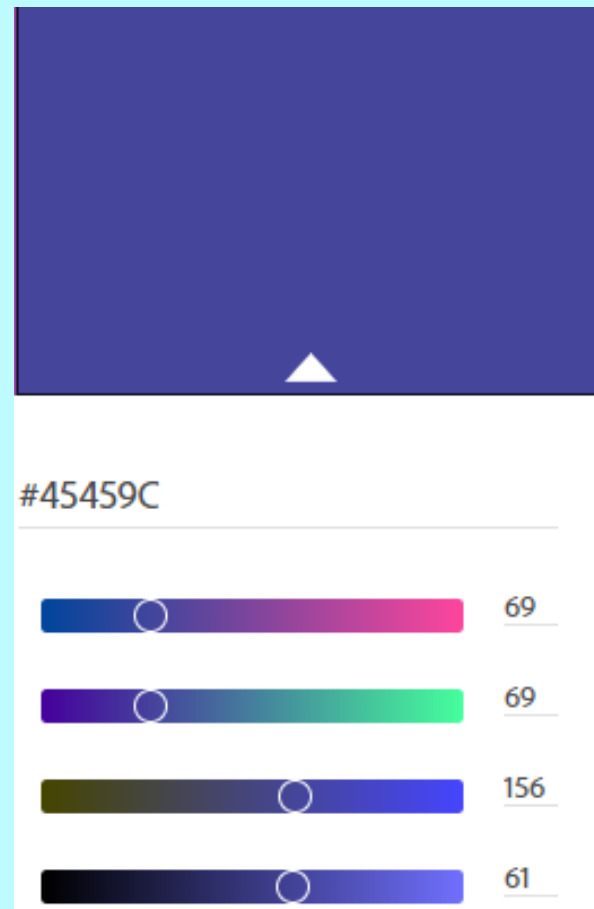
Logo color

The deep bluish-purple used is a good color choice for the EcoFree logo because it symbolizes luxury, wealth, and sophistication, while also evoking trust, stability, and a connection to the environment.

It adds uniqueness, creates a calming effect, and can evoke positive emotions.

Overall, deep bluish-purple effectively represents the brand's focus on economic freedom and environmental consciousness.

CMYK: (56,56,0,39)





Logo font

Myriad Pro Regular is a good font choice for the EcoFree logo due to its versatility, readability, professionalism, brand consistency, and its ability to complement the brand's focus on economic freedom and financial empowerment.

Myriad Pro Regular </>

Champagne Sorbet

```
font-family: myriad-pro, sans-serif;  
font-style: normal;  
font-weight: 400;
```

Punchline



The logo features the words "Invest", "in", and "yourself" in a blue, sans-serif font. A red line, resembling a stock market pattern, runs beneath the text. It starts under "Invest", goes up and right, then down and right, then up and right, then down and right, and finally up and right under "yourself". The word "yourself" is underlined with a red line.

Invest in yourself

The "Invest in Yourself" punchline logo, featuring stock market pattern lines under each word, is a compelling and visually striking design that effectively captures the essence of personal growth, self-improvement, and the symbiotic relationship between personal investment and financial success.

The lines not only serve as a visual representation of the stock market, but they also symbolize progress, movement, and upward trajectory, signifying that investing in oneself leads to positive growth and advancement in all aspects of life.

By combining a clear and powerful message with a visually appealing design, this logo establishes a strong brand identity and positions the brand as a source of inspiration and guidance for individuals seeking personal and financial fulfillment.

Invest  in yourself

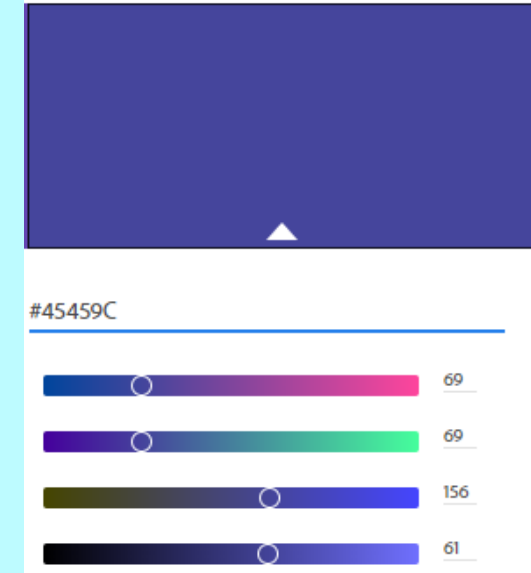
Punchline color

The chosen colors, #45459c for the text and #df1f26 for the stock market pattern, create a visually striking contrast and attention-grabbing effect.

