Brand Guidelines

October 2016

Welcome.

This guide will tell you everything you need to know about using the .eco brand. Think of it as your cheat sheet/pocket guide for answering those who/what/when/where/how questions.

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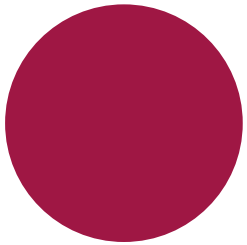
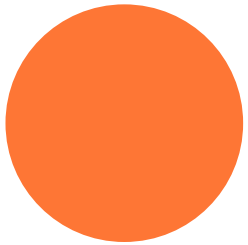
Colors

Use only these colors when implementing the .eco brand. Preferred combinations are provided to give a sense of how they all work together in various situations/scenarios.

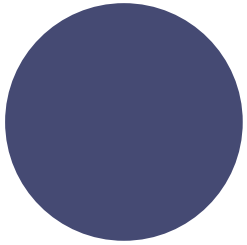


Ruby
#9F1744

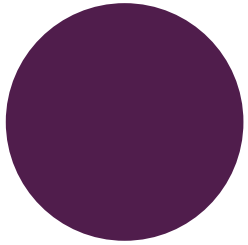
Citrine
#FCCC37



Fire Opal
#FE7635

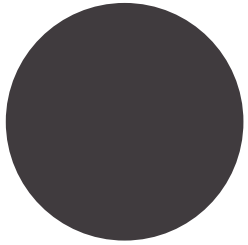


Sapphire
#454A73



Amethyst
#501D4C

Marrow
#EAECE6



Charcoal
#403B3E

Preferred combinations

DEFAULT:
Ruby background,
White heading text,
White body text,
Citrine graphics/accents

When in doubt, use this combo.

Marrow background,
Ruby heading text,
Amethyst body text,
Amethyst graphics/accents

Marrow background,
Fire Opal heading text,
Charcoal body text,
Charcoal graphics/accents

Sapphire background,
Citrine heading text,
White body text,
Citrine graphics/accents

Web combinations

Use these color schemes across the .eco website.

Navigation/footer

Navigation Link Nav hover/active Button Hover

White background

Heading This is some body copy. This is a link "quote" Button Hover

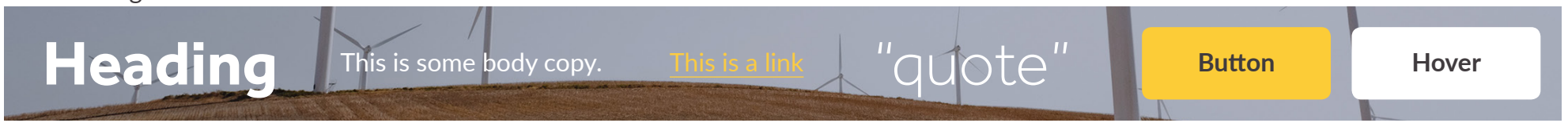
Marrow background

Heading This is some body copy. This is a link "quote" Button Hover

Sapphire background

Heading This is some body copy. This is a link "quote" Button Hover

Photo background



Logos

Use only the standard lock-up provided in the preferred colors.

White is the preferred color.

When in doubt, use this color.

Ruby can be used on light backgrounds.

Citrine can be used as an alternative.

Black can be used when color is unavailable.

Typography

Use only these typefaces when implementing the .eco brand. Sizes are flexible, however, general guidelines are provided to outline when each style should be used.

72pt [**Heading.**

40pt [Subheading.

12pt ⊏ This is some body copy. It is completely devoid of meaning as its purpose is to demonstrate the style. Any content here is entirely arbitrary.

Effra Bold is used for Headings,
Effra Light for subheadings and quotes.

Lato Regular is used for body copy.

Web sizes

Use these sizes for the .eco website. Relative font sizes for desktop, tablet, and mobile are provided.

Heading 1	Desktop > 1000px: font-size: 72px, 4.5em line-height: 1.2	Tablet < 800px: font-size: 65px, 4.063em line-height: 1.2	Mobile < 400px: font-size: 50px, 3.125em line-height: 1.071
Heading 2	Desktop > 1000px: font-size: 50px, 3.125em line-height: 1.2	Tablet < 800px: font-size: 42px, 2.625em line-height: 1.2	Mobile < 400px: font-size: 32px, 2em line-height: 1.071
Heading 3	Desktop > 1000px: font-size: 36px, 2.25em line-height: 1.2	Tablet < 800px: font-size: 28px, 1.75em line-height: 1.2	Mobile < 400px: font-size: 20px, 1.25em line-height: 1.071
Blockquote	Desktop > 1000px: font-size: 42px, 2.625em line-height: 0.938	Tablet < 800px: font-size: 31px, 1.938em line-height: 1.129	Mobile < 400px: font-size: 12px, 1.375em line-height: 1.136
Body	Desktop > 1000px: font-size: 16px, 1em line-height: 1.2	Tablet < 800px: font-size: 16px, 1em line-height: 1.2	Mobile < 400px: font-size: 16px, 1em line-height: 1.2

Usage

Only use the colored versions of the logo on white backgrounds. On any other color background, use the white or black versions. When in doubt, use black or white.

Please do not:

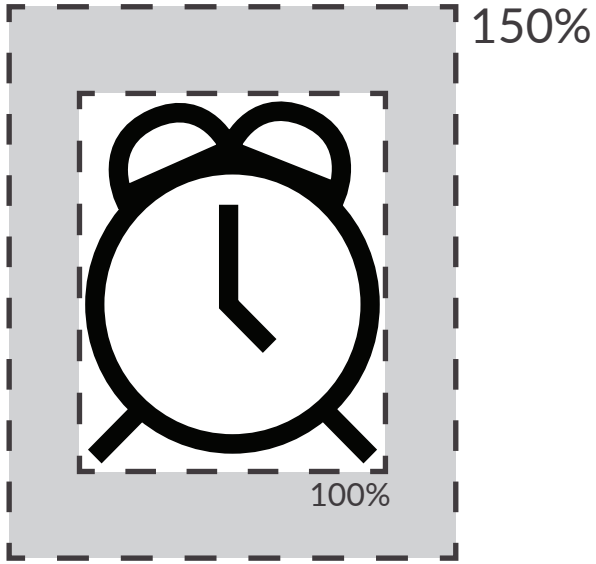
- Use any logos or similar imagery to represent .eco other than what is provided by .eco.
- Rotate the logo mark or alter its positioning
- Overprint or obstruct any part of the logo.
- Add special effects to the logo.
- Use old versions or any other marks or logos to represent our brand.

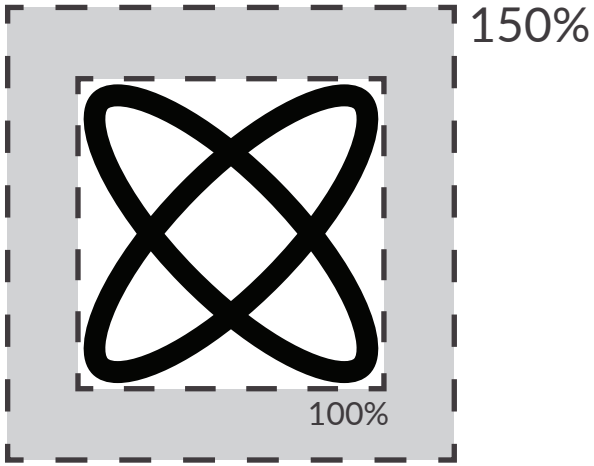
Spacing

When using the .eco logo with other logos and graphic elements, maintain a safety space that equals 150% the size of the square around the logo.

Padding

All graphic elements intended for web use should maintain padding on all sides equal to 150% the size of the image.





Imagery

.eco is authentic in its purpose for the environment and sustainability. Imagery used for .eco will not be cliched and empty generic pictures of waterfalls and rainbows. .eco stock photos will be a perfect combination of unique nature imagery and sustainable, positive human involvement. Photos will be less focused on merely beauty and more on innovation of nature's resources and our use of them.

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