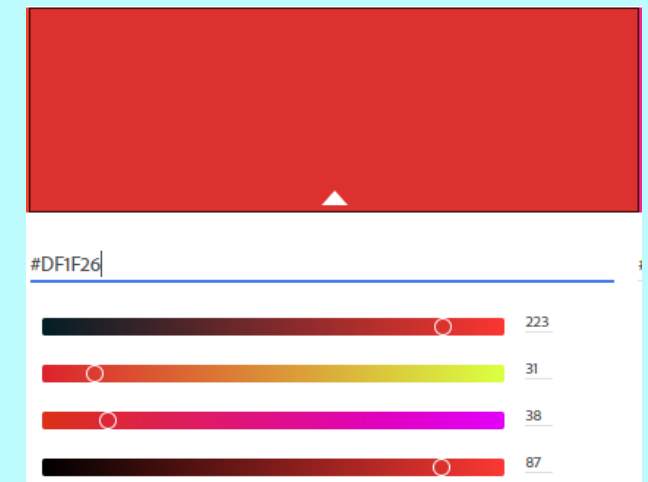
The deep blue-purple symbolizes trust and stability, while the vibrant red adds energy and urgency, resulting in a powerful and memorable logo design.

The red line in the logo also serves as a visual representation of a stock market uptick, further reinforcing the concept of investment and financial growth, making the logo impactful and resonant with viewers.

CMYK: (56,56,0,39)



CMYK: (0,86,83,13)



Invest  yourself
in

Punchline font

Myriad Pro Regular is a suitable font choice for this punchline logo due to its versatility, readability, and professional appearance, which effectively complement the impactful message.

The clean and modern aesthetic of the font enhances the visual appeal of the logo, contributing to its overall effectiveness.

Myriad Pro Regular </>

Champagne Sorbet

```
font-family: myriad-pro, sans-serif;  
font-style: normal;  
font-weight: 400;
```

Color pallet

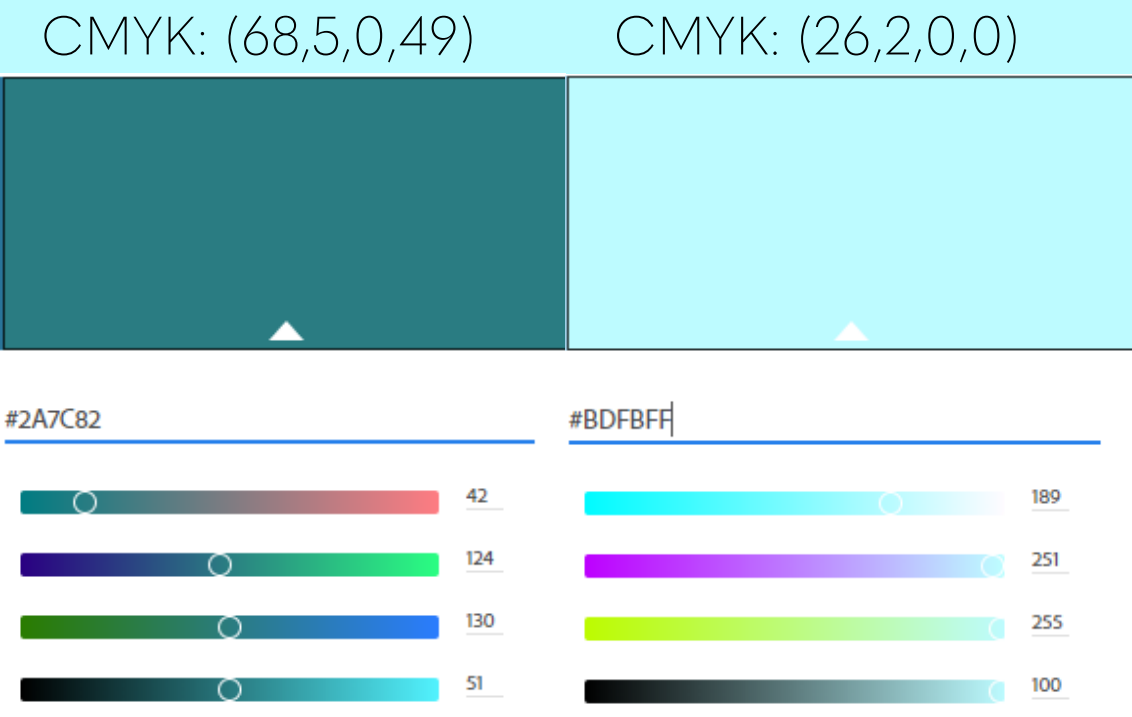
Consistent use of these colors across all design materials fosters brand recognition and maintains a cohesive visual identity for EcoFree. This establishes a strong and professional brand image, enhancing brand recall and building trust among the audience.

Primary colors

The carefully chosen primary colors for the EcoFree website are #2a7c82 (dark bluish-green) and #bdfbff (light bluish-white). These colors have been selected to represent the brand's connection to nature, sustainability, and economic freedom.

The dark bluish-green shade evokes a sense of harmony and tranquility, while the light bluish-white hue creates a clean and fresh aesthetic.

This color combination not only enhances the visual appeal of the website but also ensures consistency and reinforces the brand's identity throughout the design.



Color pallet

Consistent use of these colors across all design materials fosters brand recognition and maintains a cohesive visual identity for EcoFree. This establishes a strong and professional brand image, enhancing brand recall and building trust among the audience.

Secondary/complimentary colors

The secondary/complementary colors for the EcoFree website, #70f5ff (vibrant bluish-cyan) and #5ac5cc (light bluish-green), complement the primary colors and contribute to a visually appealing and consistent design.

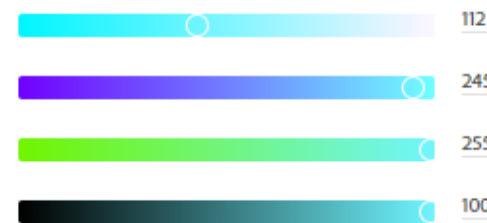
The vibrant bluish-cyan adds energy and modernity, while the light bluish-green evokes tranquility and a connection to nature.

This harmonious color palette enhances the overall aesthetic and reinforces the brand's focus on economic freedom and sustainability.

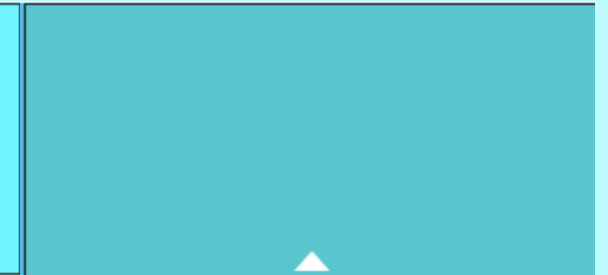
CMYK: (56,4,0,0)



#70F5FF



CMYK: (56,3,0,20)



#5AC5CC

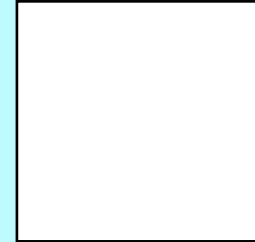


Color pallet

Consistent use of these colors across all design materials fosters brand recognition and maintains a cohesive visual identity for EcoFree. This establishes a strong and professional brand image, enhancing brand recall and building trust among the audience.

Accent colors

The accent colors #ffffff (pure white) and #000000 (pure black) create a visually striking contrast, representing simplicity, elegance, and professionalism for the EcoFree brand.



HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
(pure white)



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
(pure black)

Typography

Font sizes and weights should be carefully selected to ensure optimal readability and visual hierarchy throughout our brand materials.

Consistency in typography will enhance brand recognition and create a cohesive and professional design aesthetic.

Font

Elza Text Semibold is a suitable font choice for EcoFree due to its elegance, strong visual impact, readability, versatility, and complementary aesthetics. Its refined appearance and semibold weight make headings stand out, while maintaining excellent legibility.

Paired with the clean and modern look of Quasimoda ExtraLight for body text, Elza Text Semibold creates a balanced typographic combination that enhances EcoFree's professionalism, credibility, and visual identity, aligning with the brand's values.

Elza Text Semibold

**The quick
brown fox
jumps over the
lazy dog**

Hvis du vil bruke denne skriften på nettstedet ditt, bruker du følgende CSS:

```
font-family: elza-text, sans-serif;  
font-style: normal;  
font-weight: 600;
```

Typography

Font sizes and weights should be carefully selected to ensure optimal readability and visual hierarchy throughout our brand materials.

Consistency in typography will enhance brand recognition and create a cohesive and professional design aesthetic.

Body text

Quasimoda ExtraLight is an excellent font choice for body text in the EcoFree brand. Its clean and modern look adds a touch of elegance to the typography, while its readability ensures a comfortable reading experience for users.

The font's versatility allows for consistent use across various brand materials, maintaining a cohesive visual identity. When paired with the bold headings of Elza Text Semibold, Quasimoda ExtraLight creates a pleasing contrast and establishes a clear hierarchy.

Overall, this font choice enhances the professional and modern aesthetic of EcoFree, contributing to a visually appealing and harmonious brand presentation.

Quasimoda ExtraLight

The quick brown
fox jumps over
the lazy dog

Hvis du vil bruke denne skriften på nettstedet ditt, bruker du følgende CSS:

```
font-family: quasimoda, sans-serif;  
font-style: normal;  
font-weight: 200;
```